

# CSR Impact Assessment

FY 2023-24

Supported by :

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

Implemented by :

**K.C.MAHINDRA**  
EDUCATION TRUST

Impact Assessment Conducted in FY 2025-26 by:



[www.blueskycsr.com](http://www.blueskycsr.com)

## Mahindra All India Talent Scholarship (MAITS)



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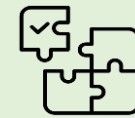


## Project Goal

The **Mahindra All India Talent Scholarship (MAITS)** programme aims to enhance access to employment-oriented technical education for students from economically disadvantaged backgrounds by reducing financial barriers through **merit-cum-means based scholarship support**.

The project focuses on addressing systemic barriers to education by:

- Providing **financial assistance** to cover educational expenses like tuition fees, study materials, accommodation, and examination costs.
- Supporting **continuation and completion of diploma education** among low-income students.
- Promoting **equitable access to technical education** for academically deserving candidates.



## Project Relevance

- *Economic factors, including financial constraints and engagement in income-generating activities, account for nearly one-third of student dropouts in India – **NSSO Report on Education (75th Round), Ministry of Statistics & Programme Implementation.***
- *The Gross Enrolment Ratio (GER) in higher education in India remains around 28.4%, indicating limited access, particularly for students from low-income households. – **AISHE Report 2021-22, Ministry of Education***
- *Government initiatives such as **Skill India Mission, National Education Policy (NEP) 2020, and PMKVY** emphasize expanding access to vocational and technical education aligned with industry needs to improve employability outcomes.*

# Mahindra All India Talent Scholarship (MAITS)



## Activities



**1. Scholarship announcement and outreach**



**2. Online application processing, eligibility screening and shortlisting**



**3. Document verification**



**4. In-person interviews**



**5. Merit-cum-means selection of candidates**



**6. Scholarship Disbursement: Direct benefit transfer (DBT) to student bank accounts**



**7. Monitoring of students academic progress through semester records**



**8. 'Mahindra All India Talent Scholarship' Certificate upon completion of diploma course**



**9. Tracking of alumni academic and professional progress**

# Mahindra All India Talent Scholarship (MAITS)



## Project Reach

During **FY 2023–24**, the **MAITS programme** supported **1,150 students** enrolled in diploma programmes across **12 centres in India**, covering a broad geographic spread across western, southern, northern, and eastern regions.



- **Centres included:** Ahmedabad, Bangalore, Chandigarh, Chennai, Cochin, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, and Visakhapatnam.



- **Beneficiary distribution included:** **551 female students, 599 male students** (Total beneficiaries: 1,150 students)



- **Programme structure:**
  - Each selected student receives **scholarship support of ₹30,000 over a period of three years**, aimed at supporting the completion of their diploma education.
  - The scholarship is **disbursed annually at ₹10,000 per student**, ensuring sustained financial support throughout the course duration.
  - The annual scholarship amount is released in **two instalments of ₹5,000 each**.
  - The **second instalment is linked to the submission of semester marksheets**, promoting academic continuity, performance monitoring, and accountability among beneficiaries.

# Mahindra All India Talent Scholarship (MAITS)



## Logic Model



The **Mahindra All India Talent Scholarship (MAITS)** programme aims to enhance access to employment-oriented technical education for students from economically disadvantaged backgrounds by reducing financial barriers through **merit-cum-means based scholarship support**.



### Objective

Providing **financial assistance** to cover educational expenses like tuition fees, study materials, accommodation, and examination costs.

Supporting **continuation and completion of diploma education** among low-income students.

Promoting **equitable access to technical education** for academically deserving candidates



### Inputs

**Online application and document verification** systems.

**Human resources** for screening, assessment, in-person interviews, communication, monitoring.

**Collaboration for engagement** with government recognized polytechnic and ITI institutions.

**Digital platforms** for communication and monitoring.

**Banking systems** enabling Direct Benefit Transfer (DBT) to student accounts.



### Activities

- Scholarship announcement** and outreach
- Online application, eligibility screening** and shortlisting
- Document verification**
- In-person interviews**
- Merit-cum-means selection**
- Direct benefit transfer (DBT)** to student bank accounts
- Monitoring of academic progress** through semester records



### Outputs

During FY 2023–24, the programme supported **1,150 students** (551 female students, 599 male students) enrolled in diploma programmes across **12 centres in India**.

