



Impact Assessment Sustainable Village Development (Action for Food Production – Jalgaon, Maharashtra)

Corporate Social Responsibility Project by
Mahindra and Mahindra Ltd.

March 2023

Prepared by,
KPMG Assurance and Consulting Services LLP

Table of Contents



01	Introduction	03
02	Objectives of the Project	04
03	Approach & Methodology	05
04	Research Composition	07
05	Research Findings	08
06	IRECS Evaluation	11
07	Project Photographs	13

Introduction

About

- Aim of the project was to enhance the quality of life of the indigenous population by optimal utilization of existing resources and opportunities.
- M&M Ltd., through Corporate Social Responsibility (CSR) in collaboration with Action for Food Production (AFPRO), implemented the sustainable village development project.

Project Location

- Project covered 10 villages within 4 Gram Panchayats located in the Chopda block of Jalgaon district, Maharashtra.

Need of Community

Low attention to water resource development work (on existing structures), These structures are heavily silted.

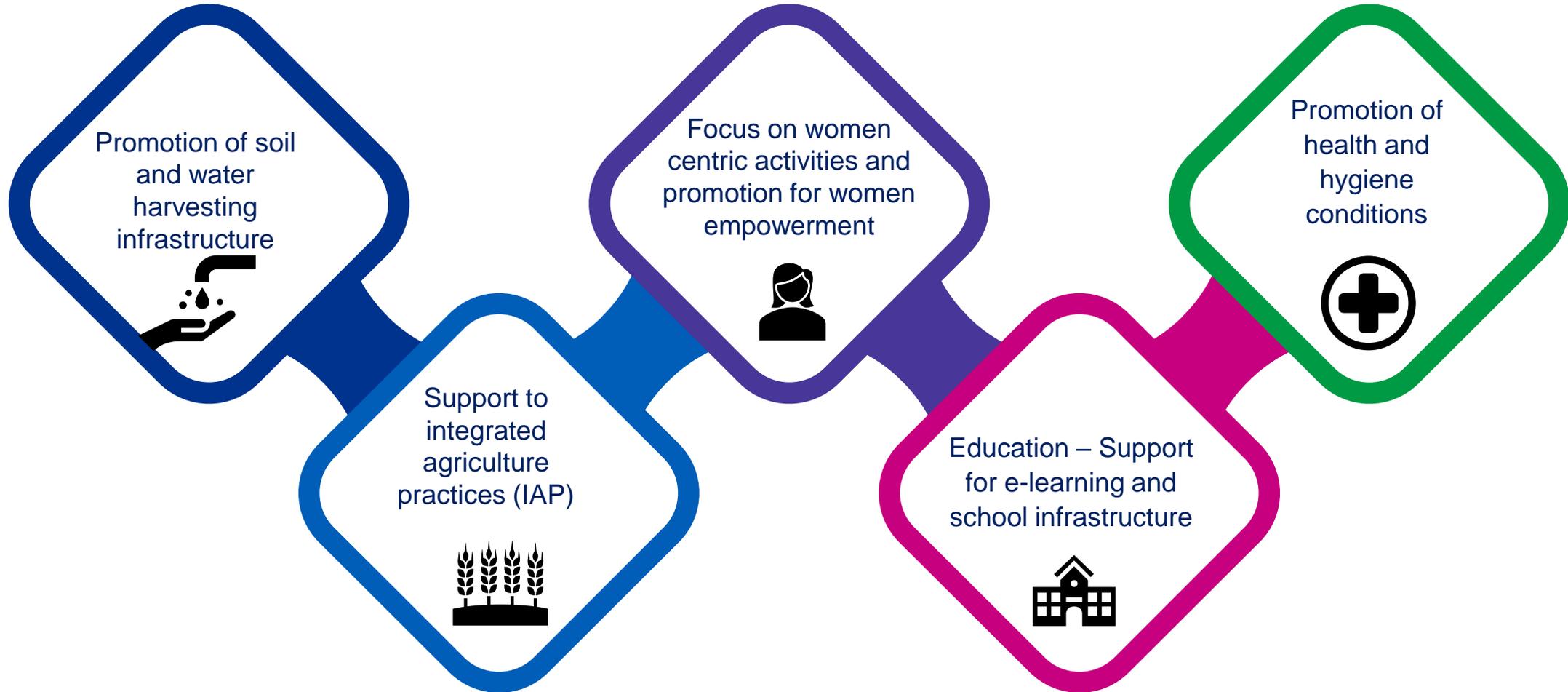
Fertility of soil has been adversely affected due to excessive use of chemical fertilizers.

