

CSR Impact Assessment

FY 2023-24

Supported by:
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Implemented by:



Impact Assessment Conducted in FY 2025-26 by:



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PRERNA-EMPOWERING WOMEN



Prerna – Empowering Women



Project Goal

The project aims to **strengthen women's socio-economic participation** through improved access to organised institutions, livelihood opportunities, skill development, health services, and nutrition support.

- Institutional Strengthening and Support (**SHGs** – Self Help Groups) and **JLGs** – (Joint Liability Groups)
- Enhance participation in farm and non-farm livelihoods
- Strengthen entrepreneurial and agricultural capacities
- Improve health awareness and nutrition practices
- Improve household-level food access through kitchen gardens



Project Relevance

Project Prerna addresses critical gaps in women's socio-economic participation in rural communities.

- *Female Labour Force Participation Rate in India was **41.7%** in **2023–24**, far below **78.8%** for men, highlighting persistent gender gaps in economic participation – **Periodic Labour Force Survey (PLFS) 2023–24***
- *Anaemia among women (15–49 years) remains high at **60.8%** in **Haryana** and **65.3%** in **Punjab**, indicating critical health and nutrition vulnerabilities – **National Family Health Survey (NFHS-5), 2019–21***
- *Women accounted for only **13.96%** of **operational holdings** in **Agriculture Census 2015–16** underscoring the need to strengthen women's agency in farm decisions, mechanization, and livelihood diversification.*

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Activities

Project Prerna adopted an **integrated intervention model** across institution building, livelihoods, skilling, health, and nutrition.



Institutional Strengthening & Support

- Formation and strengthening of **SHGs** (Self Help Groups) and **JLGs** (Joint Liability Groups).
- Access to financial services and government schemes
- Promotion of collective savings and peer support



Skilling for Livelihoods & Enterprise Support

- Support for establishing women led enterprises
- Skill-based training aligned to local opportunities
- Support for farm and non-farm-based income generation livelihoods.
- Facilitation of market access for products
- Women farmers tractor training & license support



Health & Nutrition support

- Preventive healthcare awareness and screening
- Focus on anaemia and women's health
- Promotion of improved dietary practices
- Establishment of kitchen gardens

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Project Reach

Geographical Coverage

- **2 districts:** Ambala (Haryana), S.A.S. Nagar (Punjab)
- **60 villages** across intervention blocks

Total Beneficiary Outreach: In total, **2,165 beneficiaries** supported.



Institutional Strengthening & Support

- **649 women** covered by forming **50 SHGs (Self Help Groups)**
- **109 women** supported through formation of **25 JLGs (Joint Liability Groups)**



Skilling for Livelihoods & Enterprise Support

- **358 women** supported through **non-farming livelihood trainings** (on making Soft toys, Phulkari, Jute bag, Rakhi, Achar papad; Tailoring, Beauty parlour etc.).
- **390 women** supported through **training on farm-based livelihood** (mushroom farming, animal rearing, vermicompost making, cow dung log making, exposure visits etc.) and tractor driving.
- **100 women supported in establishing enterprises** (24 farm + 76 non-farm)



Health & Nutrition support

- **768 women** supported to establish **kitchen/nutrition gardens** for improved dietary diversity.
- **30 health camps** conducted reaching out to **947 women** providing them with access to essential healthcare services, including health check-ups, screenings, and health education sessions



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Logic Model



Enable socio-economic empowerment of rural women through strengthening institutions, livelihoods, health, and nutrition

Objective

Institutional Strengthening and Support (SHGs -Self Help Groups) and JLGs – (Joint Liability Groups).

Enhance participation in farm and non-farm livelihoods.

Strengthen entrepreneurial and agricultural capacities.

Improve health awareness and nutrition practices.

Improve household-level food access through kitchen gardens.

Inputs

Technical and implementation expertise of Manav Vikas Sansthan.

Community mobilisers, trainers, and field staff.

Training materials, toolkits, and seed kits.

Linkages with banks, government schemes, health professionals, and local markets.

Community participation and local institutional support.