Each selected student receives scholarship support of **₹30,000 over a period of three years**, aimed at supporting the completion of their diploma education.

The scholarship is **disbursed annually at ₹10,000 per student**



### Outcomes

**Improved confidence** among students to continue and complete diploma education

**Increased academic motivation** and commitment

**Strengthened aspirations** for higher education

**Enhanced recognition** of academic merit

**Effective utilization** of scholarship funds towards educational expenses

**Improved emotional and financial well-being**

**Positive peer and community motivation** to apply for scholarships



### Impact

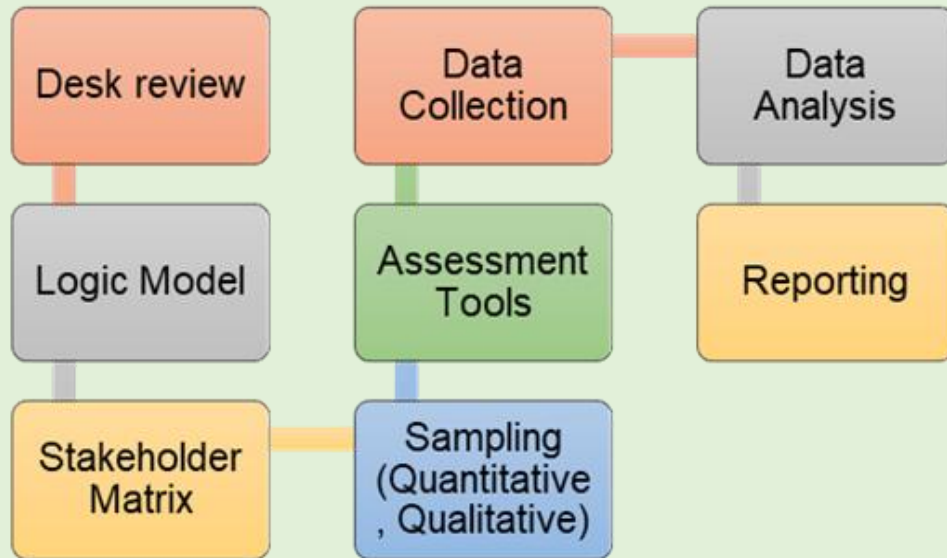
**Increased socio-economic mobility** among students from economically disadvantaged backgrounds through access to technical education and improved income opportunities.

**Reduced financial vulnerability** of students from low-income households through access to affordable technical education.

**Continuation and completion of diploma education** among low-income students.

# Mahindra All India Talent Scholarship (MAITS)

## Assessment Methodology



## Alignment with Social 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**



**SDG 4 – Quality Education**



**SDG 5 – Gender Equality**

# Mahindra All India Talent Scholarship (MAITS)

## KEY FINDINGS

### Educational Continuity and Confidence



#### Beneficiary feedback

- **70%** of surveyed beneficiaries reported **increased confidence** in completing their diploma education following receipt of the scholarship.
- Students indicated that financial assistance helped **reduce uncertainty** related to tuition fees, study materials, and other educational costs.



- **College representatives (Principals)** – reported observing improved confidence, better academic performance, timely assignments, and exam preparation.

### Academic Motivation and Engagement



#### Beneficiary feedback

- **65%** of beneficiaries reported **increased academic motivation** linked to scholarship continuation requirements.
- Students noted that maintaining academic performance is necessary for scholarship renewal, which encourages consistent engagement with coursework.



#### College representative (Principals)

- **100%** reported that they observed **stronger classroom participation** and commitment among scholarship recipients post receipt of scholarship.

# Mahindra All India Talent Scholarship (MAITS)

## KEY FINDINGS

### Aspirations for Higher Education and Career Advancement



#### Beneficiary feedback

- **60%** of beneficiaries reported that the scholarship influenced their consideration of **pursuing further education** beyond their diploma programmes.
- Students indicated that financial support reduced concerns about educational costs and enabled them to **consider higher education** opportunities.



**College representatives** reported that scholarship recipients often show stronger interest in continuing their higher education.

### Recognition of Academic Merit and Professional Confidence



#### Beneficiary feedback

- **55%** of beneficiaries reported that receiving the scholarship contributed to recognition of their academic merit or professional credibility.
- Students noted that listing the scholarship on their resume or academic profile will enhance credibility during future interviews or admissions processes.



#### College representative (Principals)

- reported that the scholarship contributes to perceived academic credibility and professional confidence, although its full recognition value may emerge during later career stages.