Rural part of the Chopda block lacks knowledge of health and hygiene practices, and hence the usage of toilet/ sanitation infrastructure is low.

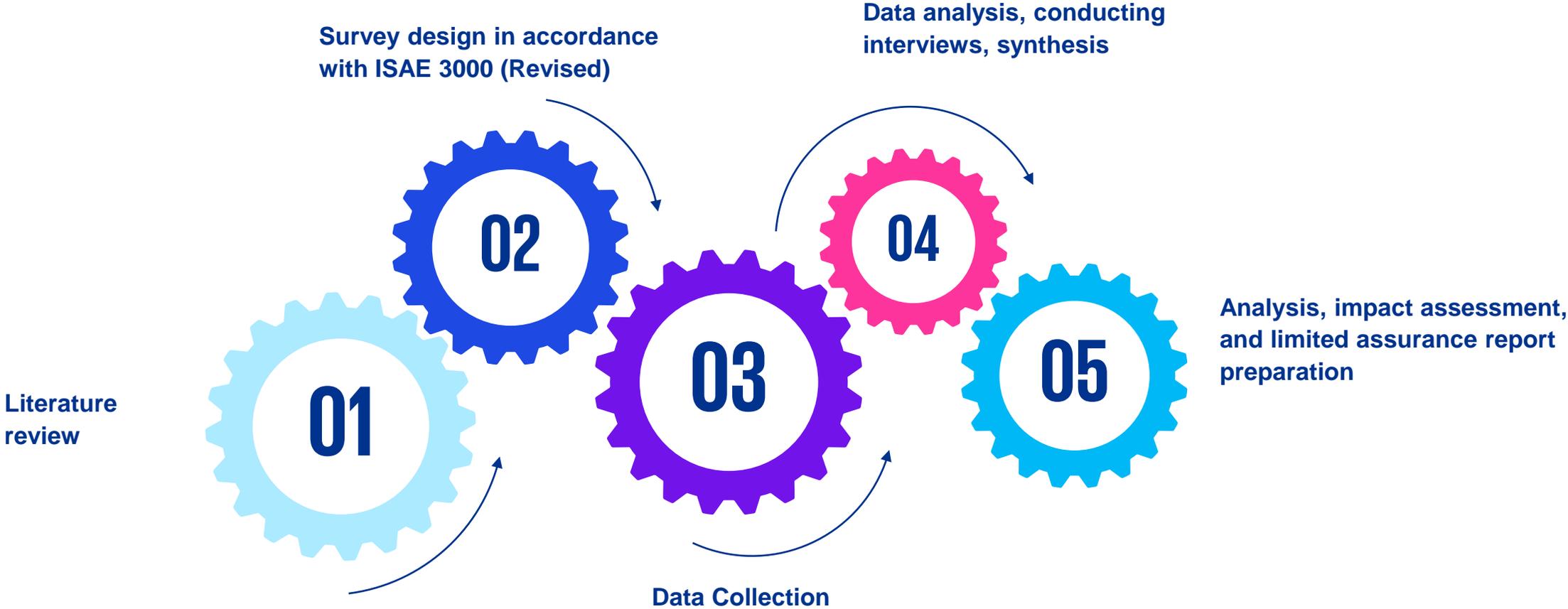


Objectives of the Project

To achieve sustainable village development, initiatives were taken across sectors as follows:



