

# CSR Impact Assessment FY 2022-23

Supported by :

**mahindra**<sup>Rise</sup>

Implemented by:

**K.C.MAHINDRA**  
EDUCATION TRUST



Impact Assessment Conducted by:



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# PROJECT NANHI KALI LIFE SKILLS PROGRAM

Component of Project Nanhi Kali

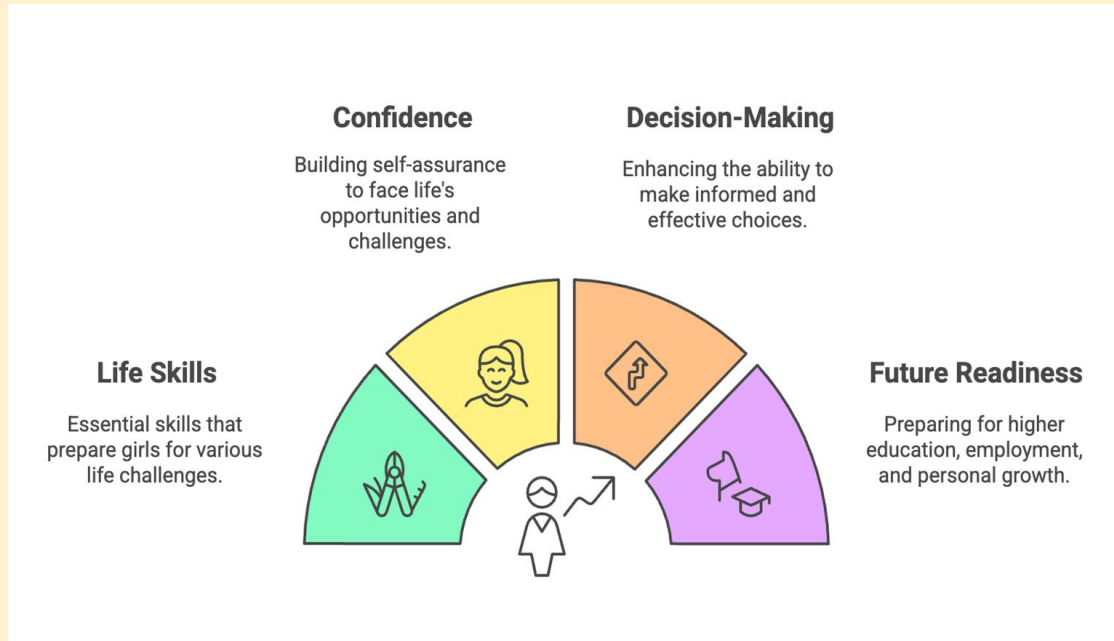


# Project Nanhi Kali Life Skills Program



## Program Objectives

- To provide girls from underserved communities with access to high-quality soft skills training to boost their confidence and encourage them to build a strong foundation for their future educational or professional pursuits