Activities

Formation of Self-Help Groups (SHGs) and strengthening of existing SHGs.

Formation and bank linkage of Joint Liability Groups (JLGs).

Enterprise support for women-led farm and non-farm enterprises.

Group livelihood generation through non-farm and farm-based activities including tractor driving training.

Conducting health camps.

Establishment of kitchen/nutrition gardens at household level.

Outputs

649 women covered by forming 50 SHGs (Self Help Groups).

109 beneficiaries covered by forming 25 Joint Liability Groups (JLGs), with bank credit linkage.

100 women provided enterprise support, including 24 farm and 76 non-farm-based enterprises.

390 women supported through training on farm-based livelihood.

358 women supported through non-farming livelihood trainings.

30 health camps organized, reaching 947 beneficiaries.

768 kitchen/nutrition gardens established, covering 768 women beneficiaries.

Outcomes

Improved access of women to organized groups, skills training, and livelihood support mechanisms.

Enhanced participation of women in farm and non-farm-based income-generating activities, enterprise support.

Improved awareness and practices related to health, anemia prevention, and nutrition.

Improved household-level access to fresh vegetables through kitchen gardens.

Impact

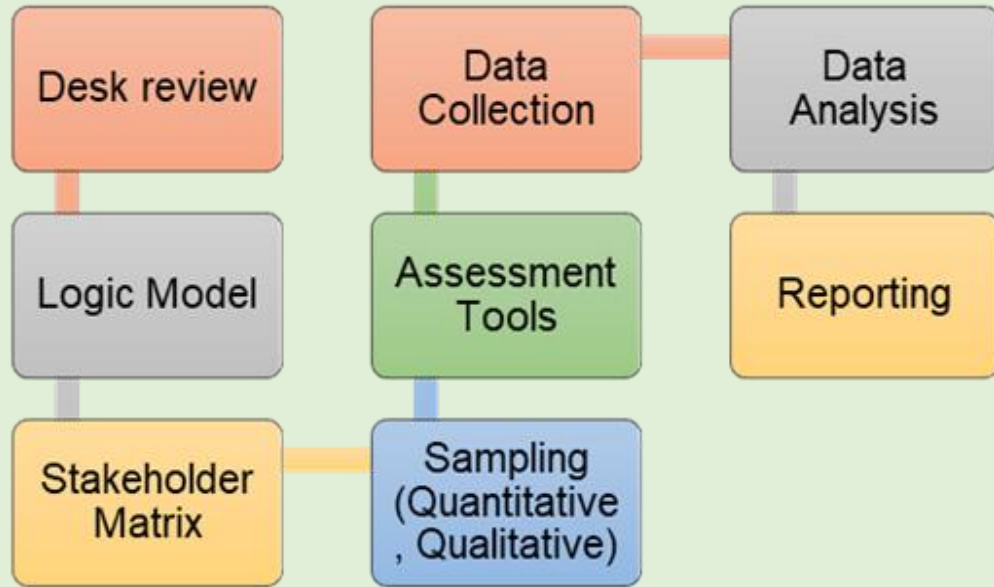
Strengthened women-led institutions supporting income generation.

Improved livelihood security and socio-economic empowerment of women.

Improved access to nutrition, and health awareness.

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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**



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KEY FINDINGS

Improved Access to Organized groups & Enhanced Livelihood Participation

- ❑ **100%** of respondents reported participation in **SHGs/JLGs**.
- ❑ **100%** of respondents reported engagement in income-related activity.
- ❑ **75%** of respondents reported having **no prior income and are now earning**.
- ❑ **70%** of respondents reported that they now contribute to household expenses.
- ❑ **Qualitative** - Improved access to livelihood information and training. SHG and JLG membership provided women with a platform for collective action, credit access, and livelihood support.
- ❑ **Qualitative**- Increased confidence in participation and decision-making related to livelihood and household decisions.
- ❑ **Qualitative**- Women transitioned from economic inactivity to active income generation through programme support.

