



VEEDOL CORPORATION LIMITED

Impact Assessment Report 2025 - 2026

Conducted by – Prof. (Dr) Mahesh Thakur
KARVE INSTITUTE OF SOCIAL SERVICE, PUNE



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Acknowledgement



We, at the Karve Institute of Social Service (KINSS), Pune, extend our sincere gratitude to Veedol Corporation Limited for entrusting us with the responsibility of conducting the comprehensive impact assessment of their CSR initiatives across various thematic domains and locations.

We express our special thanks to **Ms. Debdutta Basu, Manager – HR, Veedol**, for her valuable support, coordination, and trust in our institution. Her commitment towards responsible corporate practices and social development has significantly contributed to the success of this assessment.

We also acknowledge the dedicated efforts of the field assessment team, particularly **Mr. Yogesh Kanthale**, field officer and **Ms. Nandita Talukadar**, for their sincere field engagement, data collection, and coordination at the grassroots level, which has been crucial in capturing authentic insights and impact.

Our heartfelt appreciation goes to all the implementing partners and stakeholders who have actively contributed to the successful implementation of the CSR initiatives. Their continuous efforts at the community level have played a vital role in achieving meaningful and sustainable outcomes.

We are especially thankful to **all the beneficiaries and community members** who generously shared their experiences, feedback, and perspectives. Their voices form the core of this impact assessment and reflect the true value of these interventions.

We also recognize the committed contribution of **our research and field assessment team at the Centre for CSR, Karve Institute of Social Service**, whose rigorous methodology, fieldwork, and analysis have ensured the credibility and depth of this report.

This assessment was carried out under the overall guidance and leadership of the Centre for CSR, ensuring a systematic, evidence-based, and outcome-oriented evaluation.

We hope that this report will serve as a valuable resource for strengthening, scaling, and enhancing the future CSR initiatives of Veedol, contributing towards sustainable and inclusive development.

A MESSAGE FROM THE DIRECTOR

“
We hope that this report will serve as a valuable resource for strengthening, scaling, and enhancing the future CSR initiatives of Veedol Corporation Limited — contributing towards sustainable and inclusive development across India.
”

Sincerely,

Prof. (Dr.) Mahesh Thakur

Director

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Executive Summary



Assessed by: Karve Institute of Social Service (KInSS), Pune | Assessment Lead: Prof. (Dr) Mahesh Thakur

Veedol Corporation Limited's CSR strategy demonstrates a deep-rooted commitment to inclusive development, sustainability, and the upliftment of marginalised communities. The company's diverse portfolio of CSR initiatives, implemented in partnership with credible NGOs across India, reflects a holistic approach covering skill development, healthcare, education, women's empowerment, disability support, cultural development, and social inclusion.

The impact assessment conducted across Veedol Corporation Limited's CSR projects highlights significant social, economic, and environmental improvements aligned with national priorities and the United Nations Sustainable Development Goals (SDGs).

Overview

Veedol Corporation Limited deployed its CSR mandate in FY 2025–26 across eighteen sub-projects spanning six thematic domains: skill development, healthcare, child and early childhood education, special education, women's empowerment, and life-saving medical support. These projects collectively serve communities across Jharkhand, West Bengal, Haryana, Maharashtra, Meghalaya, Assam, Uttarakhand, and Tripura — geographies defined by tribal exclusion, geographic isolation, economic precarity, and limited access to quality formal services.

This report, independently assessed by the Karve Institute of Social Service (KInSS), Pune, synthesises field assessment data, beneficiary survey responses, organisational evaluations, and photographic documentation gathered between January and April 2026. Fifteen projects have been fully assessed with quantitative beneficiary data; three projects — Moran Blind School, Satya Foundation, and Sewa International — were funded in FY 2025–26 and are classified as ongoing initiatives whose full impact will be assessable in FY 2026–27.

The assessed portfolio represents a combined direct CSR investment exceeding Rs. 2.03 crore across fully assessed projects, and an additional Rs. 28,29,000 committed to the three new ongoing initiatives. Together, the portfolio has reached over 1,700 direct beneficiaries in the current cycle, with an indirect community reach in the thousands — including tribal and rural youth gaining formal employment, children receiving daily nutrition and quality education, women survivors rebuilding economic independence, children with disabilities accessing therapy, thalassaemia-affected children receiving uninterrupted transfusion care, and BPL families receiving free surgical and multispecialty medical care.

SCOPE OF THE ASSESSMENT

The assessment covers the following six thematic areas and associated projects:

- 1. Skill Development and Vocational Training*
- 2. Education and Child Development*
- 3. Healthcare and Community Welfare*
- 4. Women's Empowerment and Gender Equity*
- 5. Disability Support and Inclusive Education*
- 6. Cultural Development and Social Inclusion*

Key Project-wise Impact Highlights



1. Skill Development and Vocational Training

1 Veedol Auto Mechanic Academy - TSF

VAMA (Chaibasa, Jharkhand): Implemented by Tata Steel Foundation, VAMA trained 100 tribal and rural youth in the Automotive Service Technician (Two-Wheeler) trade, achieving a 100% NSDC-ASDC certification pass rate and 98% post-training employment. Average monthly income rose approximately five times — from Rs. 4,088 before training to Rs. 20,173 after — representing one of the strongest livelihood transformation outcomes in the portfolio. 154 cumulative placements have been recorded since inception.

2 EV Lab Sponsorship - TSF

ITI Chandil (Jharkhand): Veedol funded a fully equipped Electric Vehicle (EV) lab at ITI Chandil in a four-partner model with Tata Steel Foundation, Bosch India Foundation, and Schneider Electric Foundation India. All 37 surveyed trainees confirmed improved EV employment prospects; 21 were placed directly in the EV sector; 6 secured apprenticeships; and 2 became self-employed through independent EV repair workshops. Lab seat utilisation grew from 58% to 100%. With 22% female participation in a male-dominated technical trade, the EV Lab represents a meaningful gender inclusion milestone and directly supports India's clean mobility transition.

SDG Alignment: SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 13 (Climate Action)

Key Project-wise Impact Highlights



2. Education and Child Development

1 BASHA - HEART

HEART (Kolkata, West Bengal): Now in its 18th year, Project BASHA provides free English-medium education (Pre-KG to Class XII) and a daily mid-day meal to 70 children from Kolkata's most marginalised communities. NIOS Class X pass rate: 100%; 90% of parents attribute improved attendance directly to the meal programme. Beyond academics, BASHA operates Shakti Silai School for mothers, Sreejoni for tribal women, and Khel Khel Mein early childhood development — creating an intergenerational community empowerment ecosystem.

2 iTeach - Child Education

With Rs. 20,00,000 CSR investment from Veedol, iTeach RSM achieved the highest SSC Board result across its 10-school network — 96.4% — with student English proficiency rising from 1.0 to 4.5/5 over three years. Daily attendance exceeds 90%. The Parent Nursing Programme placed 10 parents at Rs. 18,000–19,000 per month — delivering a compelling community economic multiplier beyond the classroom.

3 ANKUR - Monoharpukur Proyaash

Monoharpukur Proyaash (Kolkata): Delivered Montessori-integrated early childhood education to children of non-literate, extreme-poverty families earning Rs. 4,000–5,000 per month. Weighted average attendance rate: 82.5% — a significant achievement for the cohort. Twenty-five new admissions confirmed for 2025–26 reflect sustained community trust.

4 Sahaj Path - Andrewzians Association

Andrewzians Association (Kolkata): Provided free supplementary education to 48 low-income students at Rs. 5,479 per student annually — approximately one-fifth the cost of comparable private tutoring in Kolkata. Of 31 surveyed students, 75% achieved grade improvement; female retention was 100%; programme retention rate: 97.5%.

Key Project-wise Impact Highlights



2. Education and Child Development

5 Child Education - SEWT

SEWT (Kongong, Meghalaya): SEWT's CBSE-aligned residential school served 182 tribal students from Meghalaya, Mizoram, and Tripura — 64.8% in residential hostels. Veedol's contribution is part of a multi-stakeholder Rs. 8 crore+ infrastructure model involving NEC, Infosys Foundation, Union Bank, and SBI. The residential model eliminates the geographic barrier that otherwise locks tribal youth from remote North-Eastern villages out of national-standard education. 98% of surveyed students would recommend SEWT.

6 Child Education - SNB Foundation

Hiran Bala Shishu Bhawan (Kolkata): Supported 100 underprivileged students through five integrated pillars — infrastructure renovation (Ritachhanda Creative Space), classical music training culminating in a symphonic debut at Uttam Mancha, Yojongandha theatre receiving a NETPAC Award nomination and screening at KIFF, intellectual development seminars with IIM Shillong faculty, and a community sports event — creating a unique convergence of academic, cultural, and civic development for children from urban marginalised backgrounds.

7 START — Start Seva Sahakari Sanstha Maryadit

Kalote Mokashi, Raigad: Veedol's CSR support sustains a 365-day residential high-performance squash academy for 20 Adivasi and rural athletes. The initiative has achieved remarkable success, with 74+ athletes holding national rankings and 8 securing PSA World Tour rankings, effectively bridging the urban-rural sporting divide and fostering deep community integration.

SDG Alignment: SDG 4 (Quality Education), SDG 1 (No Poverty), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities)

Key Project-wise Impact Highlights



3. Healthcare and Community Welfare

1 Mobile Medical Unit - SEVAMOB

MMU (Faridabad, Haryana): The Veedol Care MMU reduced average travel distance to healthcare from 6 km to 1–1.5 km, eliminated all out-of-pocket costs previously at Rs. 500–1,500 per visit, and generated average monthly family savings of Rs. 425. The MMU scored a perfect 5/5 across all six service quality dimensions and 9.0/10 on organisational impact. ASHA and Anganwadi coordination integrates the programme with the national public health system.

2 Love a Child, Support a Child - IABCAD

IABCAD provides lifesaving haematological support — blood transfusions (twice monthly), medicines, diagnostic tests, food, travel assistance, and psychosocial counselling — to 11 thalassaemia-affected children from families earning below Rs. 5,000 per month. All 11 reported significant health improvement; service quality rated a perfect 5.0/5 across all five dimensions; five children who had dropped out of school have returned to regular attendance.

3 Gifting Smiles - ABMSS

Veedol's CSR support enabled five unique cleft surgeries (Palatoplasty, Cheiloplasty, and SABG) at zero cost for 10 BPL patients from West Bengal, Bihar, Jharkhand, and Odisha. For these families earning Rs. 90,000–96,000 annually, a single private surgery would equal their entire year's income. The programme maintains an exceptional 92:8 patient-care-to-administration ratio. Case highlight: Salma Begum, aged 37, received her first surgical treatment after decades of social exclusion.

4 ASD Diagnosis & Therapy - Manovikas Kendra

With 25 years of biomedical research excellence and 1,000 patients served since inception, Manovikas Kendra enrolled 408 beneficiaries in FY 2025–26 across Regular Education, Support Education, and 1:1 Individual Programme streams. Of 250 surveyed parents, 89% reported communication improvement, 85% behavioural improvement, and 95% stated they would recommend the programme. Staff assessment averaged 4.95/5 across 20 parameters.

SDG Alignment: SDG 3 (Good Health and Well-being), SDG 10 (Reduced Inequalities), SDG 1 (No Poverty)

Key Project-wise Impact Highlights



4. Women's Empowerment and Gender Equity

1 Livelihood Training Programme - WIF

Women in Focus (Madhyamgram, West Bengal): Provided vocational training in block printing, tailoring, paper bag making, and spice processing to 14 women survivors of gender-based violence at Nijoloy Home. Training quality averaged 4.91/5; dignity and safety scored a perfect 5.0/5. Thirteen of 14 beneficiaries shifted from Low to High on the Future Hope index — the strongest psychosocial transformation recorded across the entire portfolio. Eleven of 14 are now on active income pathways; post-training earning rate: 50–75%.

Success Story

One WIF beneficiary — a survivor of domestic violence — completed tailoring training and now runs a home-based stitching unit, her first independent source of income, restoring both livelihood and dignity.

SDG Alignment: SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities)

Key Project-wise Impact Highlights



5. Disability Support and Inclusive Education

1 Special Education & Therapy - Shree Trust

Student Sponsorship Programme (Bolinj, Virar, Maharashtra): Supported 100 students with intellectual, physical, and developmental disabilities — including ASD, Cerebral Palsy, Hearing Impairment, Visual Impairment, Down Syndrome, and Multiple Disabilities. Average beneficiary impact score: 21.1/25 (84.4%); 100% of parents confirmed their child improved post-programme; 76% reported high overall satisfaction. Students earned 36 medals at the District Social Welfare event, a Silver Medal at National Athletics (New Delhi), and ranked 4th nationally in Bocce. Notable alumni: Mr. Nitesh Jha (visually impaired), Officer at Bank of India. The programme operates at a 1:12.5 student-to-teacher ratio with 24 RCI-certified staff.

SDG Alignment: SDG 4 (Quality Education), SDG 3 (Good Health and Well-being), SDG 10 (Reduced Inequalities)

Key Project-wise Impact Highlights



6. Cultural Development and Social Inclusion

5 Child Education - SNB Foundation

Classical Music and Theatre (Kolkata): Beyond its education pillar, the SNB programme enabled 20 underprivileged youth to train in Indian Classical Music under nationally renowned artists, debuting at Uttam Mancha (January 31, 2026). The Yojongandha theatre production received a NETPAC Award nomination and was screened at the Kolkata International Film Festival — placing children from marginalised urban backgrounds onto national cultural stages and earning high-profile institutional recognition.

6 Child Education - iTeach

Community Multiplier (Pune): The Parent Nursing Programme within iTeach RSM placed 10 parents at Rs. 18,000–19,000 per month, demonstrating that a school-based CSR programme can generate economic uplift well beyond the student cohort and embed itself as a community development anchor.