## Project Relevance

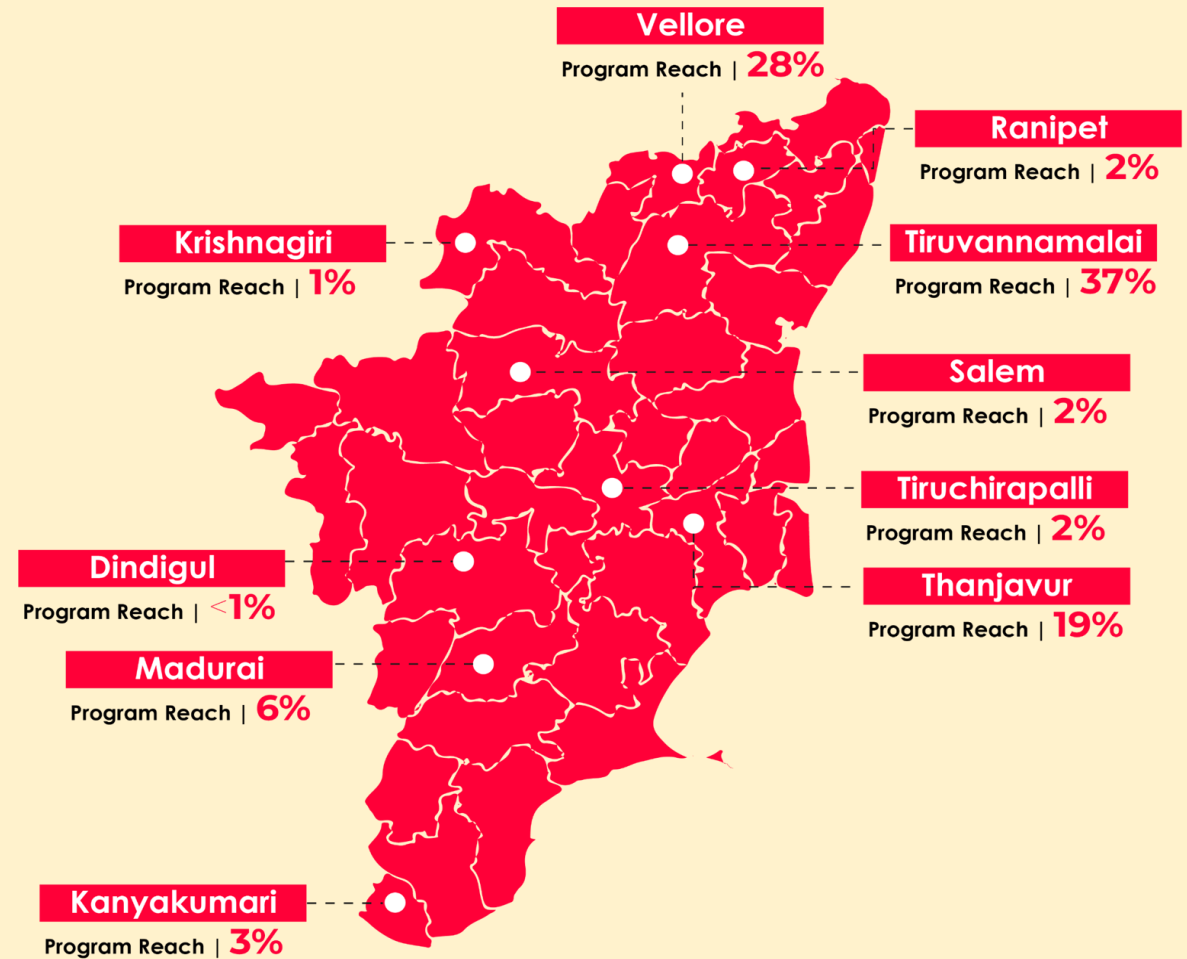
- **Only 51.25%** of Indian graduates are considered employable, indicating a gap between formal education and industry-required skills  
– **Economic Survey 23-24**
- Life skills education should be integrated with formal academic learning  
– **National Education Policy (NEP 2020)**
- Need to align education with skilling to address the workforce's skill mismatch, including higher-order cognitive skills like critical thinking and problem-solving  
– **Akhil Bhartiya Shiksha Samagam Report, 2023**
- Need to bridge the gap between academic education and industry demands by offering skill-based training  
– **Naan Mudhalvan, flagship program of Govt. of TN**

# Project Nanhi Kali Life Skills Program

## Project Highlights

- **15,000** girls (16-19 years old) trained across Tamil Nadu across 10 districts
- **30 hours** of soft skills training
- **55 institutions covered**
- **104 Trainers** conducted sessions
- **9000 Training hours**

