

CSR Impact Assessment FY 2023-24

MISSION EVEN (KAABIL) – FARM SKILLING PROJECT

Supported by :

mahindra *Rise*

Implemented by:



Impact Assessment Conducted in FY 2025-26 by:



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MISSION EVEN (KAABIL) – FARM SKILLING PROJECT



Project Goal

To enable women farmers to **use regenerative agriculture practices** that improve soil fertility and enhance productivity, thereby ensuring food and nutrition security for their families, along with increased income levels.

The strategy was to train women farmers at **regenerative agriculture (RA) hubs** which served as farmer resource centres for training women farmers in regenerative agriculture practices and establishment of household-based “**Good Food Corners**” and production of carbon rich compost.



Project Relevance

- Global pesticide use increased by **46% between 1996 and 2016**, contributing to soil degradation, biodiversity loss, and health risks – *FAOSTAT, FAO*
- Fertilizer consumption in India increased by **more than 13 times between 1970 and 2020**, placing sustained pressure on soil health and farm sustainability – *Nayak & Solanki, 2021; Ministry of Chemicals and Fertilizers, Government of India*
- Women constitute approximately **43% of the global agricultural labour force**, yet face limited access to training and decision-making – *FAO, The Status of Women in Agrifood Systems, 2023*

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Activities



- **Farmer identification and Registration** - Systemic identification of eligible women farmers and enrolling them through digital platforms to enable efficient tracking, training delivery, and monitoring of project participation and outcomes.



- **Training of Women farmers** - A structured training approach where expert trainers, field trainers, and village volunteers collectively build the skills and knowledge of women farmers to adopt regenerative agriculture practices effectively.



- **Production & Distribution of GFC starter Kits** – Preparation and distribution of Compost and Bio-inputs to trained women farmers.



- **Establishment and Monitoring of Good Food Corners (GFCs)** - Farmers establish Good Food Corners using the starter kits with the help of village volunteers. Village volunteers conducted regular monitoring visits and provided hands on support and guidance to women farmers for maintenance of GFCs.

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Project Reach



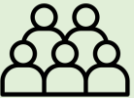
25,046 women farmers trained



24,859 GFCs (Good Food Corners) established



3 states and **4 districts** including **116 villages**



6 expert trainers, **200+** field trainers and **900+** village volunteers



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Logic Model



To enable women farmers to adopt regenerative agriculture through Good Food Corners, improving soil health, household nutrition, and women's agency.



Objective

- Enable establishment of Good Food Corners (GFCs)
- Improve soil health and reduce chemical dependency
- Enhance household nutrition and food access
- Strengthen women's confidence and decision-making



Inputs

- Training ecosystem (experts, trainers, volunteers)
- GFC starter kits (compost, bio-inputs)
- Monitoring, and logistics.



Activities

- Farmer identification and registration
- Training of women farmers (through experts, field trainers, and village volunteers)
- Production & Distribution of GFC starter Kits.
- Establishment and monitoring of GFCs.



Outputs

- Farmer registration was completed across 116 villages
- 25,046 women farmers trained
- 24,859 GFCs established
- 6 expert trainers, 200+ trainers, and 900+ village volunteers engaged



Outcomes

- Adoption of regenerative agricultural practices
- Improved soil health & crop diversity
- Increased household nutrition
- Reduced vegetable expenditure

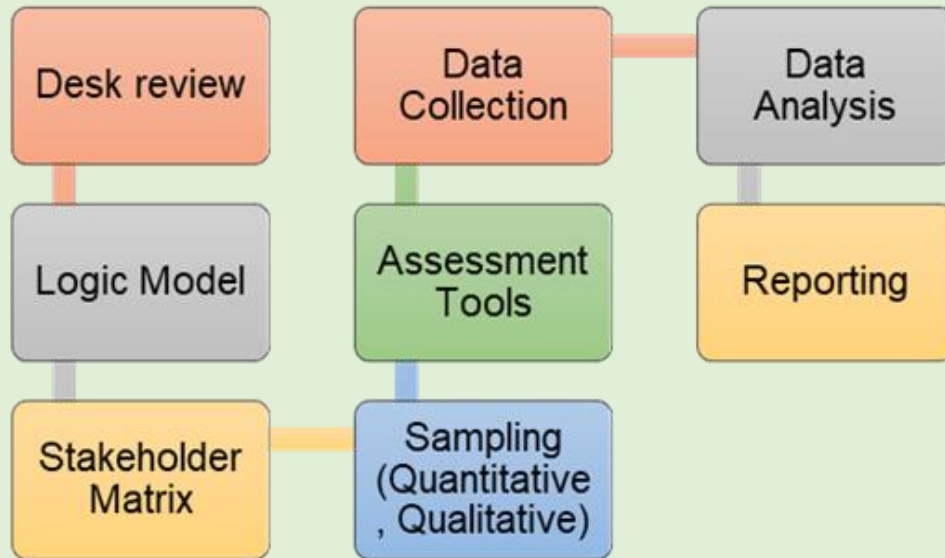


Impact

- Reduced chemical dependency leading to savings
- Improved household food security
- Strengthened women's agency
- Sustainable agriculture practices