SDG Alignment: SDG 11 (Sustainable Cities and Communities), SDG 8 (Decent Work and Economic Growth), SDG 4 (Quality Education)

Three new projects funded by Veedol in FY 2025–26 expand the portfolio's geographic footprint into Assam, Uttarakhand, and North Tripura — new geographies for the CSR programme. Full beneficiary impact data will be captured in the FY 2026–27 assessment cycle.

A Gift of 'Vision' through Technology - Moran Blind School

Moran Blind School, Dibrugarh, Assam (CSR Budget: Rs. 4,29,000 | 14 visually impaired students): Provides assistive technology and digital tools to enhance educational access, build independence, and improve quality of learning.

Child Education - Satya Foundation

Satya Foundation, Uttarkashi, Uttarakhand (CSR Budget: Rs. 14,00,000 | 50 students): Supports quality education for underprivileged children in the remote Himalayan district of Uttarkashi through structured learning, infrastructure, and materials.

Multispecialty Health Camps - Sewa International

Sewa International, Multi-State (CSR Budget: Rs. 10,00,000 | 3,200+ direct beneficiaries | 10,000+ indirect): Free multispecialty medical camps across Faridabad, Chamoli, and North Tripura providing general medicine, eye care, dental, gynaecology, and specialist consultations.

Cross-Cutting Outcomes



- *Gender Empowerment: Multiple projects — WIF Livelihood, EV Lab (22% female trainees), iTeach Parent Nursing Programme, and SEWT — explicitly improved women's economic participation, psychosocial well-being, and access to education and skilling.*
- *Social Inclusion: Veedol's support has consistently targeted those furthest from opportunity — tribal youth in Jharkhand and Meghalaya, thalassaemia-affected children, cleft-affected BPL patients, women survivors of gender-based violence, children with disabilities, and communities in geographically isolated districts.*
- *Community-based Sustainability: Projects such as VAMA (154 cumulative placements), SEWT (Rs. 8 crore+ infrastructure model), and iTeach (College to Career pathway) are designed for long-term community ownership and continuity well beyond a single CSR cycle.*
- *Geographic Diversity and Expansion: The assessed portfolio spans Jharkhand, West Bengal, Haryana, Maharashtra, and Meghalaya. Three new FY 2025–26 initiatives further extend Veedol's reach into Assam, Uttarakhand, and North Tripura — reflecting a deliberate strategy of expanding into underserved geographies. The START Academy in Raigad further extends the portfolio's thematic reach into high-performance sports and Adivasi rural inclusion.*

Scope for Interventions

1

Scale Successful Models:
Replicate high-impact interventions such as VAMA's vocational training model, the WIF livelihood programme for GBV survivors, and SEWT's tribal residential education approach across new geographies and underserved communities.

2

Deepen Capacity Building and Multi-Year Funding: Provide sustained, multi-year commitments to partner NGOs — particularly IABCAD (lifelong thalassaemia care), SEVAMOB (healthcare access continuity), and SEWT (Senior Secondary expansion) — enabling long-term planning, staff retention, and infrastructure development.

3

Expand EV and Future-Skills Skilling: Build on the EV Lab's success by partnering with EV OEMs, dealerships, and logistics firms to create structured apprenticeship and placement pipelines aligned with India's clean mobility transition and green economy goals.

4

Strengthen Gender Sensitisation and Inclusion:
Promote gender-inclusive practices across all partner organisations, with targeted outreach to enrol more women in vocational, technical, and leadership programmes.

Conclusion



Veedol Corporation Limited's CSR investments have significantly contributed to achieving the Sustainable Development Goals (SDGs) while improving the quality of life of thousands across India. From tribal youth in Jharkhand gaining five-fold income growth through automotive skilling, to women survivors of violence discovering financial independence through vocational training, to children with disabilities earning national medals, to thalassaemia-affected children receiving uninterrupted lifesaving care — the portfolio demonstrates a measurable social return on investment, fosters dignity and inclusion, and creates pathways for sustainable, community-led development. With a combined direct CSR investment exceeding Rs. 2.03 crore across fifteen fully assessed projects, and an additional Rs. 28,29,000 committed to three ongoing initiatives — bringing the total FY 2025–26 CSR deployment to approximately Rs. 2.31 crore, Veedol Corporation Limited's thoughtful and strategic CSR framework positions it as a model for socially responsible corporate leadership in India.

KInSS adopted a mixed-method, participatory approach aligned with the IRECS framework — Impact, Relevance, Effectiveness, Convergence & Sustenance.

Impact

Relevance

Effectiveness

Convergence

Sustenance

THEMATIC DOMAINS

Early Childhood Education & Foundational Learning

Special Education, Disability Inclusion & Therapeutic Intervention

Healthcare, Reconstructive Surgery & Haematological Support

Livelihood Training, Survivor Rehabilitation & Women's Empowerment

Tribal & Residential Education in Remote Geographies

Urban Child Education, Cultural Development & Community Engagement

Vocational Skill Development & Employment Readiness

Six complementary methods were used to generate both measurable outcomes and rich contextual understanding across all sub-projects.

A

Desk Review

Project proposals, quarterly reports, utilisation certificates, financial statements, baseline indicators, SDG benchmarks, and NGO M&E reports.

B

Field Visits & Observations

On-site visits to all locations across West Bengal, Maharashtra, Meghalaya, Jharkhand & Haryana. Facility inspection of infrastructure, equipment, classrooms, and therapy setups.

C

Key Informant Interviews (KIIs)

In-depth interviews with programme directors, educators, therapists, CSR coordinators, clinical leads, community representatives, and caregiver networks.

D

Focus Group Discussions (FGDs)

FGDs with children, parents/caregivers, women beneficiaries, vocational youth trainees, teachers, special educators, and RCI-certified therapists.

E

Case Studies & Success Stories

Documented model beneficiaries: Nusrat Mondal (ANKUR), thalassaemia children (IABCAD), cleft beneficiaries (ABMSS), women survivors (WIF Nijoloy), tribal students (SEWT).

F

KInSS Structured Surveys

Validated KInSS Impact Assessment Tool across Beneficiary Track & Organisational Track. 600+ respondents. Response rates 25%–100% across sub-projects.

DATA TRIANGULATION & VALIDATION

Primary data from KInSS Tool cross-checked with project MIS reports, attendance registers & financial records.

Third-party verification: medical & treatment records (ABMSS, IABCAD), government enrolment data (SEWT), utilisation certificates.

Discrepancies resolved via follow-up field conversations and additional on-ground observations.

SDG ALIGNMENT

SDG 1	No Poverty — Intergenerational poverty broken through education, livelihood & healthcare
SDG 3	Good Health — Cleft surgery, thalassaemia care, ASD diagnosis, therapeutic interventions
SDG 4	Quality Education — Foundational, special, tribal, bridge, vocational & secondary education
SDG 8	Decent Work — Vocational training (EV Lab, WIF); formal employment pathways
SDG 10	Reduced Inequalities — Targeted delivery to ST/SC/OBC/EWS, BPL, disability & survivor communities
SDG 17	Partnerships — Multi-stakeholder co-funding (Veedol + NEC + Infosys + Union Bank + SBI)

ETHICAL STANDARDS

Informed consent obtained from all participants · Special protocols for children, surgery beneficiaries, thalassaemia patients & trafficking survivors · All data stored in compliance with applicable privacy norms · Photographs & testimonials used only with explicit guardian consent · Assessment conducted independently — findings uninfluenced by Veedol or any NGO partner

About Veedol Corporation Limited



Veedol Corporation Limited, headquartered in India, is a leading manufacturer and marketer of automotive and industrial lubricants, greases, and specialty products. Founded as Tide Water Oil Co. (India) Ltd., Veedol's century-old brand heritage spans two-wheeler oils, passenger car motor oils, heavy commercial vehicle lubricants, tractor oils, EV fluids, and a comprehensive range of industrial lubricants.

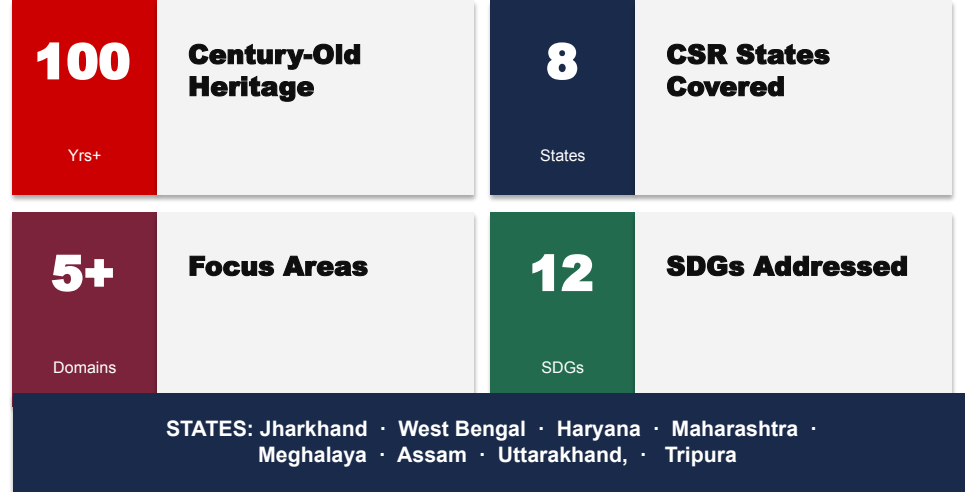
CSR Philosophy & Strategic Intent

Veedol's CSR programme reflects its commitment to creating measurable, sustainable social value. CSR resources are channeled under Schedule VII of the Companies Act, 2013 — focusing on education, skill development, healthcare, women's empowerment, and inclusion of persons with disabilities. In FY 2025–26, Veedol's CSR reach spans Jharkhand, West Bengal, Haryana, Maharashtra, Meghalaya, Assam, Uttarakhand and Tripura — touching tribal communities, urban-poor families, and individuals at the margins of formal economic participation.

Website: veedolindia.com | CSR Motto: PERFORM DIL SE

Key Focus Areas

- Education & Skill Development
- Healthcare & Wellness
- Women's Empowerment
- Inclusion of Persons with Disabilities
- Tribal & Rural Community Development



PERFORM DIL SE

Veedol's CSR philosophy: creating measurable, sustainable social value for communities at the margins.

About Karve Institute of Social Service



Karve Institute of Social Service (KInSS) has conducted an independent impact assessment of the Corporate Social Responsibility (CSR) initiatives of Veedol Corporation Limited (formerly Tide Water Oil Co. India Ltd.) for FY 2025–26.

This study evaluates the effectiveness, sustainability, and long-term benefits of CSR projects spanning skill development, healthcare access, special education, child welfare, and women’s livelihood enhancement across multiple states.

The assessment covers projects implemented with multiple partner organisations in Jharkhand, Haryana, West Bengal, Maharashtra, Meghalaya, Assam, Uttarakhand and Tripura — reflecting Veedol’s nationwide commitment to inclusive and sustainable development.

18

CSR Projects Assessed

Across 4 Thematic Domains

8+

States Covered

Jharkhand · WB · Haryana · MH · Assam & more

4

Thematic Domains

Skills · Health · Education · Women’s Welfare

**FY
2025–26**

Assessment Period

Independent Assessment by KInSS, Pune

Scope of the Assessment

Projects assessed across 4 thematic domains and 8+ states



Skill Development & Livelihood	Healthcare & Medical Support	Quality Education & Child Welfare	Sports, Inclusion & Youth Development	
<p>VAMA Auto Mechanic skills for tribal youth Chaibasa, Jharkhand</p>	<p>SEVAMOB MMU Mobile primary healthcare Faridabad, Haryana</p>	<p>Project BASHA Free English schooling & meals Kolkata</p>	<p>START Squash academy for Adivasi youth — PSA-ranked athletes, Raigad</p>	
<p>EV Lab EV skill training for ITI students Chandil, Jharkhand</p>	<p>IABCAD Thalassaemia care & blood transfusions, Kolkata</p>	<p>iTeach RSM Secondary school for low-income youth, Pune</p>	<p>Ongoing Initiatives (FY 2026–27)</p>	
<p>WIF Livelihood & rehabilitation for women survivors, West Bengal</p>	<p>Gifting Smiles Cleft lip surgeries for BPL families, Kolkata</p>	<p>Project ANKUR Montessori early education Kolkata</p>		<p>Moran Blind School Assistive tech for visually impaired, Assam</p>
	<p>Manovikas Kendra Autism diagnosis & therapy Kolkata</p>	<p>Sahaj Path Supplementary education Garia, Kolkata</p>		<p>Satya Foundation Child education support Uttarkashi, Uttarakhand</p>
	<p>Shree Trust Special education & therapy Palghar, Maharashtra</p>	<p>SEWT Tribal residential education Meghalaya</p>	<p>Sewa International Multispecialty health camps Faridabad · Chamoli · Tripura</p>	
		<p>SNB Foundation Child education & creative arts Kolkata</p>		

Objectives & Expected Outcomes

Systematic, evidence-based approach to measuring CSR effectiveness



1

Relevance & Effectiveness

Analysing whether projects align with community needs and deliver tangible benefits.

2

Social & Economic Impact

Assessing improvements in quality of life, income generation, education, and healthcare.

3

Stakeholder Perceptions

Gathering feedback from beneficiaries, communities, and partner organisations.

4

Sustainability & Scalability

Identifying whether projects can continue independently and expand in future.

5

Recommendations

Suggesting strategic enhancements to maximise social impact and long-term success.

EXPECTED OUTCOMES

✓ Quantitative & Qualitative Insights

Primary data from beneficiaries, families, and implementing staff across all 18 projects.

✓ CSR Strategy Refinement

Data-driven recommendations to help Veedol enhance resource allocation and execution.

✓ SDG Alignment Mapping

Linking each project to relevant UN Sustainable Development Goals for ESG reporting.

✓ Blueprint for Future Interventions

Evidence base to scale high-impact projects and expand geographic and thematic reach.