Approach and Methodology



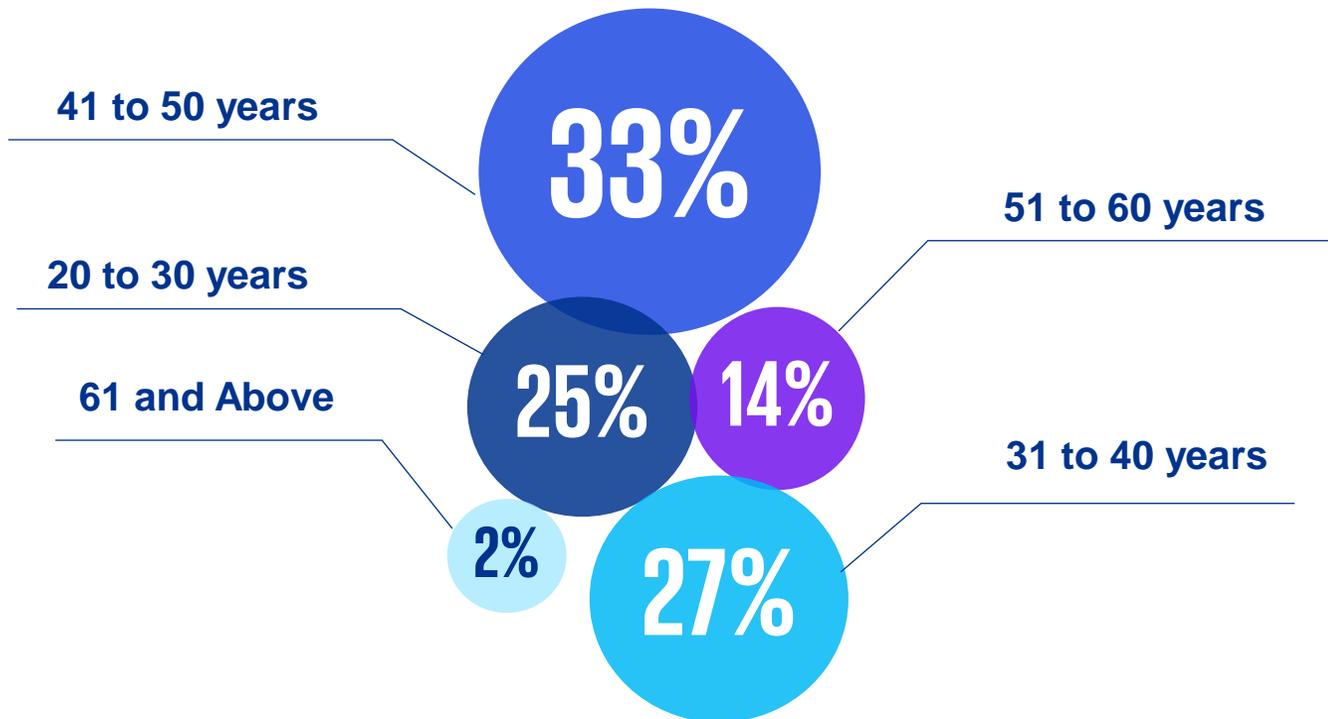


Findings from the Impact Assessment

Research Composition

Structured questionnaires were used to collect quantitative and qualitative data.

Age-wise distribution of Respondents



Research Findings (1/3)

100%

Respondents showed a complete recall of activities and sessions conducted for the prevention of soil moisture conservation activity.

95%

Respondents have attended the water budgeting activity and as a result, increase in the knowledge of community about water resources was seen.

24%

Shared that water budgeting activity helped them to use drought-resistant crops for cultivation. This shows the efficient use of water for irrigation purposes.

20%

Respondents stated that their agriculture income has increased.

87%

Respondents were aware of the de-silting activity conducted in the earthen dam and percolation tank thus, additional water storage capacity was created through this activity.

Research Findings (2/3)

100%

Awareness about water resource structure- farm bund activity, CWG structure, and RCC check dam.

89%

Awareness about the integrated farming system.

93%

Support for the drip/micro-irrigation techniques helped in conserving water.

88%

Water resource structure provided enough water storage to reduce the run-off.

90%

Convergence- Support to be provided by GP members for micro irrigation practice.

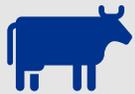
86%

Confirmed that they received trainings under Farmer Field Schools



Research Findings (3/3)

75%



Respondents reported that they have benefitted from support given for goatery

56%



Of the respondent shared that they have experienced significant improvement in the nutrition intake of their family since the implementation of this activity

25%



Respondents shared that establishment of nurseries for fodder production helped in improving livestock productivity

15%



15% of the respondent established the nutritional kitchen garden at their home as a part of the activity this further resulted in improved women empowerment



Provision of an E-Learning kit in model village school has resulted in increase in learning curiosity among the students

97%



97% of the respondent observed improvement in sanitation facilities



IRECS Evaluation

IRECS Evaluation

Inclusiveness

Project is implemented in community with 98% tribal population. It covers Agriculture, Water resource management, Livelihood promotion activities in rural areas and specifically for women, ultra-poor, landless population with activities which will include participation of all stakeholders.