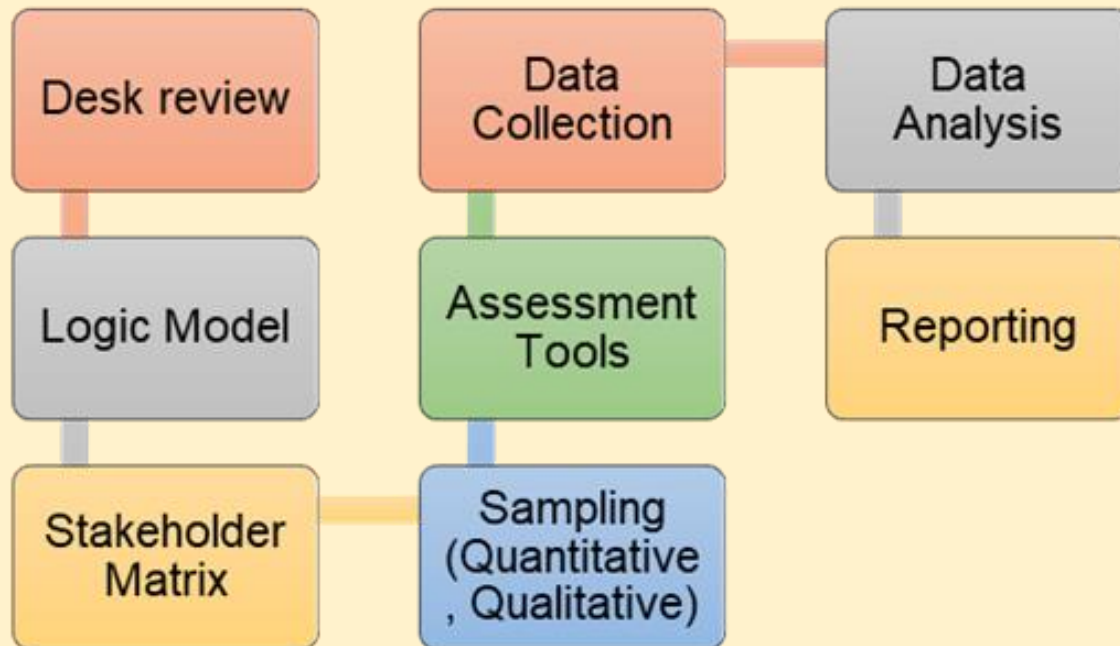
## Geographical Outreach



# Project Nanhi Kali Life Skills Program

## Approach & Assessment Methodology

### Assessment Methodology



### Social Responsibility Standards

The impact assessment methodology assesses the project on BlueSky's **Process Maturity & Goals Achievement Framework (PMGA)**, built on the guidance available to the following standards:

1. **Social Auditing Standards (SAS)**, regulated by the ISAI under SEBI
2. **ISO IS 26000:2018 – Guidance on Social Responsibility**
3. **The Companies Act 2013 Schd VII Sec 135**
4. **UN Sustainable Development Goals**





# Project Nanhi Kali Life Skills Program

## Logic Framework



To empower adolescent girls with essential life skills that enhance their confidence, decision-making abilities, and readiness for future challenges, including higher education, employment, and personal well-being.



### Objective

To provide disadvantaged girls, aged 16 to 19, with access to high-quality soft skills training to boost their confidence and encourage them to build a strong foundation for their future educational or professional pursuits.



### Inputs



Collaboration between **Mahindra & Mahindra Ltd., K.C. Mahindra Education Trust, Naandi Foundation, and Tamil Nadu Skill Development Corporation (TNSDC)** to implement the program.



Expert-designed curriculum aligned with **National Education Policy (NEP 2020)** focusing on communication, problem-solving, and time management.



Deployment of trained facilitators across **55 institutions** to deliver structured life skills training.



### Activities



Conduct **communication workshops** to improve confidence in public speaking, body language, and self-expression.



Facilitate **critical thinking and problem-solving exercises** through real-life case studies and interactive learning.



Train students in **adaptability and time management** using goal-setting exercises and productivity techniques.



### Outputs



**15,000 girls trained** in life skills across **55 institutions**. Increased participation in discussions, presentations, and leadership roles within their institutions.



**Certification awarded upon 70% attendance and successful assessment completion**, validating acquired skills and knowledge.



### Outcomes



Improved confidence and communication skills, helping students engage effectively in academic and social environments.



Strengthened ability to think critically and solve problems, leading to better educational and career-related decisions.



Enhanced adaptability and time management, equipping girls to handle responsibilities efficiently.



### Impact



Long-term empowerment of underprivileged girls through education and life skills.