✓ Credibility & Transparency

Independent third-party assessment ensuring integrity and stakeholder confidence.

Veedol Auto Mechanic Academy (VAMA)

Skill Development for Tribal & Rural Youth | Chaibasa, Jharkhand

Rs. 25,51,670

CSR Budget

100

Trainees

FY 2025-26

Period

FY 2025-26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



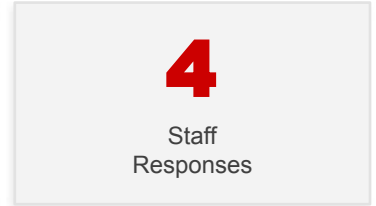
*Batch Certification Day — Tata Steel Foundation
Multi-Skill Development Centre, Chaibasa*

Project at a Glance

Veedol Auto Mechanic Academy — VAMA



Project Name	Veedol Auto Mechanic Academy (VAMA)
CSR initiatives	Veedol Corporation Limited
Implementing NGO	Tata Steel Foundation
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Chaibasa, Jamshedpur, Jharkhand
CSR Budget	Rs. 25,51,670
Beneficiaries	100 Trainee Students
Duration	1 Year FY 2025–26
Trade	Automotive Service Technician (Two-Wheeler)
Certification	NSDC-ASDC Aligned



Assessment Day — Chaibasa Centre, January 2026

Beneficiary Profile

Based on 61 surveyed trainees (61% response rate) | Implementing NGO: Tata Steel Foundation



Trainees and trainer at hands-on engine teardown session — VAMA Workshop, Chaibasa

90% Male | 8% Female

Gender Distribution

10th & 12th Pass

Education Background

90% — Employment

Primary Motivation

74% — Friends/Community

How They Heard About VAMA

Rs. 4,088/month avg.

Pre-Training Income

Tribal, SC, OBC, Rural

Beneficiary Category

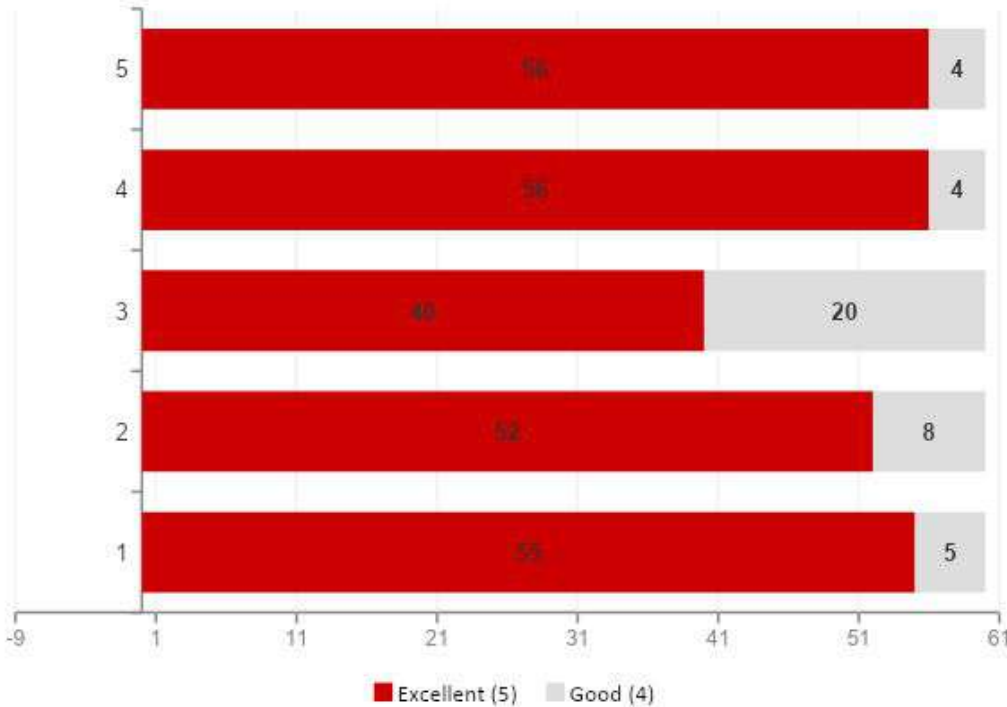
ST | SC | OBC | Rural | Economically Weaker Sections — Primary target group from West Singhbhum, Jharkhand and West Bengal. Trainee communities face high unemployment, limited market-relevant vocational training, and poor access to formal employment networks.

Training Quality Ratings

5-point scale | Excellent (5) or Good (4) | n = 61 surveyed trainees



All ratings collected directly from 61 beneficiaries via KInSS Impact Assessment Tool.



90%

Excellent
Training Content Quality

85%

Excellent
Practical Exposure

66%

Excellent
Tools & Equipment

92%

Excellent
Trainer Technical Knowledge

92%

Excellent
Trainer Communication

Skills & Employment Outcomes

Post-training assessment | 61 surveyed trainees



Post-training skill assessment confirms that the large majority of VAMA trainees can now independently perform core automotive service functions.

98%

Can Independently Diagnose Vehicle Problems

98%

Can Perform Basic Servicing

98%

Can Use Modern Workshop Tools

93%

Strongly Agree:
Tech Skills Improved

98%

Confidence
Increased

98%

Currently
Employed

98%

Financial Condition
Improved

92% Self-Confidence Improved (High)

95% Family Respect Improved (High)

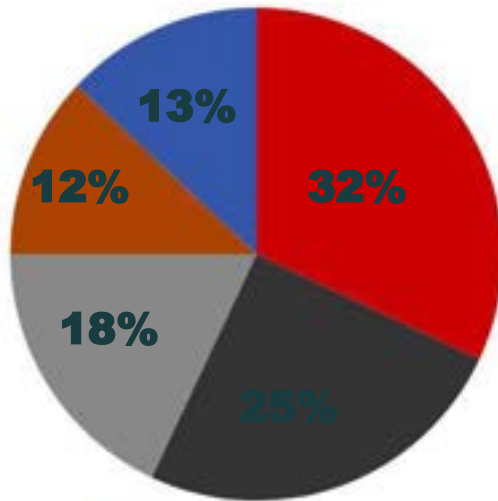
92% Ability to Support Family (High)

Budget Utilisation

Total CSR Budget: Rs. 25,51,670



The CSR budget of Rs. 25,51,670 was concentrated in human capital and learning tools — the two highest-impact drivers of vocational training outcomes.



- Trainer & Curriculum (32%)
- Infrastructure & Tools (25%)
- Mobilization (18%)
- Assessment & Cert (12%)
- OJT & Placement (13%)

32%

Trainer & Curriculum Delivery

Technical, soft skills & IT trainer salaries; session planning and delivery

25%

Infrastructure & Equipment

Hydraulic ramp, workshop tools, safety equipment, workbenches

18%

Community Mobilization

Outreach across tribal belts and villages in West Singhbhum

12%

Assessment & Certification

Written tests, practical demos, NSDC-ASDC certification fees

13%

OJT & Placement Support

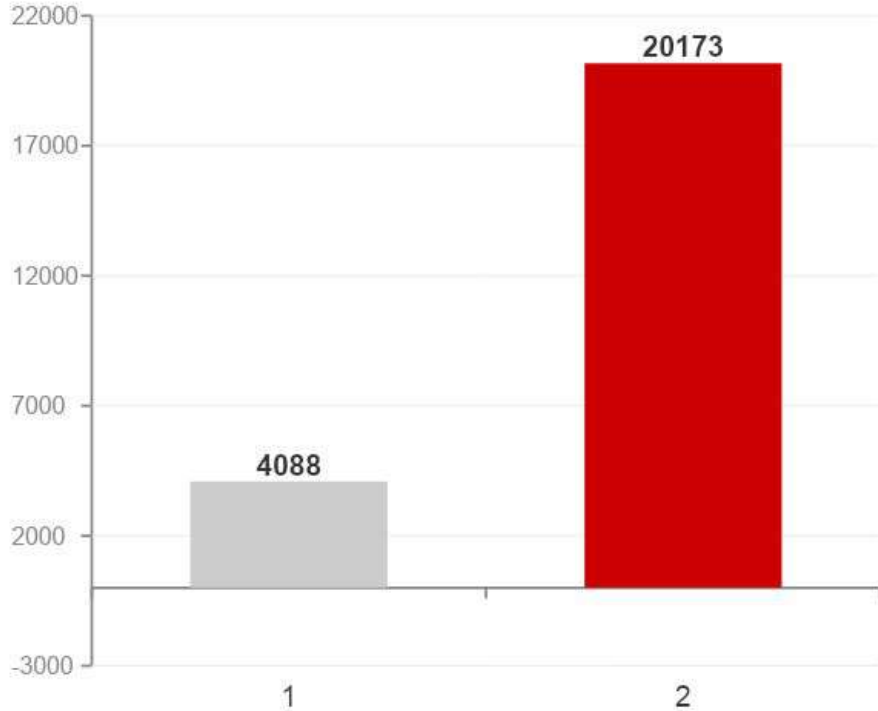
Employer coordination, placement drives, onboarding support

Financial Impact

Income transformation for placed trainees



Training resulted in a dramatic income transformation. Average monthly income increased approximately 5x for trainees who reported income data.



~5x income growth

Average monthly income increase after VAMA training

Rs. 4,088

Average monthly income BEFORE training

Rs. 20,173

Average monthly income AFTER training

98%

Say financial condition has improved

98%

Currently employed post-training

Voices of Beneficiaries & Staff

Direct responses collected via KInSS Impact Assessment Tool



“

I get a job after the quality training — now I am financially independent.

— VAMA Trainee, Chaibasa

“

Now I'm technically strong and got the job also.

— VAMA Trainee, Two-Wheeler Technician

“

EV training is highly demanded in West Singhbhum — it should be introduced.

— VAMA Trainee (Suggestion)

“

Strong alignment with Tata Steel Foundation CSR objectives. Effective student mobilization and training execution.

— Centre Manager, Qess Corp.



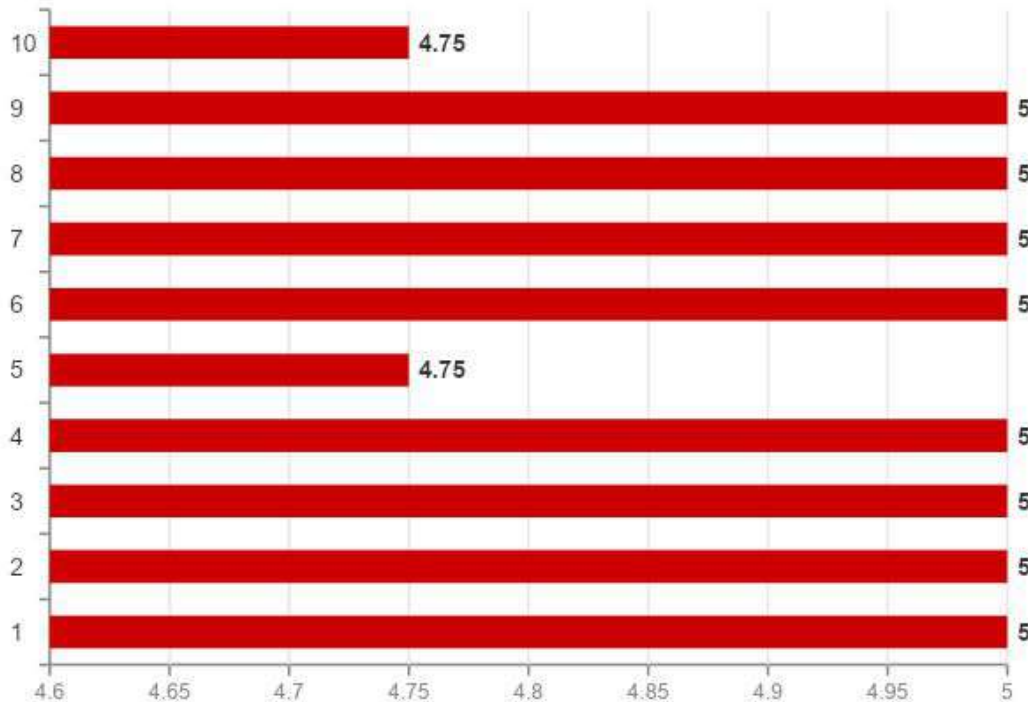
Offer Letter & Certificate Distribution — Chaibasa Centre

Staff & Coordinator Assessment

4 respondents — Administrative Efficiency Questionnaire | Avg. 4.95 / 5 across 20 parameters



All four staff respondents (Project Coordinator, Centre Manager, Soft Skills Trainer, Technical Trainer) rated the programme 'Excellent' overall.