Sustainability

The project involves soil and water conservation activities and capacity building of community institutions that will ensure sustainability of resources created under the project

01

02

Relevance

Structure of the project was designed in the manner that it will enable the upliftment of water deprived area like Chopda in Jalgaon and it will also try to improve the livelihood opportunities of the communities residing there.

03

Effectiveness

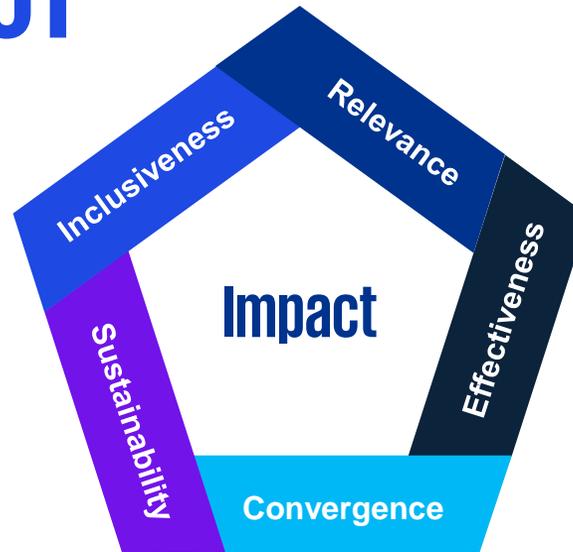
The project was successful at community level as well as district level. The Gram Sabha meetings and village level meetings for the initiative resulted in everybody's participation and this further helped in avoiding clash and gain trust of community members.

04

Convergence

Village development under this project is characterised by collective action of all stakeholders in order to implement interventions in a timely manner. It engages with stakeholders at different levels such as farmers, SHG members, PRI members, women, Krishi-Sevak, etc.

05



Photographs



Water resource structures built in project intervention area

Interaction with stakeholders of the project at GP



Interaction with farmers at project implementation area

Interaction with women members of the community

Toilet unit constructed at school

Thank You

Disclaimers:

- This report has been prepared for Mahindra and Mahindra Ltd. ("Client") based on the terms of the Contracts ("Contract") executed between Mahindra and Mahindra Ltd. and KPMG Assurance and Consulting Services LLP ("KPMG" or "we").
- The performance of KPMG's services and the report issued to the Client are based on and subject to the terms of the Contract.
- This report sets forth our views based on the completeness and accuracy of the facts stated to KPMG and any assumptions that were included. If any of the facts and assumptions is not complete or accurate, it is imperative that we be informed accordingly, as the inaccuracy or incompleteness thereof could have a material effect on our conclusions.
- While performing the work, we assumed the genuineness of all signatures and the authenticity of all original documents. We have not independently verified the correctness or authenticity of the same.
- While information obtained from the public domain or external sources has not been verified for authenticity, accuracy or completeness, we have obtained information, as far as possible, from sources generally considered to be reliable. We assume no responsibility for such information.
- Performance of our work was based on information and explanations given to us by the Client. Neither KPMG nor any of its partners, directors or employees undertake responsibility in any way whatsoever to any person in respect of errors in this report, arising from incorrect information provided by the Client.
- Our report may make reference to 'KPMG Analysis'; this indicates only that we have (where specified) undertaken certain analytical activities on the underlying data to arrive at the information presented; we do not accept responsibility for the veracity of the underlying data.
- In accordance with its policy, KPMG advises that neither it nor any of its partner, director or employee undertakes any responsibility arising in any way whatsoever, to any person other than Client in respect of the matters dealt with in this report, including any errors or omissions therein, arising through negligence or otherwise, howsoever caused.
- In connection with our report or any part thereof, KPMG does not owe duty of care (whether in contract or in tort or under statute or otherwise) to any person or party to whom the report is circulated to and KPMG shall not be liable to any party who uses or relies on this report. KPMG thus disclaims all responsibility or liability for any costs, damages, losses, liabilities, expenses incurred by such third party arising out of or in connection with the report or any part thereof.
- By reading our report, the reader of the report shall be deemed to have accepted the terms mentioned hereinabove.