Long-term contribution to workforce readiness and gender inclusivity in various sectors.

# Project Nanhi Kali Life Skills Program

## Key Findings

### Access to high-quality soft skills training



#### Increased Confidence, Problem Solving Skills & Critical Thinking

- **98%** of the students reported a significant boost in their Self-Confidence, particularly in public speaking and self-expression.
- **90%** rated Problem-Solving and Critical Thinking sessions positively, citing practical solutions useful in daily and professional life.



#### Enhanced Time Management and Organization

- **98%** of students reported learning better Time Management and Task Prioritization.
- **92%** of the students expressed satisfaction with the Time Management training.



#### Strengthened Interpersonal Skills and Communication

- **97%** of students reported improved Communication Skills after the training
- **90%** of students were satisfied with the Interpersonal Communication sessions, which covered communication, teamwork, and leadership.



#### Creativity and Innovation

- **91%** rated Creativity and Innovation sessions positively, noting they understood techniques for generating ideas and expressing creativity and innovation.



#### Activities

1. Confidence-Building Activities
2. Problem-Solving Sessions
3. Time Management Training

4. Interpersonal Communication Sessions
5. Creativity and Innovation Activities
6. Digital and Financial Management Training


# Project Nanhi Kali Life Skills Program

## PMGA Impact Assessment Framework

(Process Maturity & Goals Achievement)


### 1. Process Maturity Score (X-Axis)

- Scored on: Standard Criteria
- Frameworks Referenced: ISO 26000 & National Guidelines on Responsible Business Conduct (NGRBC)

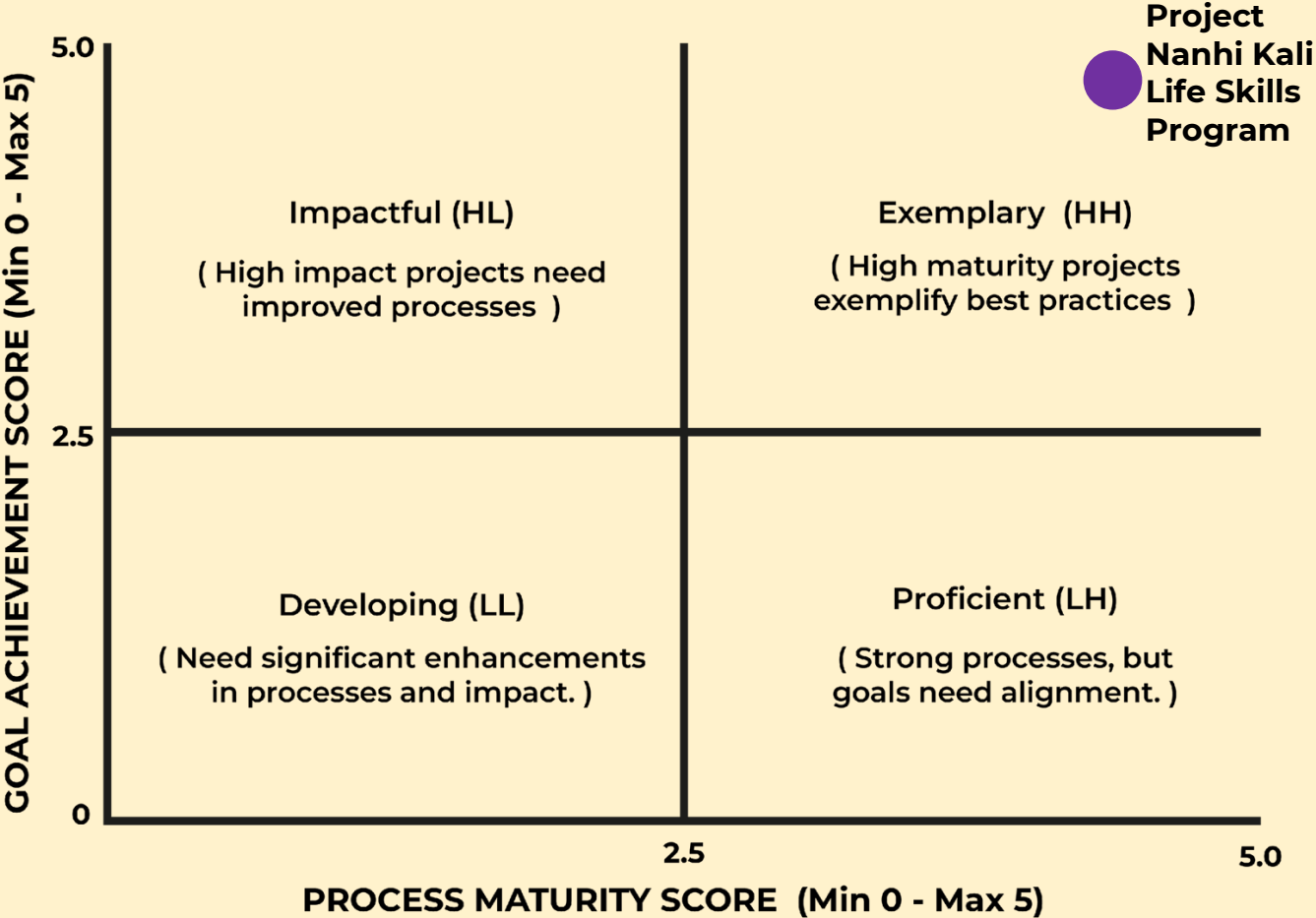
 Indicates strong alignment with standardized best practices across projects