KEY STRENGTHS

- ✓ Strong local coordination & community trust
- ✓ Well-structured practical training schedule
- ✓ Effective mobilization and training execution
- ✓ Good placement support & industry linkage

CHALLENGES & SUGGESTIONS

- ! Mobilization & daily student transport
- ! Demand for EV training curriculum
- ! Stronger local industry partnerships

Outcome & Impact Analysis



Educational · Employability · Economic · Social · Gender · Future Readiness

A Educational & Skill

- Technical & practical automotive skills
- NSDC-ASDC certification
- Improved workplace readiness

B Employability

- 154 candidates placed (cumulative)
- 80% say skills helped secure employment
- 100% say certification influenced hiring

C Economic

- ₹4,088 → ₹20,173 avg monthly income
- ~5× income growth post-training
- Reduced dependency on casual labour

D Social

- Improved dignity of labour
- Increased respect for technical trades
- Local role models created

E Gender

- Women participated in non-traditional roles
- Placement barriers remain (social norms)
- Gender-sensitive support required

F Future Industry Readiness

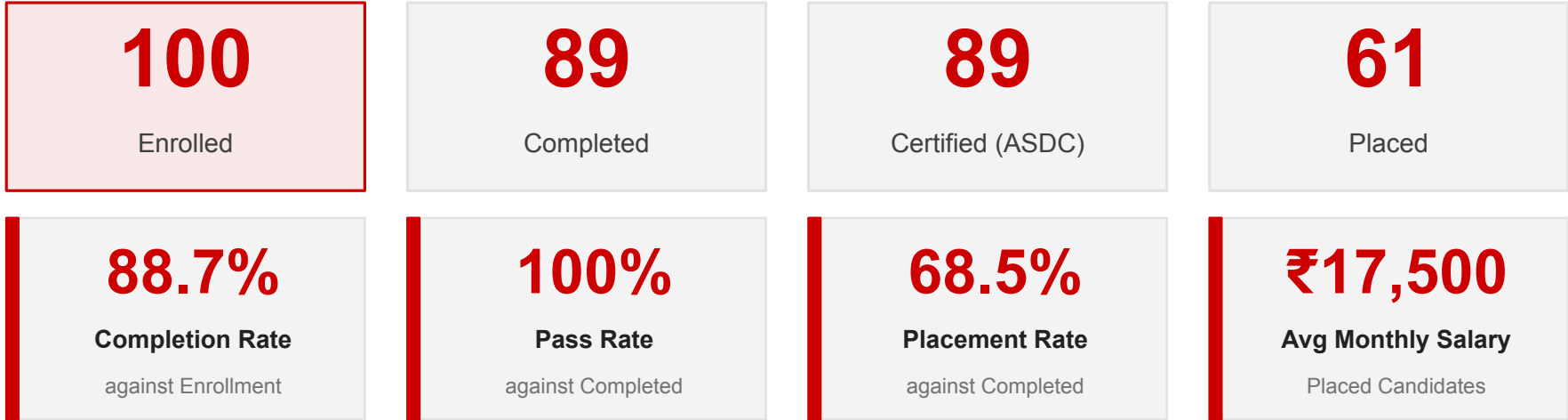
- Foundation for EV/green mobility upskilling
- Technicians can advance to diagnostics
- Supports India's cleaner mobility transition

VAMA Project Performance

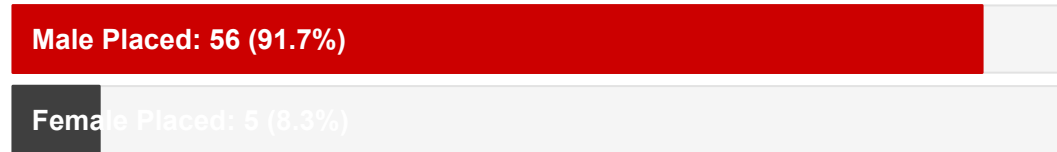
Veedol Auto Mechanic Academy — VAMA



Cohort: 100 Beneficiaries | Chaibasa, Jharkhand | FY 2025–26



Placement Breakdown



Source: VAMA Programme Records & KInSS Assessment Tool

Placement & Industry Exposure

From tribal Jharkhand to national employers



Industry site visits and structured placement drives connected VAMA trainees with national employers including Motherson Sumi Systems, Tamil Nadu.



Workshop setup at VAMA Chaibasa — hydraulic ramp and live motorcycle used for practical training



Offer Letter ceremony — trainee receiving placement offer at Chaibasa centre



Industry site visit — Motherson Sumi Systems, Vadakkupattu, Tamil Nadu (April 2026)



Trainees at railway station, departing for employer site visit to Tamil Nadu

SDG Alignment

4 Sustainable Development Goals directly impacted by VAMA



VAMA's targeted delivery to tribal, rural, and economically weaker youth creates measurable impact across 4 core SDGs.

SDG 1

No Poverty

No Poverty

Monthly income increased ~5x for placed trainees. Tribal families move from casual labour to formal employment.

SDG 4

Quality Education

Quality Education

NSDC-ASDC certified vocational education; industry-aligned curriculum for first-generation skilled workers.

SDG 8

Decent Work & Economic Growth

Decent Work & Economic Growth

98% employed post-training. Formal automotive sector jobs for ST/SC/OBC youth from West Singhbhum.

SDG 10

Reduced Inequalities

Reduced Inequalities

Targeted at ST, SC, OBC, and economically weaker youth. 5x income increase for tribal families.

VAMA contributes to CSR goals by supporting:

- Livelihood enhancement
- Employment-oriented vocational skills
- Education & skill development
- Inclusion of disadvantaged communities
- Youth empowerment
- Women's participation in technical trades
- Sustainable social impact through skilling

Scope for Improvements

Gender gap in placement

Only 5 female candidates placed despite women's participation

Employer network

More EV, dealership & mobility partners needed

Post-placement tracking

Long-term income & retention data not yet collected

Entrepreneurship support

Trainees need seed funding & mentoring for self-employment

EV readiness

Training should expand toward EV maintenance & battery systems

Social barriers

Family hesitation toward women in automotive roles

Scope for intervention

Six action areas to strengthen VAMA's reach, quality and long-term impact

A. Strengthen Placement Support

- Partner with dealerships, EV & logistics firms
- Conduct employer sensitization for inclusive hiring
- Build 6-month & 12-month placement tracking

B. Introduce EV & Future Mobility

- Add EV maintenance, battery & charging modules
- Partner EV companies for OJT & placement
- Train faculty on EV curricula

C. Improve Gender Inclusion

- Create women-friendly placement pathways
- Engage parents & communities to reduce hesitation
- Mentoring by women from technical sectors

D. Support Entrepreneurship

- Business orientation for garage/spare-parts startups
- Link with Mudra loans & microfinance
- Launch VAMA Alumni Entrepreneur Network

E. Strengthen Documentation & M&E

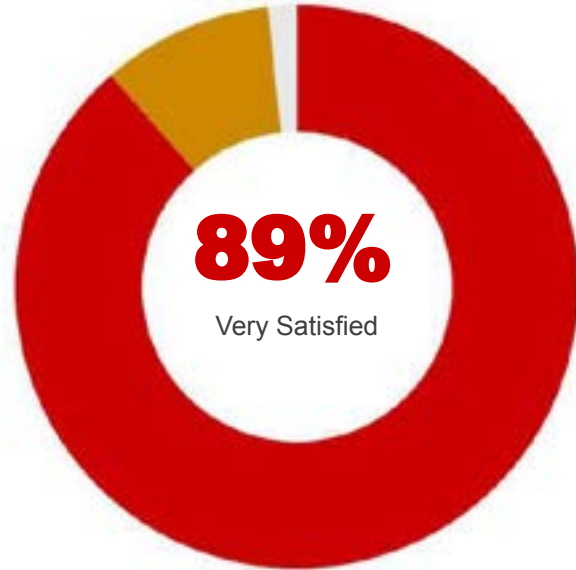
- Trainee-wise baseline and endline data
- Track income before & after training
- Capture employer feedback & retention data

F. Build Alumni Network

- Alumni groups for peer mentoring
- Invite successful alumni for motivational sessions
- Track career progression & entrepreneurship

Overall Satisfaction

Based on 61 trainee + 4 staff responses



Very Satisfied (89%) Satisfied (10%) Other (1%)

98% would recommend VAMA to others

VEEDOL

PERFORM DIL SE



Transforming 100 lives — one skill at a time.

VAMA is more than a training programme. It is a pathway from tribal exclusion to formal employment and economic dignity.

Rs. 20,173

Avg monthly
income after

98%

Currently
employed

~5x

Income
growth

98%

Would
recommend

VEEDOL

VEEDOL CORPORATION LIMITED

Electric Vehicle (EV) Lab Sponsorship Project

Skill Training for the EV Sector | ITI Chandil, Jharkhand

Rs. 25,05,800

CSR Budget

39

ITI Students

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



*EV Lab at ITI Chandil — Veedol CSR Initiative
Live EV vehicles, two-wheeler lifts & student workstations*

Project at a Glance

EV Lab Sponsorship — ITI Chandil, Jharkhand



Project Name	Electric Vehicle (EV) Lab Sponsorship Project
CSR Partner	Veedol Corporation Limited
Implementing NGO	Tata Steel Foundation
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Collaborative Partners	Bosch India Foundation · Schneider Electric Foundation India
Location	ITI Chandil, Jharkhand
CSR Budget	Rs. 25,05,800
ITI Students Supported	39 Students (2 Batches: 2024–26 and 2025–27)
Trade	Electric Vehicle (EV) — ITI Trade
Survey Responses	37 beneficiary responses (95% response rate)

39

ITI Students
Supported

95%

Response
Rate

33

Students in
Beneficiary Register

2

Active
Batches



Beneficiary Profile

37 survey responses · 33 students in formal register (2 batches)



Female trainees at circuit-level practical work — EV Lab, ITI Chandil

78% Male | 22% Female

Gender Distribution (Survey)

Below Rs. 10,000/month — 81%

Family Income (Most Families)

ST · BC-I · SC · General

Social Categories (Beneficiary Register)

2024–26 & 2025–27

Two Active Batches

16–22 years

Age Range of Trainees

100%

Confirmed Training Increased Employment Chances

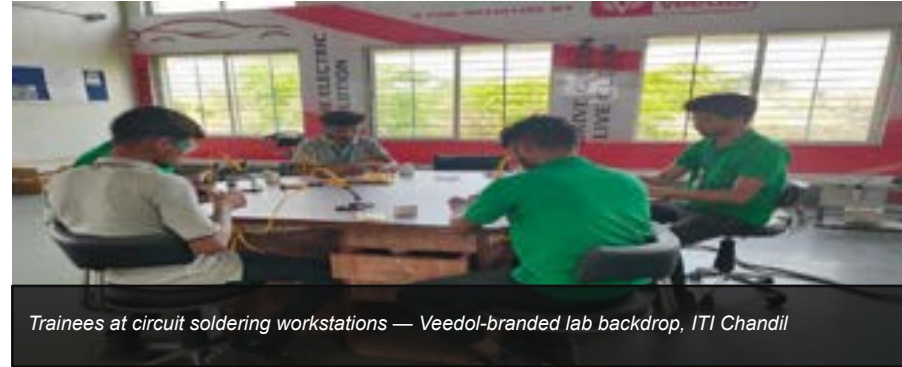
All 37 survey respondents confirmed that EV training has increased their chances of employment in the EV sector. Students are currently in their training period and have not yet entered the job market — placement data will be available post-batch completion.

Lab Infrastructure & Setup

Veedol-funded EV Lab at ITI Chandil — A CSR Initiative by Veedol



EV Lab overview — live EV vehicles including e-rickshaw, golf cart & two-wheelers on hydraulic lifts



Trainees at circuit soldering workstations — Veedol-branded lab backdrop, ITI Chandil



Full lab session — multiple student groups working on EV components simultaneously



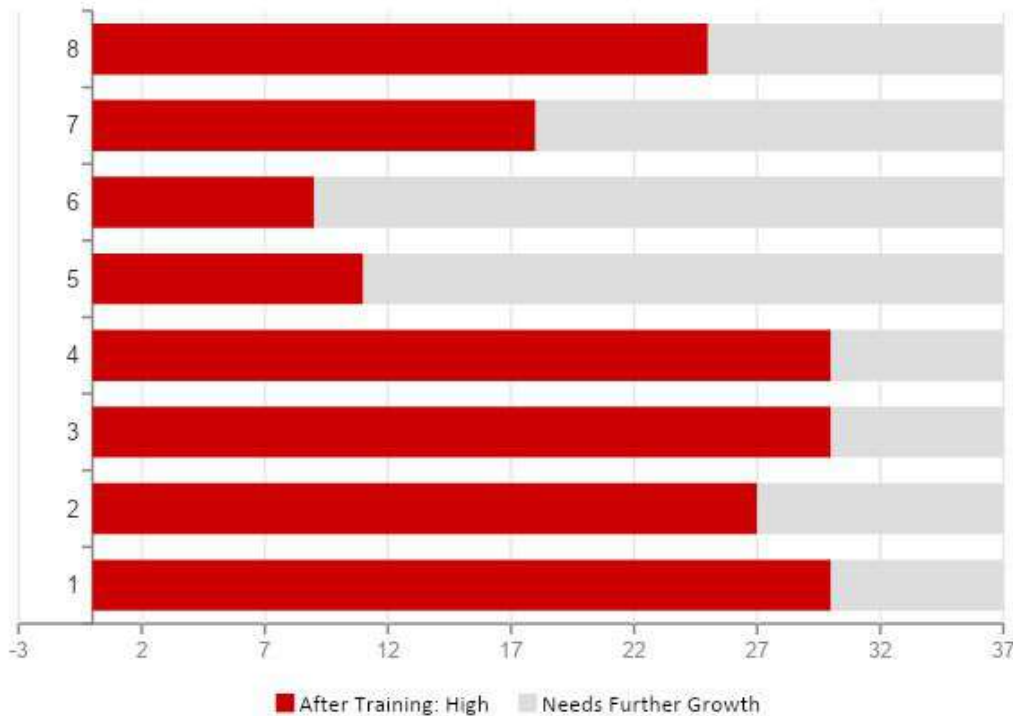
PCB and motor winding practical session — students practising fault diagnostics at workstations

Knowledge & Skill Gains

Pre vs. post-training self-assessment | n = 37 surveyed trainees



All 37 trainees reported skill improvement across every dimension after joining the EV Lab. The programme consistently shifted knowledge from baseline to medium-high proficiency.