# Mahindra All India Talent Scholarship (MAITS)

## KEY FINDINGS

### Financial Support for Educational Expenses & Emotional Well-being



#### Beneficiary feedback

- **100%** of beneficiaries reported using the scholarship primarily for education-related expenses. **Common uses included:** Tuition fees, Hostel accommodation, Books, study materials, Examination fees and Academic travel expenses.
- **65%** of beneficiaries reported improvements in financial and emotional wellbeing after receiving the scholarship.
- Students reported reduced financial stress and decreased reliance on family resources for educational expenses.

### Peer and Family Motivation



#### Beneficiary feedback

- **50%** of beneficiaries reported sharing information about scholarship opportunities with peers or juniors.
- Students reported that there is a sense of pride among their family members for receiving the scholarship.

# Mahindra All India Talent Scholarship (MAITS)

## PMGA IMPACT ASSESSMENT FRAMEWORK

### (Process Maturity & Goals Achievement)

Mahindra All India Talent Scholarship (MAITS) has been rated as an **Exemplary Project**. Exemplary Projects have high process maturity and are successfully reaching their program goals.

These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow.

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

- Scored on: Standard Criteria
- Frameworks Referenced: ISO 26000 & NGRBC

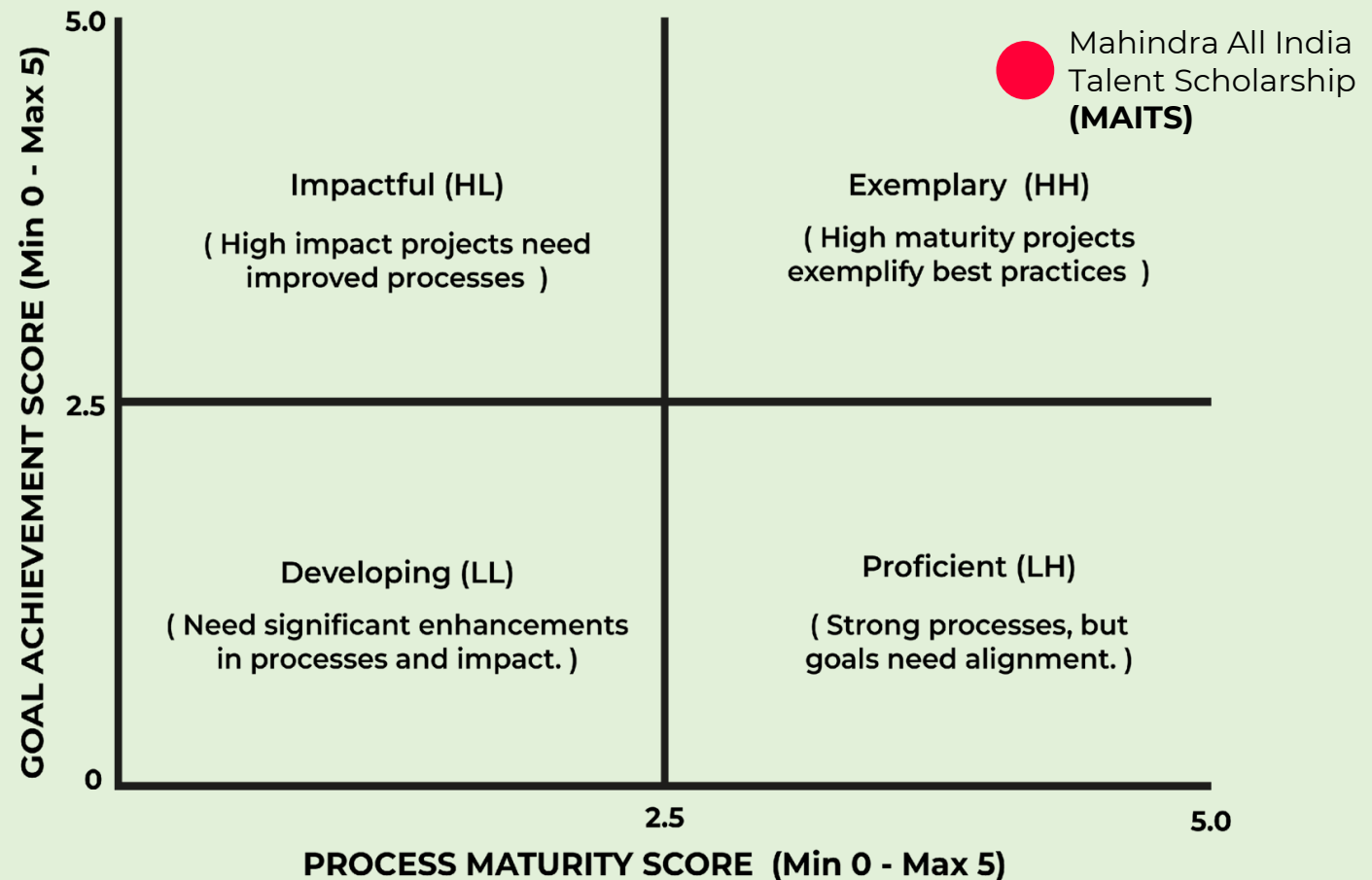
✦ Indicates strong alignment with standardized best practices across projects