### 2. Program Goal Achievement Score (Y-Axis)

- Scored on: Project-specific Criteria
- Framework: Program Logic Model

 Reflects high achievement against intended project outcomes

## Project Impact Category



# Stakeholder Quotes

## Increased Confidence

Across multiple sites, students reported a significant improvement in their personal confidence. Several students demonstrated better comprehension and increased confidence.



*"After attending the training, I overcame my stage fear and now feel more confident than before. I have also learned how to communicate effectively and without hesitation, even in interviews."* - **Moovika, Student, Government Arts and Science College, Orathanadu, Thanjavur, Tamil Nadu.**



*"On the first day, many of the girls were hesitant and reluctant to take part. They sat quietly, unsure of themselves. But by the final three days, the transformation was remarkable. Those who once stayed silent began stepping forward, volunteering in discussions, participating eagerly in activities, and showing genuine enthusiasm. It was a joy to witness their confidence bloom."* - **Mr. Hariharan, Trainer, Government Arts and Science College, Orathanadu, Thanjavur, Tamil Nadu.**

## Improved Problem-Solving and Critical Thinking

Students reported learning problem solving skills and critical thinking through the sessions conducted.



*"I've seen a real shift in how the girls approach problems now. Instead of reacting impulsively, they pause, assess the situation, and communicate their concerns thoughtfully. They've become more systematic in their thinking, and it's helping them find more effective solutions. It's a significant and heartening change."* - **Dr. Bhavani, Teacher, Government Arts and Science College, Orathanadu, Thanjavur, Tamil Nadu.**



*"Instead of theoretical classes, students would benefit more from practical, real-life applications of the skills being taught."* - **Ms. Nagarani, Teacher, Mangayarkarasi Arts & Science College, Madurai, Tamil Nadu.**

## Creativity and Innovation

Students reported increased creativity and innovation skills learnt from the sessions



*The training helped me develop new ideas and creative solutions. I no longer hesitate to present my thoughts in a unique way."* - **Aarthy S, Student, Government Girls Higher Secondary School, Polur, Thiruvannamali, Tamil Nadu.**



*"Students engaged enthusiastically in creativity-focused activities, particularly during role-play and idea-generation tasks."* - **Mr. Ramprasad, Trainer, Naandi Foundation, Tiruvannamalai, Tamil Nadu.**



# Stakeholder Quotes

## Enhanced Time Management and Organization



*"Many students struggled with managing their time effectively. Through practical activities, they learned to prioritize tasks, set realistic goals, and create daily schedules. Their academic performance and punctuality improved as a result".* - **Mr. Kumaran, Trainer, Naandi Foundation, Tiruvannamalai, Tamil Nadu.**