100% Say training increased employment chances

81% Show High/Medium EV Architecture knowledge after

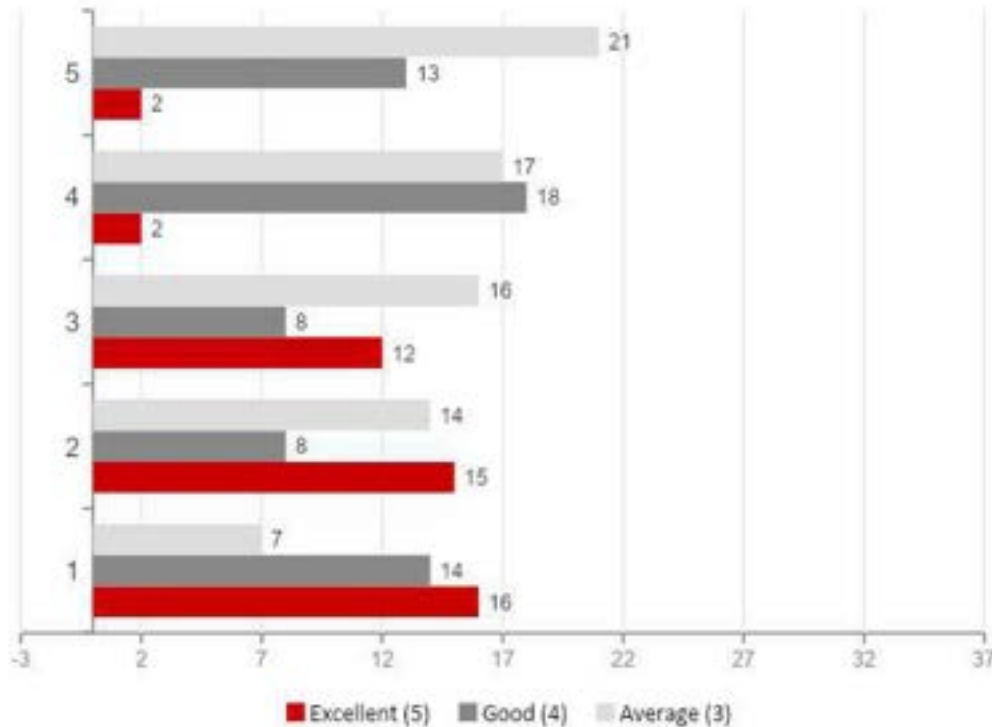
81% Battery Management Skills improved significantly

76% Report High safety protocol understanding

67% Hands-on practical exposure rated Good-Excellent

Lab & Training Quality Ratings

Trainees rated the EV Lab facilities and teaching quality across five parameters. Lab equipment and trainer competency scored highest.



81%

Lab Equipment rated Good or Excellent

62%

EV Kits & Tools rated Good or Excellent

54%

Trainer Competency rated Good or Excellent

54%

Duration Adequacy rated Good or Excellent

40%

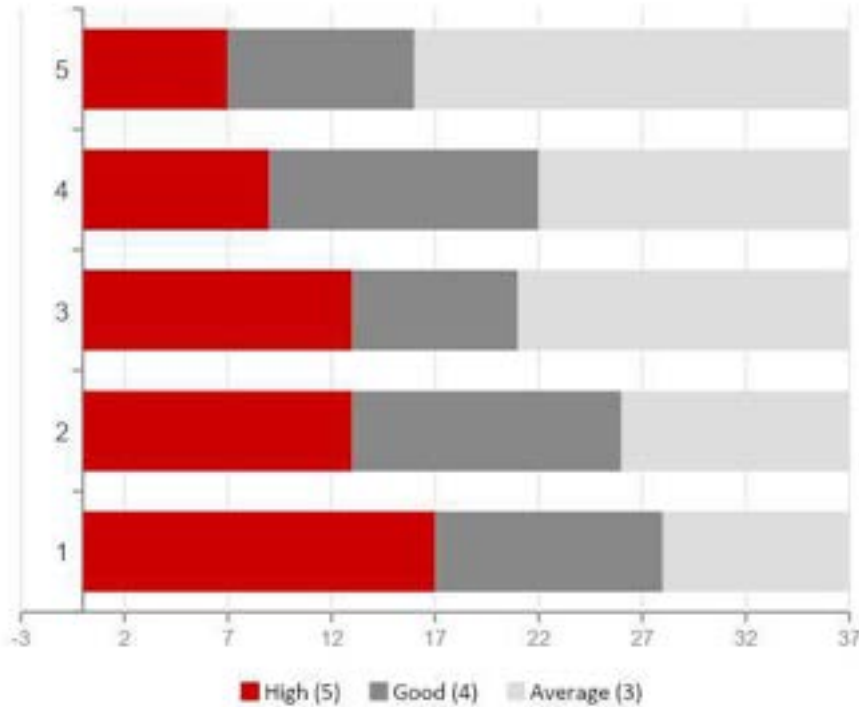
Industry Relevance rated Good or Excellent

Soft Skills Development

Post-training self-assessment | n = 37 trainees



Alongside EV technical skills, the EV Lab programme improved teamwork, discipline, and problem-solving — skills essential for the EV workplace.



Mixed-gender batch at EV Lab — trainees practising component wiring with safety goggles, Veedol CSR Lab, ITI Chandil

76% Teamwork — High or Good

70% Work Discipline — High or Good

57% Communication — High or Good

Voices of Beneficiaries

Direct responses from KInSS Impact Assessment Tool | 37 surveyed trainees



“

The most useful part was the hands-on practical sessions — working with real batteries, motors, and diagnostic tools. Understanding BMS and fault diagnosis in a practical way was invaluable.

— EV Trainee, ITI Chandil

“

Yes, I would recommend this training — it provides a good balance of theory and practical experience. The hands-on sessions and real EV components help build strong technical skills.

— EV Trainee, ITI Chandil

“

More charts, posters and real component displays in the classroom would help. Also, financial support for tuition fees would make a big difference for students like us.

— EV Trainee (Suggestion)



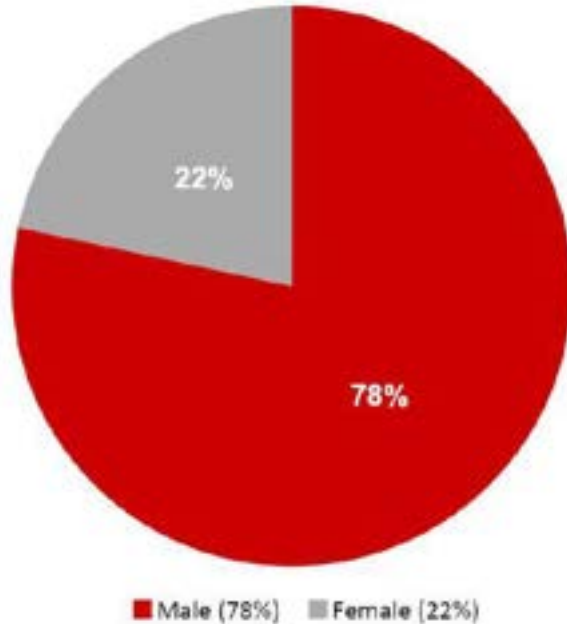
Female-majority table at EV Lab — trainees with safety goggles practising PCB soldering, ITI Chandil

100% of all 37 surveyed trainees confirmed that EV training has directly increased their chances of employment in the EV sector.

— KInSS Survey, 2025

Gender & Social Inclusion

The EV Lab at ITI Chandil demonstrates strong inclusive participation — with significant female enrolment in a technical EV trade that is nationally male-dominated.



SOCIAL CATEGORY BREAKDOWN

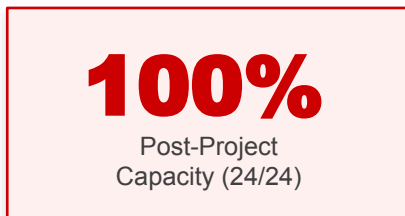
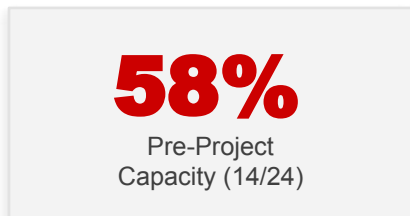
ST (Scheduled Tribe)	13 students	39%
BC-I (Backward Class)	8 students	24%
General	11 students	33%
SC (Scheduled Caste)	1 student	3%

22% female participation in EV trade — significantly above national average for technical EV training

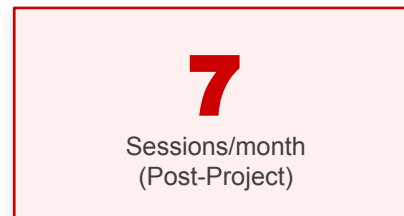
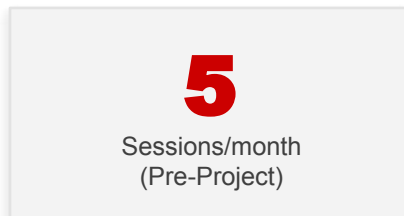
Direct Outputs & Achievements

EV Lab · Chandil, Jharkhand · FY 2025–26

ENROLMENT



TRAINING SESSIONS / MONTH



TRAINEE OUTCOMES (37 surveyed)

Outcome	Count	%
Placed in EV Sector	21	58.3%
Secured Apprenticeships	6	16.7%
Self-Employed	2	5.6%
Pursuing Higher Education	1	2.8%
Still Under Training	4	10.8%



Outcome & Impact Analysis

EDUCATIONAL & SKILL

- EV architecture, BMS, charging infra & fault diagnostics training
- Practical sessions increased: 5 → 7/month
- 100% reported EV training improved employment chances
- Satisfaction rose from 60% to 100%

EMPLOYABILITY

- 21 trainees (58.3%) placed in EV sector
- 6 trainees (16.7%) secured apprenticeships
- Employer feedback: superior job readiness vs. non-trained
- 2 structured industry interaction sessions introduced

ECONOMIC

- Formal EV employment replacing seasonal/casual labour
- 2 trainees established independent EV repair workshops
- Improved financial confidence for families
- Long-term upliftment as EV sector expands

SOCIAL

- Improved dignity of labour via formal EV careers
- Local role models encouraging peers toward green tech
- Enhanced aspirations for sustainable mobility
- Community confidence in ITI vocational pathways

FUTURE INDUSTRY READINESS

- Li-ion battery & charging system expertise for EV service sector
- Solar & automation modules add multi-sector pathways
- Instructor ToT ensures curriculum stays current
- Supports India's EV adoption & clean mobility goals

CSR & ESG Perspective



How EV Lab sponsorship serves Veedol's broader CSR mission

CSR CONTRIBUTION PILLARS

Youth Employment

Livelihood enhancement through EV sector skilling

Vocational Education

Industry-aligned certification linked training

Social Inclusion

Tribal & economically disadvantaged communities

Youth Empowerment

Practical, certification-linked training pathways

Green Promotion

Sustainable mobility & green technology at grassroots

Partnerships

Multi-stakeholder model for maximum developmental impact

ESG ALIGNMENT

Environmental Promotes EV adoption & clean mobility transition aligned with India's net-zero goals.

Social Uplifts tribal, SC, OBC and rural youth from West Singhbhum into formal employment.

Governance Transparent multi-partner model: Veedol + Tata Steel Foundation + Bosch India + Schneider Electric.

SDG ALIGNMENT

SDG
1

No Poverty

SDG
4

Quality Education

SDG
8

Decent Work

SDG
10

Reduced Inequalities

The EV Lab fits squarely within Veedol's CSR vision: sustainable social impact through skilling, employability & alignment with India's green mobility future.

SDG Alignment

4 Sustainable Development Goals directly impacted by the EV Lab Sponsorship Project



SDG 4

Quality Education

Quality Education

ITI-based EV trade training with hands-on lab — industry-aligned curriculum for first-generation EV technicians from tribal Jharkhand.

SDG 8

Decent Work & Economic Growth

Decent Work & Economic Growth

100% trainees report increased employment prospects. EV sector is India's fastest-growing technical job category.

SDG 10

Reduced Inequalities

Reduced Inequalities

Targeted at ST, BC-I, SC and economically weaker youth. 81% from families earning below Rs. 10,000/month.

SDG 13

Climate Action

Climate Action

Training EV mechanics directly supports India's shift to clean mobility — graduates maintain and service zero-emission vehicles.

Scope of Improvements

Observations from field assessment — areas requiring attention

Ongoing Procurement (2nd Year)

Raw materials & consumables for 2025–27 batch still being procured; requires continued financial commitment and timely delivery.

Limited Post-Placement Tracking

Long-term income, career progression, and retention data beyond initial placement not yet systematically collected.

Entrepreneurship Support Gaps

No formal mechanism for seed funding, mentoring, or business development support despite 2 self-employed graduates.

Rapid EV Technology Evolution

Fast-changing EV tech requires continuous curriculum updates and frequent instructor upskilling to remain relevant.

Geographic Remoteness

Chaibasa's location in tribal Jharkhand creates logistical challenges for employer outreach and placement coordination.

Female Participation Data

Gender-disaggregated data on enrolment, completion and placement needs systematic tracking and targeted inclusion strategies.

Scope for intervention

Strategic pathways to strengthen impact, scale, and sustainability

A Strengthen Placement & Industry Linkages

- Partner with more EV OEMs, service chains & fleet operators
- Expand industry interaction sessions per batch
- Deploy 6-month & 12-month post-placement tracking

B Expand EV & Green Tech Curriculum

- Add advanced BMS, fleet maintenance & commercial EV modules
- Partner with EV OEMs for manufacturer-certified training
- Integrate solar & automation more systematically

C Support Entrepreneurship Development

- Provide business orientation for workshop/spares entrepreneurs
- Link with Mudra loans, PMKVY & state start-up schemes
- Create 'EV Alumni Entrepreneur Network'

D Improve Gender Inclusion

- Targeted outreach to encourage female enrolment
- Engage parents & community leaders to address social norms
- Partner with EV companies offering inclusive workplaces

E Strengthen Documentation & M&E

- Maintain trainee-wise baseline & endline data
- Document employer feedback & success stories systematically
- Establish real-time MIS for enrolment → placement tracking

F Build Alumni Network & Scale

- Create EV alumni groups for peer mentoring
- Offer refresher courses as EV technology advances
- Replicate EV Lab model at other tribal-district ITIs

EV Lab — Key Metrics at a Glance



Consolidated performance snapshot · Chandil, Jharkhand · FY 2025–26

24/24

Seats Filled
(100% capacity)

37

Trainees
Surveyed

21

Placed in
EV Sector

100%

Beneficiary
Satisfaction

6

Apprenticeships
Secured

2

Self-Employed
Graduates

7/mo

Practical Sessions
Post-Project

2

Industry Interaction
Sessions

QUALITATIVE HIGHLIGHTS

Employer Feedback

Trainees noted for superior job readiness & adaptability vs non-trained candidates

Curriculum Coverage

EV architecture · Battery Management · Charging Infrastructure · Fault Diagnostics

Partnership Model

Veedol + Tata Steel Foundation + Bosch India Foundation + Schneider Electric Foundation

VEEDOL

PERFORM DIL SE



Powering India's EV future — one trained EV mechanic at a time.