#### 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



# Mahindra All India Talent Scholarship (MAITS)

## Testimonials



*“The scholarship reduced financial pressure on my family and helped cover exam fees and study expenses. I used the scholarship for examination fees, study materials, books, and travel related to my studies”- **Sudhanshu Shukla, Student Beneficiary, Aeronautical Training Institute, Lucknow***



*“Recognition may not be formally institutionalized, but scholarship students often carry greater confidence and self-worth in external engagements.” - **Kiran Singh, Lecturer, Hewett Polytechnic, Lucknow***



*“I used the scholarship money for tuition fees and academic materials such as books.”- **Sara Khatoon, Student Beneficiary – University Polytechnic, Jamia Millia Islamia, New Delhi***



*“Earlier I was unsure if I could continue my studies after the diploma because of financial constraints. After receiving the scholarship, I am planning to pursue higher education.”- **Pankaj Joshi, Student Beneficiary, Hewett Polytechnic, Lucknow***



# Mahindra All India Talent Scholarship (MAITS)

## Case Study: Strengthening Academic Continuity Through Scholarship Support

**Meet Sudhanshu Shukla** (Scholarship beneficiary of 2023)

A diploma student in Helicopter and Power Plant Trade at Aeronautical Training Institute, Lucknow, pursuing technical education.

### The Challenge

- Faced financial constraints related to tuition fees, examination fees, and study materials
- Recurring academic expenses created pressure on family finances

### Turning Point: MAITS Scholarship Support

Received financial assistance under Mahindra All India Talent Scholarship (MAITS)

Support utilized for:

- Examination fees
- Study materials and books
- Other education-related expenses

### The Outcome

- Reduced financial burden on family and improved financial stability
- Enhanced focus on academics and training
- Increased confidence and motivation to continue education

### Sudhanshu Shukla:

*“The scholarship reduced financial pressure on my family. Initially, paying fees and hostel charges was difficult, but the scholarship helped cover exam fees and study expenses. It brought relief to my family and allowed me to focus more on my studies.”*

# Mahindra All India Talent Scholarship (MAITS)

## 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 implementation and impact, demonstrating an exemplary model for other projects to follow..

FOR CSR PROJECT

### Mahindra All India Talent Scholarship (MAITS)

The Mahindra All India Talent Scholarship (MAITS) Programme supports access to technical education among economically disadvantaged students by delivering financial assistance through a merit-cum-means scholarship model, strengthening access to diploma education in government-recognised polytechnic institutions, enabling continued education and improved career opportunities by reducing financial barriers related to tuition and associated costs, and promoting equitable participation among students from low-income households through targeted outreach and institutional partnerships.

SUPPORTED BY

### Mahindra and Mahindra Ltd.

4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk,  
Worli, Mumbai - 400018

CSR CATEGORY:

(ii) Promoting education, including special education and employment enhancing vocational skills (iii) Promoting gender equality and empowering women.

**Service Contract Number: BSSB-2500-00014**

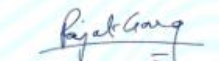
**Certificate Number: IB067-2500-01-00014**

**Date of Issue: 24th March 2026**

  
JYOTSNA BELLIAPPA

Head- CSR Inspections



  
RAJAT GARG

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

Continue from Page 1

**Service Contract Number: BSSB-2500-00014**

**Certificate Number: IB067-2500-01-00014**

**Date of Issue: 24th March 2026**

## ANNEXURE 1

### SCOPE OF WORK

1. Evaluate the effectiveness of the programs.
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