Strengthened Entrepreneurial & Agricultural Capacities

- ❑ **80%** of respondents reported gaining enterprise skills
- ❑ **65%** of respondents reported improved agricultural knowledge
- ❑ Respondents reported that farm-based activities generated income potential of **₹66,000–₹78,000 annually** depending on their specific farm activities.
- ❑ **Qualitative** - Tractor driving reduced labor/service dependence and created approximate monthly savings potential in the range of **₹ 2000 to ₹ 3000** per month.
- ❑ **Qualitative** - Increased confidence in farm mechanization and tractor use. Training in both farm and non-farm skills enabled women to diversify income sources and improve household economic stability.

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KEY FINDINGS

Improved Health Awareness & Practices

- ❑ **85%** of respondents reported improved health/nutrition awareness.
- ❑ **100%** of respondents reported increased participation in personal health-checkups.
- ❑ **Qualitative** - Health camps and nutrition awareness activities led to measurable improvement in women's health practices.

Improved Household Access to Fresh Vegetables

- ❑ **80%** of respondents reported reduced expenditure on vegetables through kitchen gardens, indicating direct household-level savings.
- ❑ **75%** of respondents reported improved dietary/health practices.
- ❑ **Qualitative** - Reported kitchen-garden benefitted them in saving ₹300–₹500 monthly. It also provided them improved access to fresh and nutritious vegetables despite of seasonal limitations.



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PMGA Framework

Project Prerna 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**

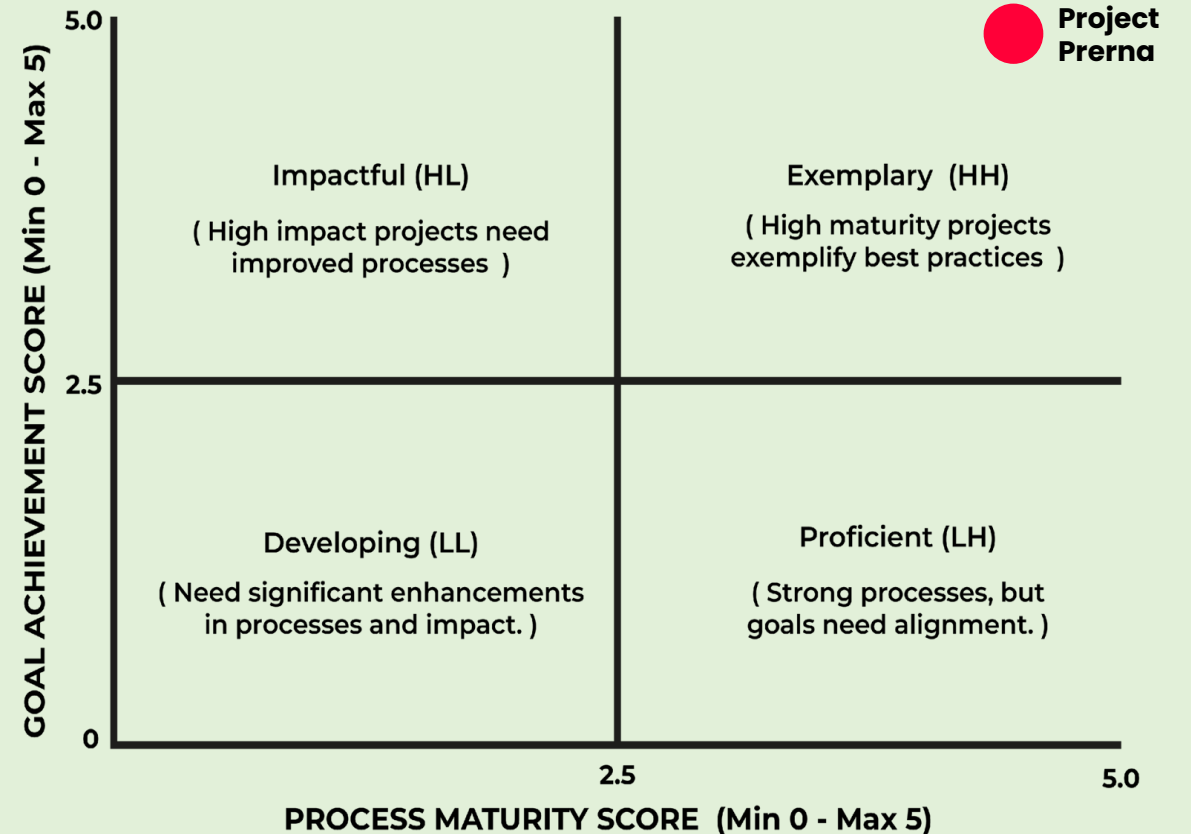
✦ Reflects high achievement against intended project outcomes