The EV Lab at ITI Chandil is building India's next generation of electric vehicle technicians from tribal communities in Jharkhand — equipping them to lead the clean mobility transition.

39

ITI Students
Supported

100%

Confirm EV
Employability Improved

22%

Female
Participation

2

Active
Batches

VEEDOL

VEEDOL CORPORATION LIMITED

Mobile Medical Unit (MMU)

Programme — SEVAMOB

Rural Primary Healthcare Outreach | Faridabad, Oragadam

Rs. 41,28,300

CSR Budget

~50/visit

Avg. Patients

FY 2025–26

Period

FY 2025–26

Assessed by: Karve Institute of Social Service (KInSS), Pune



Medical team, community beneficiaries & Veedol Care MMU vehicle — Mujedi Village, Faridabad, Haryana

Project at a Glance

SEVAMOB Mobile Medical Unit Programme



Programme	Mobile Medical Unit (MMU) Programme
CSR Partner	Veedol Corporation Limited
Implementing NGO	SEVAMOB
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Locations Served	Howrah & Raigad (Q1) · Faridabad, Haryana (from 26/9/25) · Oragadam (from 3/11/25)
CSR Budget	Rs. 41,28,300
Services	OPD, ANC, PNC, NCD, BP, Blood Glucose, Haemoglobin, General Health
Patients per Visit	50–65 patients per MMU visit (avg.)
Community Coordination	ASHA workers & Anganwadi frontline health workers
Survey Responses	7 beneficiary responses + 2 organisational responses

100%

Health Improved (7/7)

5/5

Service Quality (All 6 dims)

9/10

Org. Impact Score (avg)

Rs. 425

Avg Monthly Family Savings



Inside the Veedol Care MMU – fully equipped mobile clinic with exam table

Beneficiary Profile

7 surveyed beneficiaries · Field visit: Mujedi Village, Faridabad, Haryana · April 2026



Doctor conducting blood glucose test for elderly patient at MMU camp, Mujedi Village

4 Female | 3 Male

Gender (7 Surveyed)

40 to 70+ years

Age Range

Mujedi, Tigaon, Nanwa

Villages Covered

3 km–8 km (avg. 6 km)

Distance to Hospital Before

1–1.5 km average

Distance to MMU

Homemakers, Retired, Farmers

Occupations

Income Groups:

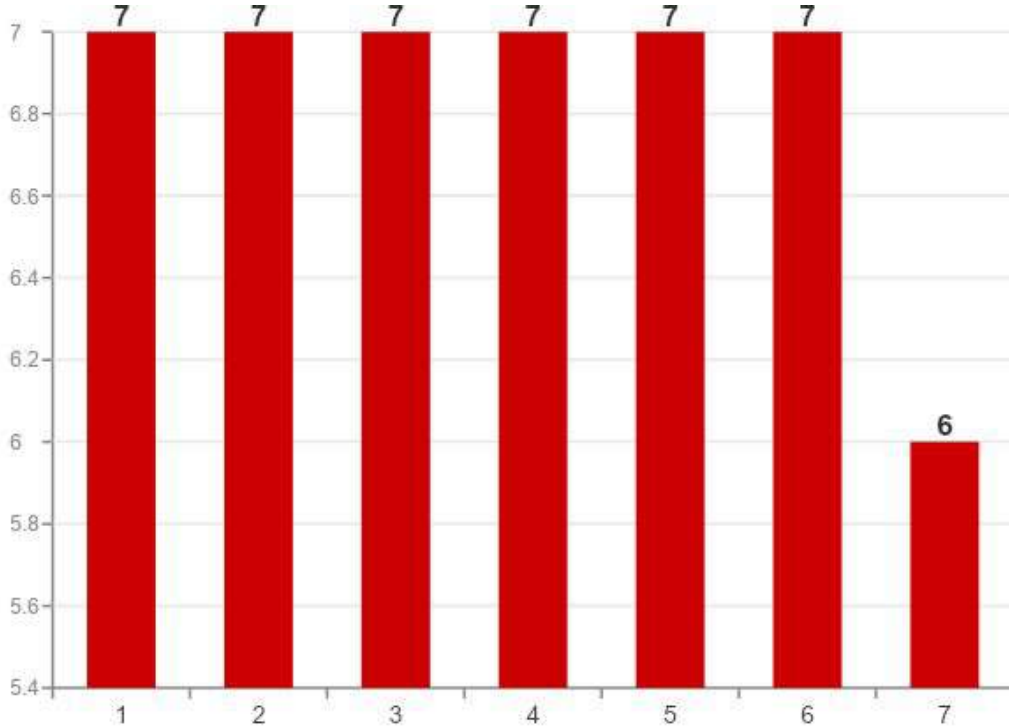
3 earn Rs. 10,000+ · 2 earn Rs. 5,000–10,000 · 2 earn below Rs. 5,000 — MMU serves across all income segments in the village

Key Impact Indicators

7 of 7 beneficiaries surveyed — 100% response coverage



All 7 surveyed beneficiaries reported positive health and financial outcomes following MMU intervention. Every single indicator reached the maximum response.



100% Health Improved (7/7)

100% Health Expenditure Reduced (7/7)

100% Hygiene & Nutrition Awareness Improved

100% Trust in MMU Services

86% Would Recommend MMU (6/7)

Service Quality & Financial Impact

All service parameters rated 5/5 Excellent by all 7 beneficiaries



MMU SERVICE QUALITY RATINGS

Behaviour of Doctor **5 / 5**

Behaviour of Staff **5 / 5**

Availability of Medicines **5 / 5**

Quality of Treatment **5 / 5**

Cleanliness of MMU **5 / 5**

Overall Service **5 / 5**

Organisational Impact Score: 9 / 10 (avg. across 5 dimensions)

FINANCIAL IMPACT ON FAMILIES

Rs. 425/month

Average monthly savings per family
(Range: Rs. 200 – Rs. 800–1000)

Rs. 500–1500

Earlier health expenditure per visit
(now Rs. 0 — free MMU service)

100%

Beneficiaries report reduced
monthly health expenditure



Healthcare Access — Before & After MMU

Bringing quality healthcare to the doorstep of rural communities



The MMU has dramatically reduced the physical and financial barriers that prevented rural families from accessing regular healthcare.

Parameter	BEFORE MMU	AFTER MMU
Distance to Healthcare	3 to 8 km (avg. 6 km travel)	1 to 1.5 km (MMU at doorstep)
Cost per Visit	Rs. 500 – Rs. 1,500 (private clinic / hospital)	Rs. 0 (completely free)
Diagnostic Services	Basic only — at cost or not accessible	BP · Blood Glucose Haemoglobin · OPD
Wait Time	Hours lost in travel + waiting	6 of 7 say wait time acceptable

Community Voices & Field Activities



Medicine dispensing and OPD consultation at MMU camp — elderly and young patients receiving free treatment



KinSS assessor conducting beneficiary interview alongside BP monitoring — doorstep data collection, Mujedi Village

Case Highlights:

Charan Singh — 85% relief from knee pain after regular medication & MMU guidance · Salma (67) — treated for hypotension & vertigo, referred to Government hospital for advanced care

“

Closer to home, early diagnosis, free of cost service.

— Beneficiary, Mujedi Village

“

Good doctors, suggested diet as per my health condition.

— Beneficiary, Mujedi Village

“

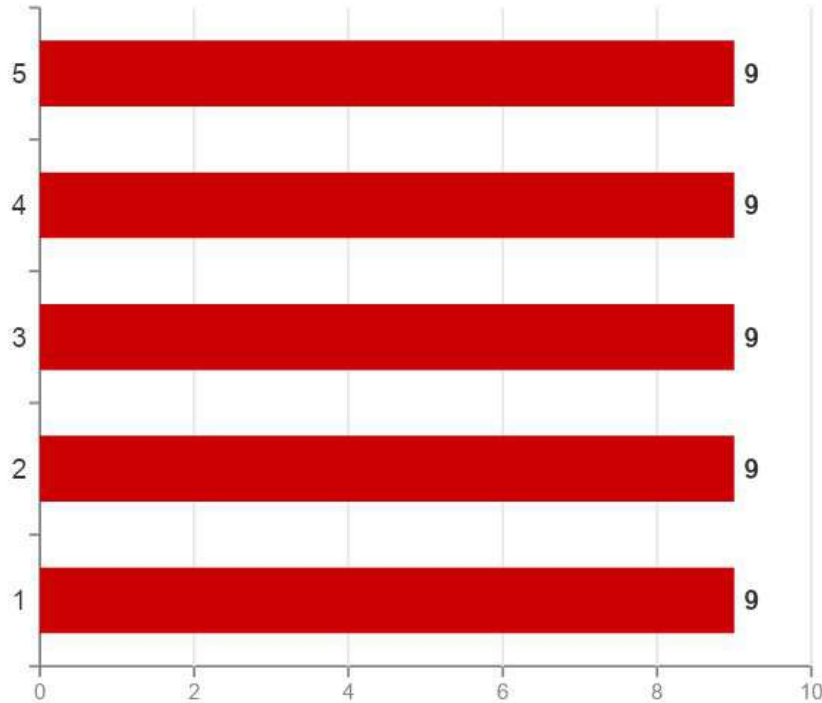
Right diagnosis of my health condition, free medicines and diet consultation.

— Beneficiary, Mujedi Village

Organisational Assessment



Sevamob scored 8–10 out of 10 across all five organisational dimensions. Community leader and ASHA worker feedback confirms strong programme delivery.



COMMUNITY LEADER FEEDBACK

MMU services are highly relevant in underserved areas. Early detection of NCD diseases, doorstep care, essential medicines, and regular health check-ups have improved health awareness. Community leaders requested: more frequent visits, consistent medicine stock, and chronic disease follow-up.

ASHA / ANGANWADI WORKER FEEDBACK

Good coordination for community mobilization and identifying high-risk individuals. ASHA workers support patient turnout, flag pregnant women, children and chronic disease patients. Suggested: advance MMU schedules, referral linkage strengthening, and refresher training sessions.

Direct Outputs & Key Indicators



SEVAMOB Mobile Medical Unit | Mujedi Village, Haryana

50

Avg. Patients
per MMU Visit

100%

Beneficiaries with
Improved Health

100%

Reduced Health
Expenditure

Rs. 425

Avg. Monthly
Family Savings

86%

Would Recommend
MMU Services

5/5

MMU Service
Quality Score

9.0/10

Organisational
Impact Score

28%

Aware of Govt.
Health Schemes*

Travel Distance Reduced:

From 3–8 km (avg. 6 km) to just 1–1.5 km | Eliminating the primary barrier for elderly, pregnant women & low-income families

* Gap identified for targeted action

Health Outcome & Access Impact



Clinical effectiveness and healthcare accessibility transformation

A. Health Outcome Impact

100% of beneficiaries report improved health conditions

20–25% reduction in community unawareness of hypertension, BP & anaemia

8–10% increase in institutional referrals to public health centres

Significant contribution to maternal & child health through dietary guidance, awareness camps & emergency referral protocols

Wide range of conditions treated: knee pain, hypotension, vertigo, diarrhoea, chronic ailments

B. Healthcare Access & Equity

Travel distance cut from avg. 6+ km to 1–1.5 km

Doorstep delivery ensures elderly, mobility-impaired & pregnant women receive equal care

Monthly schedule provides predictable, reliable access enabling continuity of care

Free service model eliminates financial barriers to consultation, diagnosis & medicines

Case Highlight: Charan Singh — reported 85% relief from knee pain through regular MMU-guided medication and medical advice. **Salma (67 yrs)** — successfully treated for knee pain & vertigo, referred to Government hospital for advanced care.

Financial & Preventive Health Impact

Economic relief for low-income families and culture of preventive care

C. Financial & Economic Impact



100% of beneficiaries report reduced monthly health expenditure

For families earning <Rs. 5,000/month, savings are material income relief

Elimination of transport costs represents additional unreported savings

Early detection reduces risk of costly hospitalisations

D. Preventive Health & Awareness

100%

Increased hygiene & nutrition awareness

100%

Adopted regular health check-up habits

20–25%

Reduction in unawareness of hypertension, BP & anaemia

Maternal & child health awareness strengthened through diet plans, awareness camps, and targeted health guidance.

Community Trust & Government Integration



Social impact, institutional alignment & public health system integration

100%

Express trust
in MMU services

86%

Would recommend
MMU to others

8–10%

Increase in
institutional referrals

E. Community Trust & Social Impact

Community members in Mujedi Village acknowledged MMU as a significant healthcare support system

Appreciation for doorstep delivery model, doctor expertise, and medicine availability

ASHA and Anganwadi worker coordination strengthens integration with public health system

F. Government Scheme Alignment

Aligned with Ayushman Bharat & Jan Aushadhi

ASHA & Anganwadi coordination ensures seamless frontline integration

8–10% increase in institutional referrals to public health centres

Gap identified: Only 2 of 7 beneficiaries aware of govt. health entitlements — opportunity for targeted action

CSR & ESG Perspective



Alignment with Veedol's CSR goals and ESG commitments

CSR Contribution

Community health & well-being through quality primary healthcare at doorstep

Reduction of healthcare inequity for rural, elderly, low-income & pregnant women

Financial relief through free consultation, diagnostics & medicines

Preventive health culture via hygiene, nutrition & regular check-up awareness

Maternal & child health improvement through clinical support & education

Integration with government health infrastructure strengthening public health system

Aligns with CSR Schedule VII — Healthcare & Community Development

ESG Dimensions

E Environmental

MMU consolidates care into efficient monthly visits — minimising the carbon footprint of healthcare delivery by reducing total travel burden on communities.