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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 2 – Zero Hunger



SDG 3 – Good Health & Well Being



SDG 5 – Gender Equality



SDG 15 – Life on Land

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Key Findings

Universal Adoption of Regenerative Practices



Women Farmers Feedback

- **98%** of the respondents **reported high satisfaction** with the training quality highlighting strong trainer support.
 - **71%** of the respondents reported **limited or no awareness on the farming techniques** such as composting, bio-inputs, mulching, and natural pest control prior to the training.
 - **100%** of the respondents reported **learning new farming techniques** from the training – Compost use, Green manuring, Use of bio-inputs, nursery and transplantation techniques, natural pest control, mulching, plantation, etc.
 - **100%** of the respondents **reported that they established Good Food Corners after the training program.**
 - **91%** of the respondents reported that village volunteers **provided timely and adequate support** to women farmers after the establishment of Good Food Corners.
 - **94%** of the respondents reported that they **adopted regenerative agricultural practices** such as composting, green manuring, use of bio-inputs, nursery & transplantation, natural pest control, mulching, companion planting etc.
 - **62%** of the respondents reported that they **reduced or stopped using chemical fertilizers or pesticides** for growing vegetables.
 - **100%** of the respondents reported **reduced market purchases and monthly savings** in the range of ₹ 500 – ₹ 3000 per month.
- The programme enabled a **significant behavioural shift away from chemical-based farming.**

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Key Findings

Improved Soil Health, Crop Diversity and Household Nutrition



Women Farmers feedback

96% of the respondents reported improved soil quality due to adoption of new farming techniques. Improved soil fertility enabled diversified vegetable cultivation at the household level.

86% reported that they cultivated three or more vegetable types in their Good Food Corners.

84% reported an increase in vegetable consumption after establishing GFCs.

90% reported that they regularly use vegetable produce from their GFCs for household cooking.



Village Volunteers feedback

100% rated the program 5 out of 5 indicating significant improvements in farmers knowledge related to regenerative agricultural practises, better nutrition through access to organic and high quality vegetables.

Increased Household Savings & Women's Agency



Women Farmers feedback

100% reported reduced market purchases and monthly savings in the range of ₹ 500 – ₹ 3000 per month.

85% reported increased confidence and decision making related to farming activities.



Village Volunteers feedback

100% reported that the establishment of GFCs has significantly reduced dependence on market purchases for vegetables indicating savings for women farmers and their families. It was also observed that women farmers now have more recognition and increased decision making in farming.

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PMGA Framework

Women Empowerment through Regenerative Agriculture (WERA) 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.

Process Maturity Score (X-Axis)

Scored on: **Standard Criteria**

Frameworks Referenced: **ISO 26000 & Social Audit Standards (SEBI/ISAI)**

✦ Indicates strong alignment with standardized best practices across projects

Program Goal Achievement Score (Y-Axis)

Scored on: **Project-specific Criteria**

Framework: **Program Logic Model**

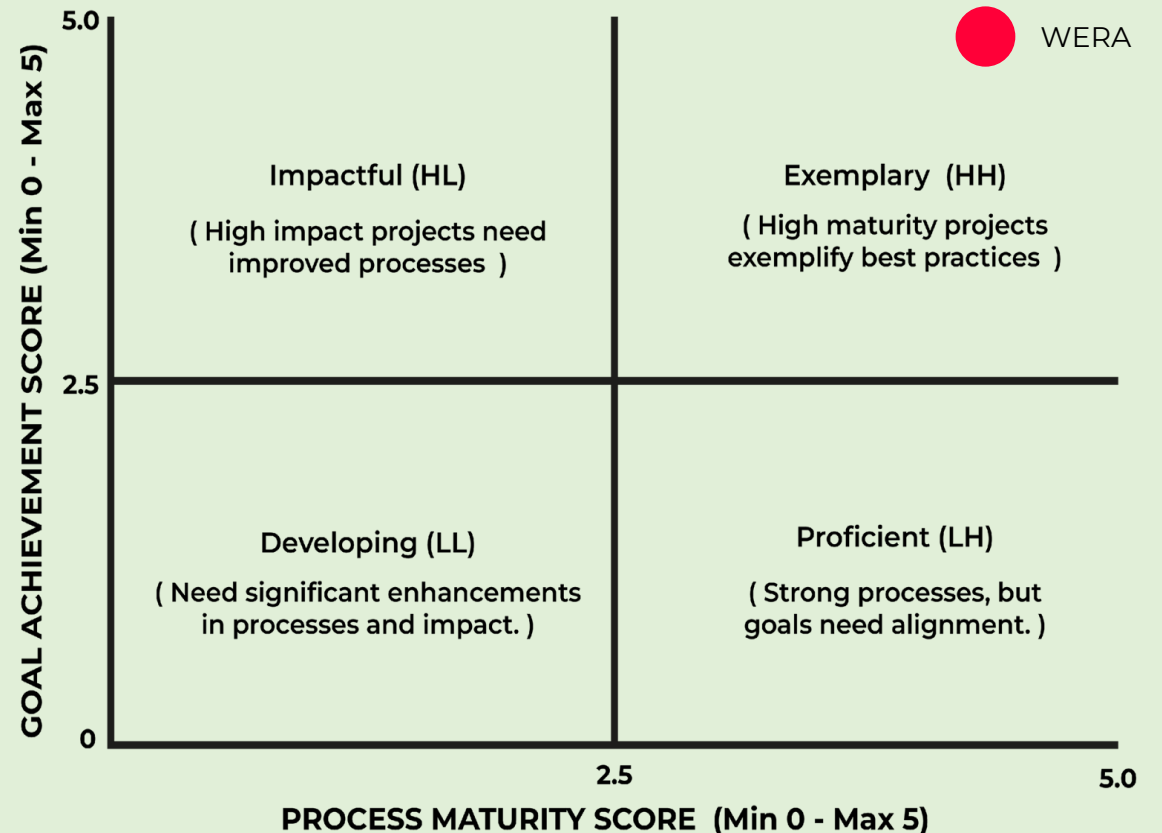
✦ Reflects high achievement against intended project outcomes