Process Maturity: **4.6 / 5** (Leading)

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

Overall Performance: **Exemplary**

Project Impact Category



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Women's Voices – Livelihood & Empowerment



“Before joining the SHG, I had no income of my own. Now I run a small business from home and contribute to my family’s expenses. The training gave me the confidence I never had.”

– Shabeena, SHG Member, Haryana



“I learned stitching through the Phulkari training. I now earn from home and feel proud of my work. My family respects my contribution.”

– Sarabjit, Phulkari Artisan, Punjab



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Women's Voices – Health & Nutrition



“The health camp was the first time I got a proper check-up. The doctor found I was anaemic. Now I eat better and feel much stronger. The kitchen garden has really helped my family.”

– Reena, SHG Member, Punjab



“I never drove a tractor before. After the training, I got my license and now I help other farmers too. People in my village look at me differently now.”

– Kulvinder, Tractor-trained Woman, Haryana



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Women's Voices – Community Impact & Household Change



“My kitchen garden gives us fresh vegetables every day. We spend less on buying vegetables now. My children eat better and I feel good providing for them.”

– Balbir, SHG Member, Punjab



“After joining the SHG, I was able to take a loan and rebuild my confidence. I participated in training and started a small livelihood. My situation has improved and I feel supported.”

– Veena, SHG Member, Punjab



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CASE STUDY 1

SHG Member, Mohali, Punjab

Sabita, a resident of Mohali, Punjab, was primarily engaged in household responsibilities with **no independent source of income** prior to joining Project Prerna. Limited exposure to skills training and lack of financial opportunities restricted her ability to contribute economically.

Turning Point

- Joined SHG under Project Prerna in **2023**
- Received **training in flower arrangement**, time management, communication
- Gained exposure to **income opportunities and group support**
- Improved **confidence and communication skills**

Livelihood & Income

- Started **home-based flower arrangement work**
- **Earns ₹4,000–₹5,000 monthly income**

Household Impact

- Contributes to **household expenses**
- Reduced financial dependence on others for personal expenses
- Improved household **financial stability**

Outcome

- Increased **confidence and independence**
- Active participation in **group decisions**

Sabita –

“Before the project, I had no income. Now, I earn ₹4,000–₹5,000 per month through my work and support my household expenses.”

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CASE STUDY 2

SHG Member, Mohali, Punjab

Kavita, a resident of Mohali, Punjab, had **no independent source of income** prior to joining Project Prerna. Despite having basic stitching skills, she lacked direction, confidence, and access to structured livelihood opportunities.

Turning Point

- Joined SHG under Project Prerna in 2023
- Received advanced training in stitching and sewing
- Gained exposure to income opportunities and group-based support
- Improved confidence and communication skills

Livelihood & Productivity Gains

- Restarted home-based stitching work
- Work efficiency significantly improved:
- Earlier: Tasks took several months
- Now: **Same work completed in 15–20 days** (Indicates **2–3x improvement in productivity** and turnaround time)
- Now earns regular income through stitching work
- Increased ability to take and complete more orders within shorter timeframes
- Improved consistency of work and earnings

Outcome

- Increased **confidence and decision-making ability**
- Able to **independently manage work and household responsibilities**
- Improved **time management and work efficiency**

Kavita –

“Earlier, my work used to take months. Now I complete it in 15–20 days and earn regularly.”

Project Prerna – awarded an “Exemplary Rating”