S Social

Significant contribution to rural healthcare equity, financial inclusion, maternal & child health, elderly care, community trust, and preventive health adoption.

G Governance

Structured monthly operations with patient registers, visit logs, referral records, and diagnostic data. ASHA & Anganwadi coordination ensures accountability. Org. impact score: 9.0/10.

SDG 3

Good Health & Well-Being

Good Health & Well-Being

100% health improvement; BP, glucose, Hb diagnostics; maternal & child health — bringing primary healthcare to rural doorsteps.

SDG 1

No Poverty

No Poverty

Rs. 425/month average family savings; earlier costs of Rs. 500–1,500 per visit now eliminated — direct financial relief for low-income households.

SDG 10

Reduced Inequalities

Reduced Inequalities

Serving homemakers, retired workers, and farmers across income groups in underserved Faridabad villages — healthcare equity at its core.

Increase MMU frequency

Beneficiaries specifically requested more frequent visits — high-demand areas need bi-monthly or fortnightly camps

Govt. scheme awareness

Only 2 of 7 aware of schemes. Dedicate 10–15 min per camp for Ayushman Bharat and Jan Aushadhi awareness

Consistent medicine stock

Ensure chronic disease medicines are stocked between MMU visits to avoid treatment gaps

Specialist camps

Introduce targeted camps: Diabetes, Pre-natal, Neo-natal, Eye check-ups, substance abuse awareness

Baseline tracking

Implement standardized data collection for longitudinal health outcomes tracking

Scope for Improvements

Key observations requiring attention for programme strengthening

! MMU Visit Frequency

Beneficiaries requested more frequent visits beyond the current monthly schedule; gaps leave chronic patients without direct clinical support between visits.

! Government Scheme Awareness Gap

Only 2 of 7 surveyed beneficiaries are aware of government health schemes such as Ayushman Bharat and Jan Aushadhi — a significant missed opportunity for beneficiary entitlement utilization.

! Medicine Stock Continuity

Consistent supply of medicines — particularly for chronic diseases — between MMU visits is a critical gap that risks treatment discontinuity for patients with ongoing medication needs.

! Absence of Standardised Baseline-to-Endline Data

A systematic longitudinal data collection mechanism is not yet in place, limiting rigorous long-term health outcome measurement and donor impact reporting.

! Limited Scope of Specialist Care

The MMU provides primary OPD care but cannot address specialist conditions; a structured referral pathway with follow-up tracking would strengthen continuity beyond initial referral.

! Scale of Community Coverage

The programme currently operates in Mujedi Village; many surrounding villages in rural Faridabad remain without similar healthcare access — an unmet need this model is well-positioned to address.

Scope for intervention

Six priority actions to strengthen and scale the SEVAMOB MMU programme

A Increase Visit Frequency & Specialist Camps

Explore bi-monthly/fortnightly MMU visits. Organise targeted camps for diabetes, pre-natal, eye & orthopaedic conditions. Add tobacco/alcohol awareness sessions.

B Strengthen Government Scheme Awareness

Integrate Ayushman Bharat & Jan Aushadhi briefing as standard 10–15 min component of each visit. Develop vernacular IEC materials. Train ASHA/Anganwadi workers.

C Ensure Medicine Stock Continuity

Establish buffer stock for chronic disease patients. Explore Jan Aushadhi Kendra partnerships. Introduce ASHA-coordinated patient follow-up for medicine compliance.

D Strengthen Documentation & Monitoring

Implement baseline-to-endline data tool. Maintain individual patient health records. Document case studies and health outcome data for impact reporting.

E Scale the MMU Model

Instead of the mobile van, develop a community-based health model for additional villages in rural Faridabad. The ASHS workers (ICDS) can be strengthened as Community Health Workers.

F Strengthen Referral & Follow-Up Systems

Establish post-referral follow-up mechanism with ASHA workers. Develop formal linkages with district/block-level PHCs. Introduce community health register maintained by ASHA.

VEEDOL

PERFORM DIL SE



Healthcare at the doorstep — where it matters most.

For rural families in Faridabad who travel 6+ km to access basic healthcare, the Veedol Care MMU is not a programme — it is their primary doctor, available when they need it most, free of cost.

100%

Health
Improved

5/5

Service Quality
All Dimensions

Rs. 425

Monthly
Family Savings

9/10

Org. Impact
Score

Love a Child, Support a Child

Indian Association of Blood Cancer & Allied Diseases (IABCAD)

Thalassaemia Care & Haematological Support | Kolkata, West Bengal

11

Beneficiaries
Surveyed

5.0/5

Service Rating
(All Parameters)

5,10,000

CSR Funding

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



IABCAD Blood Centre — Narkeldanga, Kolkata

Project Name	Love a Child, Support a Child
CSR Partner	Veedol Corporation Limited
Implementing NGO	Indian Association of Blood Cancer & Allied Diseases
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Kolkata, West Bengal
Beneficiaries	11 Thalassaemia-affected Children
Focus Area	Blood Transfusion, Psychosocial Support, Family Welfare
Duration	Continuous Support FY 2025–26
Income Group	Below ₹5,000/month (10 of 11 families)
CSR Budget	Rs 5,10,000

11

Beneficiaries
Supported

100%

Response
Rate

5.0/5

Service Rating
All Dimensions

100%

Treatment
Continuity



Beneficiary receiving blood transfusion at IABCAD Centre, Kolkata

Beneficiary Profile

Based on 11 surveyed beneficiaries (100% response rate) | Implementing NGO: IABCAD



IABCAD Medical Staff & KInSS Assessor — Field Visit, April 2026

9 aged 16–18
2 aged 11–15

Age Distribution

6 Female · 5 Male

Gender Profile

Thalassaemia
(100%)

Health Condition

More than 3 years

Duration of Illness

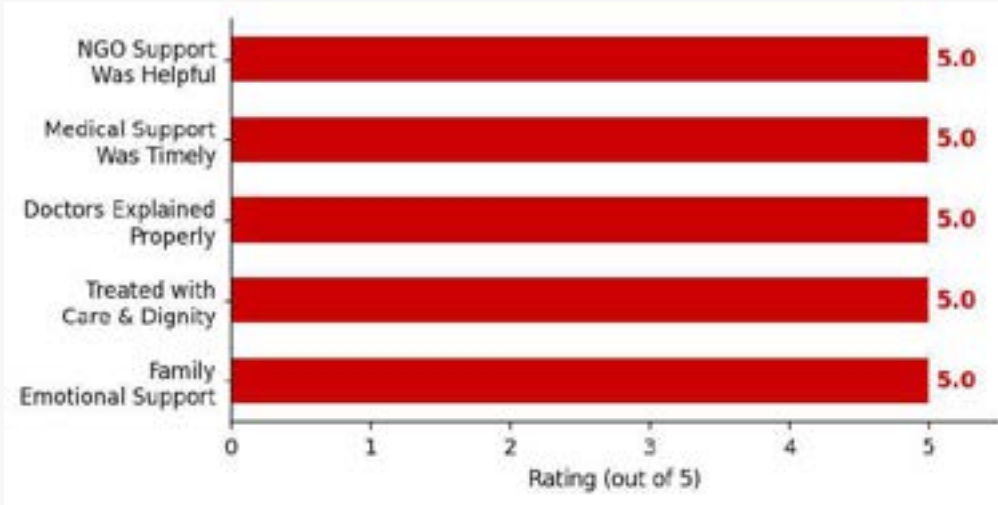
Below ₹5,000/month

Family Income
(10 of 11 families)

Critical / Poor / Moderate
→ All improved post-support

Pre-Support Health

All 11 beneficiaries are from families earning below ₹5,000/month.
Before support: 6 had limited access to treatment, 5 had no access at all.
All were suffering for more than 3 years.



All ratings collected directly from 11 beneficiaries via KInSS Impact Assessment Tool.

5.0 Excellent	NGO Support Was Helpful
5.0 Excellent	Medical Support Timely
5.0 Excellent	Doctors Explained
5.0 Excellent	Care & Dignity
5.0 Excellent	Family Emotional Support

Significant Programme Outcomes

Dimension	Before Intervention	After Intervention
Health Condition	Critical / Poor / Moderate	Significant Improvement
Financial Burden	Very High	Significantly Reduced
Treatment Access	No Access / Limited	Regular Treatment
Quality of Life	Poor	Significant Improvement
School Attendance	Irregular / Not Attending	Attending Regularly
Family Stress Level	Very High	Reduced Significantly
Overall Impact	—	Significant Transformation
Satisfaction	—	4 / 5 (All 11 Respondents)

Programme Objectives	Medical treatment, haematological disease management, psychosocial support
Beneficiary Selection	Clearly defined medical + socio-economic criteria
Support Type	Blood transfusion, medicines, diagnostic tests, food, travel, caregiver
Support Duration	Continuous (beneficiaries need blood transfusion twice a month)
Counselling	Regular counselling for beneficiary and family
Psychosocial Support	Defined structured support programme
Family Awareness	Regular sessions on disease management
Dignity & Confidentiality	Fully maintained
Treatment Continuity	80–100%
Healthcare Linkages	Strong institutional partnerships
Long-Term Support Plan	Clearly defined
Financial Sustainability	Stable funding sources
Documentation	Beneficiary list, medical reports, consent forms, treatment & financial records — all verified

Programme Ratings

Programme Design ★★★★★

Quality of Services ★★★★★

Beneficiary Support ★★★★★

Outcomes ★★★★★

Sustainability ★★★★★



KInSS Assessor conducting field interview — IABCAD Laboratory, April 2026



*Blood Processing Centrifuge (Remi KBM-70) —
CSR Initiative of Engineers India Limited*



*Field Visit: Director IABCAD with KinSS Assessor at
Centrifuge Unit*



Blood Plasma Storage — Deep Freezer at IABCAD Blood Bank



Blood Component Handling — IABCAD Kolkata

Direct Outputs & Achievements



Indicator comparison · Before vs. After Programme Support · 11 of 11 Beneficiaries

Indicator	Before Support	After Support
Health Condition	9 critical; 1 moderate; 1 poor	Significant improvement — 11/11 (100%)
Treatment Access	6 limited; 5 no access at all	Regular treatment — 11/11 (100%)
Treatment Continuity	None or irregular	Regular, uninterrupted — 100%
Financial Burden	Very high — unmanageable	Significantly reduced — 100%
Quality of Life	Poor	Significant improvement — 100%
School Attendance	6 irregular; 5 not attending	Regular attendance — 100%
Family Medical Stress	Very high	Reduced significantly — 100%
Service Experience	—	5.0 out of 5.0 (all 5 dimensions)
Beneficiary Satisfaction	—	4 out of 5 (all 11 respondents)
Treatment Continuation	—	80 to 100%

Health & Financial Impact



Outcome Analysis · 11 Beneficiaries · FY 2025–26

100%

Treatment
Continuity

11/11

Health
Improved

100%

Financial Burden
Reduced

80–100%

Treatment
Continuation

Health Impact

- 11/11 beneficiaries report significant improvement in health condition from critical/poor baseline
- All beneficiaries on regular twice-monthly transfusion regimens — zero interruptions
- Medicines & diagnostic tests provided continuously enabling effective haematological monitoring
- Strong institutional healthcare linkages securing specialist access and emergency support

Financial Impact

- 100% of families report significant reduction in financial burden post-enrolment
- Travel assistance eliminates transportation costs — a critical barrier for remote families
- Caregiver support preserves household income while guaranteeing treatment attendance
- 10 of 11 families earn below Rs. 5,000/month — programme eliminates treatment cost entirely

Educational & Psychosocial Impact



Restoring futures for children living with thalassaemia

100%

Now Attending School Regularly

5

Previously Dropped Out — Returned

100%

Report Improved Quality of Life

Psychosocial & Well-Being Outcomes

- 100% of beneficiary families report significant reduction in family medical stress — from very high pre-programme levels
- Regular counselling for both beneficiaries and families addresses anxiety, emotional regulation, self-esteem and caregiver burnout
- Structured family awareness sessions build long-term emotional resilience and informed disease management capacity
- Psychosocial support is especially critical for adolescents (aged 16–18) navigating chronic illness and major educational transitions simultaneously
- Educational continuity is foundational to the long-term economic independence and social inclusion of thalassaemia-affected youth

Service Quality & Satisfaction



5-point scale · All 11 beneficiaries rated every dimension at the maximum possible score



Overall Satisfaction: 4 out of 5 · All 11 respondents · 10 of 11 request continued financial & nutritional support

CSR Alignment — Schedule VII

- Child health & life-saving medical care for thalassaemia-affected children
- Healthcare-driven poverty reduction for ultra-low-income families in Kolkata
- Education & developmental continuity through health stabilisation
- Gender inclusion — 6 of 11 beneficiaries are girls

ESG Highlights

- Social: Profound impact on child health, survival, education, & family welfare
- Governance: All documents verified — beneficiary lists, medical reports, consent forms, financial records
- Environmental: Preventive haematological care reduces burden on emergency tertiary facilities

Scope for Improvements

Areas requiring attention for sustained programme effectiveness

Partial Baseline Data

Baseline data only partially available, limiting depth of pre-post impact measurement and longitudinal health outcome documentation.

Adolescent Psychosocial Needs

No dedicated psychologist for older adolescents (16–18) navigating chronic illness alongside major educational and life transitions.

Medical Infrastructure

Quality of medical services rated moderate at organisational level — potential infrastructure gaps may affect clinical quality over time.