Process Maturity: **4.8 / 5** (Leading)

Goals Achievement: **4.5 / 5** (Leading)

Overall Performance: **Exemplary**

Project Impact Category



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Testimonial

Women Farmers



*“Before WERA, I used chemicals every season and my soil was becoming harder each year. Now I make compost myself and prepare bio-inputs. My vegetable garden has never looked better, and I am saving money I used to spend at the market.” - **Rajinder Kaur, Tarn Taran, Punjab***



*“My GFC gives us fresh vegetables every day. I no longer buy vegetables from the market. My family eats better and I feel proud that I am contributing.” - **Harjinder Kaur, Moga, Punjab***



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Testimonial

Village Volunteers

“When they started growing vegetables and saving money, they felt more independent.”

“After the training, women shifted towards growing vegetables without chemical fertilizers.”

Trainer Perspective

“Women’s confidence increased noticeably. They became more confident in explaining and demonstrating regenerative farming techniques.”

“Neighbours showed interest after seeing chemical-free vegetables being grown.”



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Case Study 1 | Rajinder Kaur

Meet Rajinder Kaur

Rajinder is a woman farmer from Chhohla Sahib village, Tarn Taran.

Before

- Relied on chemical fertilizers and traditional practices
- Limited knowledge of soil preparation and natural methods
- Depended on market vegetables for daily consumption

Change through WERA

- Learned green manuring and composting techniques
- Began preparing and enriching soil before planting
- Adopted Good Food Corner for growing vegetables at home

Impact

- Soil became softer, healthier, and more fertile
- Now grows vegetables like spinach, radish, and coriander
- Reduced dependence on market → regular household savings in the range of ₹ 800 – ₹ 1200 per month
- Actively participates in farming and crop-related decisions in the family

Rajinder says

“Earlier, we planted seeds directly without preparing the soil properly. Now I improve soil before sowing. The soil has become softer and more fertile.”

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Case Study 2 | Karamjeet Kaur

Meet Karamjeet Kaur

Karamjeet is a woman farmer from Ghal Kalan village, Moga, Punjab.

Before

- Used chemical fertilizers without focus on soil health
- Followed unstructured farming practices
- Purchased most vegetables from the market

Change through WERA

- Adopted composting and organic soil enrichment practices
- Shifted to planned cultivation using regenerative methods
- Established a Good Food Corner for household consumption

Impact

- Improved soil fertility and better crop growth
- Now grows fresh vegetables like spinach, tomatoes, and radish
- Significant reduction in vegetable expenses in the range of ₹ 1000 – ₹ 2000 per month
- Savings redirected towards children's needs and household expenses
- Increased confidence and acts as a role model for other women

Karamjeet says

“Earlier, I used chemical fertilizers directly without improving soil health. Now I focus on organic soil enrichment first. Our vegetable expenses reduced significantly.”

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

FOR CSR PROJECT
Women Empowerment through Regenerative Agriculture (WERA)

Women Empowerment through Regenerative Agriculture (WERA) supports the livelihoods and agency of women farmers by promoting regenerative agriculture practices at the household level, strengthening access to sustainable farming through the establishment of Good Food Corners (GFCs), enabling improved food security and reduced input dependency, and promoting resilience among women from smallholder farming families through capacity building and community-based implementation in climate-stressed agrarian regions.

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

CSR CATEGORY:
(i) Eradicating hunger, poverty and malnutrition; promoting health care and sanitation (iv) Ensuring environmental sustainability, ecological balance, protection of flora and fauna (x) Rural development projects.

Service Contract Number: BSSB-2500-00009
Certificate Number: IB067-2500-01-00009
Date of Issue: 24th March 2026


JYOTSNA BELLAPPA
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

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ANNEXURE I

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