## Strengthened Interpersonal Skills and Communication



*"There's a noticeable difference in how the students interact—with both their classmates and us teachers. They've grown more cooperative, respectful, and expressive. I've seen changes in their body language, the tone of their voice, and how clearly they articulate their thoughts. These may seem like small shifts, but they speak volumes about their growth."*- **Ms. Anni Vinvloy, Teacher, Government Girls Higher Secondary School, Polur, Tiruvannamalai, Tamil Nadu.**

## Digital Literacy and Financial Awareness



*"Before the training, I didn't know how to use Microsoft Office. Now, I can create documents, use Excel for budgeting, and manage my digital identity responsibly."* - **Saranya, Student, Arattavadi Government High School, Chengam, Tiruvannamalai, Tamil Nadu.**

# Project Nanhi Kali Life Skills Program

## Case Studies

### Case Study 1: Moovika, College Student, Orathanadu Thanjavur, Tamil Nadu

Moovika, once a shy student struggling with stage fear, time management, and communication, experienced a complete transformation through the Nanhi Kali Life Skills Program.

The Life Skills program helped her:

- Overcome stage fear and speak confidently in interviews
- Learn time management and daily scheduling
- Improve problem-solving and critical thinking
- Build stronger bonds with family and friends

***“I used to stay silent in fear.  
Now, I speak up with  
confidence—even in  
interviews. This training  
helped me discover myself.”  
— Moovika***

# Project Nanhi Kali Life Skills Program

## Awarded Exemplary Rating

**CSR INSPECTION CERTIFICATE**

**Bluesky Sustainable Business LLP**  
AWARDS AN  
**Exemplary Rating**

Exemplary Projects have high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow.

FOR CSR PROJECT  
**Project Nanhi Kali Life Skills Program**

Project Nanhi Kali Life Skills Program equips adolescent girls (16-19 years) in Tamil Nadu with essential life skills that build confidence, enhance decision-making, and support their readiness for higher education, employment, and personal well-being.

SUPPORTED BY  
**Mahindra & Mahindra Limited**  
Gateway Building, St. Steven Street, Apollo Bunder, Mumbai - 400001

**CSR Category:** (i) Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects.  
(ii) Promoting gender equality, empowering women, for reducing inequalities faced by socially and economically backward groups.

**Service contract number:** BSSB-2400-00012  
**Certificate number:** IB067-2400-01-00012  
**Date of issue:** 25th March 2025

  
**Jyotsna Bellappa**  
Head- CSR Inspections

  
**Shrinivas Bhat**  
Chief Executive Officer



\* Bluesky Sustainable Business LLP complies with NABCB accreditation criterion of "Type A" Inspection Body.  
\* To be read in connection with Annexure 1.

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**ANNEXURE 1**  
**Scope of Work**

1. Evaluate the effectiveness of the program.  
2. Examine key aspects of project implementation, including processes, outputs, and outcomes, to assess its overall impact.

**Assessment Criteria**

BlueSky's Accredited Impact Assessment methodology framework, based on ISO 26000: Guidance on Social Responsibility and National Guidelines on Responsible Business (NGRBC, 2018), has been employed to assess the impact of CSR/Social Projects.

**Inspection Rating Table**

**Developing:** Projects have low process maturity and are not reaching their intended program goals effectively. These projects may require significant improvements both in terms of how they are being implemented (processes) and their overall impact. The focus should be on strengthening their operational processes and setting clearer, more attainable goals.

**Impactful:** These projects have a high impact despite lower process maturity. The outcomes are being achieved, and program goals are being met, but the internal processes and operational practices need more development. Such projects could benefit from refining their processes to sustain or enhance their impact.

**Proficient:** These projects have strong operational processes in place but are not yet achieving their intended program goals. They demonstrate maturity in planning and execution but may need to realign their focus on ensuring that these efforts translate into meaningful impact. The focus should be on adjusting goals or strategies to improve outcomes.

**Exemplary:** Projects have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement.