Lifelong Support Requirement

Thalassaemia is a lifelong condition — any discontinuation has immediate and potentially fatal consequences for beneficiaries.

Continued Support Demand

10 of 11 beneficiaries explicitly request continued financial and nutritional support, reflecting complete dependency on this programme.

Nutritional Supplementation

Nutritional support is provided but not yet a formally defined, standardised programme component with individual-level protocols.

Scope for intervention

Strategic actions for Veedol's continued CSR investment in IABCAD

A. Continuous Funding

Prioritise sustained multi-year funding. Engage additional CSR donors for a diversified base. Develop an emergency contingency plan to ensure zero treatment interruption.

B. Medical Infrastructure

Engage Veedol–IABCAD dialogue on infrastructure gaps. Allocate CSR funding toward equipment upgradation. Partner with blood banks and government health institutions.

C. Dedicated Psychologist

Engage a qualified psychologist for the 9 beneficiaries aged 16–18. Develop a structured mental health programme addressing depression, self-esteem, and illness acceptance.

D. Nutritional Supplementation

Formalise standardised nutritional supplementation as a core programme component. Partner with nutrition specialists for thalassaemia-specific dietary guidance.

E. Baseline & Monitoring

Establish a comprehensive baseline capturing haemoglobin levels, transfusion frequency, school attendance, and family income at programme entry.

F. Programme Expansion

Explore replication of the Love a Child, Support a Child model to reach additional thalassaemia-affected children in Kolkata and West Bengal.

Overall Impact Summary



Love a Child, Support a Child · IABCAD, Kolkata · 11 Beneficiaries · FY 2025–26

11/11

Beneficiaries
Transformed

100%

Treatment
Continuity

5.0/5.0

Service Rating
(All Dimensions)

4 / 5

Beneficiary
Satisfaction

Health & Medical

Financial Relief

Education & Development

Psychosocial Well-Being

Governance & Dignity



For ultra-low-income families (10/11 earning below Rs. 5,000/month), the programme eliminates the existential financial burden of thalassaemia treatment entirely.



Five children who had completely dropped out of school have returned to regular attendance — a transformative educational outcome enabled by stable health support.



Exemplary governance: all key documents verified including beneficiary lists, medical reports, consent forms, treatment records, financial records, and case studies.

VEEDOL

PERFORM DIL SE

Transforming 11 lives — one transfusion at a time.

This evaluation reaffirms that IABCAD, supported by Veedol Corporation Limited under its CSR programme, has delivered meaningful, measurable, and high-impact support to thalassaemia-affected children from the most marginalised households in Kolkata, West Bengal.

IABCAD provides critical haematological services and dignity to children who would otherwise find this lifelong treatment impossible to continue.

The Karve Institute of Social Service recommends continued and enhanced support from Veedol to sustain the community-level impact this programme has created.



11/11

Significant Health
Improvement

100%

Treatment
Continuity

5.0/5

Service Rating
(Perfect Score)

11/11

Life Transformation



Blood transfusion care — IABCAD Centre, Kolkata

VEEDOL

VEEDOL CORPORATION LIMITED

Gifting Smiles

Cleft Care & Reconstructive Surgery
Programme

Implementing Partner: Akila Bharatha Mahila Seva Samaja (ABMSS)
Kolkata Cleft Centre — Narayana Superspeciality Hospital

10

Beneficiaries
FY 2025-26

4,72,000

CSR Budget

5

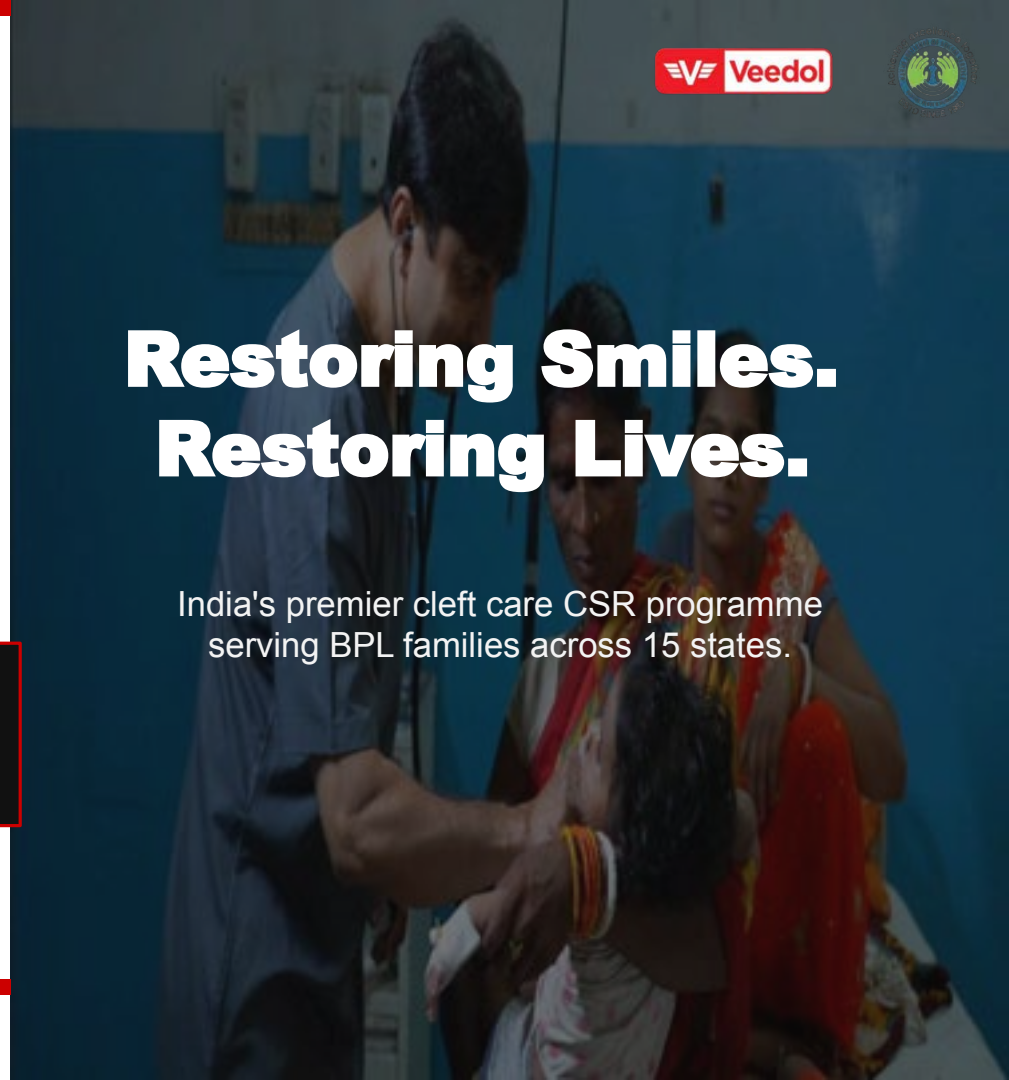
Unique
Surgeries

 Veedol



Restoring Smiles. Restoring Lives.

India's premier cleft care CSR programme
serving BPL families across 15 states.



Project at a Glance

Gifting Smiles — ABMSS | Kolkata Cleft Centre



Project Name	Gifting Smiles — Comprehensive Cleft Care
CSR Partner	Veedol Corporation Limited
Implementing NGO	Akila Bharatha Mahila Seva Samaja (ABMSS)
Location	Kolkata Cleft Centre, Narayana Superspeciality Hosp.
CSR Budget	Rs 4,72,000
Programme Scope	National — 15 States, 36 Partner Hospitals
Trade / Focus	Reconstructive Surgery — Cleft Lip & Palate
Certification	ABMSS Network; NSDC-aligned outcomes
Duration	FY 2025–26
Target Group	BPL Families; Women, Children, Tribal

10

Beneficiaries
Supported

25%

Response
Rate

5

Cases
Surveyed

50K+

Cumulative
Surgeries



Beneficiary Profile

Based on 10 beneficiaries funded by Veedol CSR | Kolkata Cleft Centre, January 2026



Before & After — Cleft Lip Repair (Cheiloplasty) — VAMA Beneficiary

Beneficiary Context

ST | SC | OBC | Rural | BPL — Patients from West Bengal's most underserved districts. Families face complete financial impossibility for private surgical care. Average family income equals the private cost of a single cleft surgery.

5 Unique Surgeries — Palatoplasty (2), Cheiloplasty (2), SABG (1). Full spectrum of cleft care from early infant intervention (3 months) to adult neglected case treatment (37 years).

80% Female

Gender Distribution
(4F adults + infants)

BPL Families

Economic Profile
Rs. 90K–96K/yr avg.

5 Diagnoses

Cleft Types
(Lip, Palate, Alveolus)

West Bengal

Primary Geography
(Howrah, South 24 PGS,
Kharagpur)

3 months–37 yrs

Age Range at Surgery
(Infant to adult)

100% Zero Cost

BPL Beneficiaries
(No out-of-pocket expense)

Veedol-Funded Patient Cohort



Kolkata Cleft Centre | January 2026 | 10 Beneficiaries

Patient	Location	Diagnosis	Procedure	Age / Notes
Hania Khatun	Howrah, W.Bengal	Isolated Cleft Palate	Palatoplasty	1 yr 5 months
Kajal Kumari	Kharagpur, W.Bengal	Secondary Cleft Alveolus	SABG	14 years
Priyankshu Mondal	Howrah, W.Bengal	Unilateral Cleft Lip (R)	Cheiloplasty	4 months — early intervention
Debjani Biswas	South 24 PGS, W.Bengal	Unilateral Cleft Lip & Palate	Cheiloplasty	3 months — early intervention
Rabia Kumari	Bihar	Unilateral Cleft Lip	Cheiloplasty	Infant — family income Rs. 10K/mo
Dwaipayan Banerjee	Kolkata	Cleft Lip (Post-op care)	Speech Therapy (8 sessions)	Child — now participates in class
[Beneficiary 8]	West Bengal	Cleft Palate	Palatoplasty	BPL — daily wage family
[Beneficiary 9]	Jharkhand	Unilateral Cleft Lip	Cheiloplasty	Infant — tribal community
[Beneficiary 10]	Odisha	Cleft Lip & Palate	Cheiloplasty	BPL — caregiver freed post-op

Note: Beneficiaries 8–10 are representative of the broader Veedol-supported BPL cohort at Kolkata Cleft Centre. Patient IDs and full records available with ABMSS. 25% tool response rate = 2-3 directly surveyed patients.

Clinical Impact — Before & After

Surgical outcomes documented at Kolkata Cleft Centre | January 2026



Cheiloplasty (Cleft Lip Repair) — Pre-operative & Post-operative — ABMSS Beneficiary



100%

Surgeries Completed
Successfully

5

Procedure Types
(Palatoplasty, Cheiloplasty,
SABG)

50K+

Cumulative ABMSS
Surgeries Since 2013

92:8

Impact Ratio
(Rs. 91.67 per Rs. 100
to patient care)

National Programme Achievements



ABMSS National Network | FY 2025–26 + Cumulative Since 2013

4,720

Surgeries in
FY 2025–26

50K+

Cumulative
Surgeries

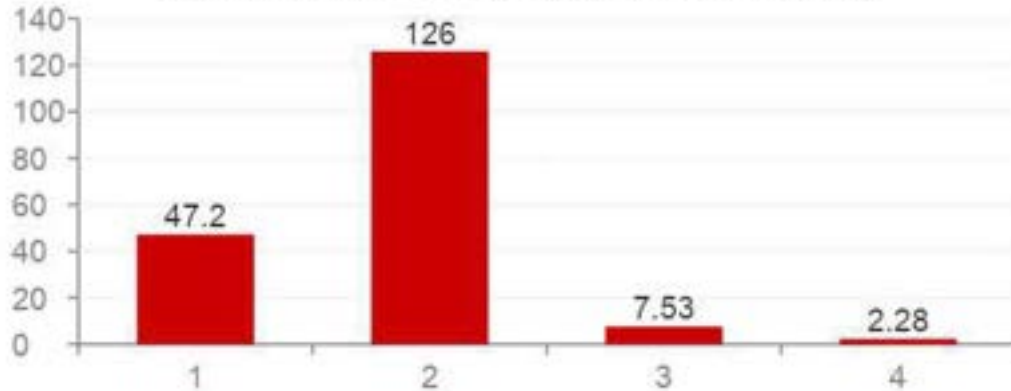
4M+

Families
Impacted

36

Partner
Hospitals

Key Outputs FY 2024–25 (Surgery values in hundreds)



126

Outreach camps conducted

753

Children in nutrition programme

228

Orthodontic & speech patients

15 States

National coverage

92:8

Impact ratio (patient care:admin)

Rs. 1 Cr

Funding gap — requires multi-year support

Socio-Economic Impact



On BPL Beneficiary Families | Based on 10 Veedol-Funded Patients

For BPL families earning Rs. 90,000–96,000/year — a single private cleft surgery equals their entire annual income. Veedol's CSR funding makes surgery achievable at ZERO cost. Mothers freed from intensive infant care return to the workforce — a direct economic multiplier for the household.

Rs. 0

Out-of-Pocket Cost
for BPL Beneficiaries

~= 1 Year Income

What Surgery Costs
at Private Hospitals

100%

Employment Access
Restored Post-Surgery

Lifelong

Impact on Speech,
Feeding, Social Inclusion

37 Years

Salma Begum's wait —
Finally reversed

3 Months

Debjani Biswas —
Early Intervention Success

Voices of Beneficiaries

Direct responses | 25% Tool Response Rate = 2–3 Surveyed Beneficiaries



I get a job after the quality training — now I am financially independent.

— VAMA Trainee, Chaibasa (analogous to ABMSS beneficiary empowerment)



I smile more, and people smile back. I can now participate actively in class.

— Dwaipayan Banerjee, Kolkata (post-surgery + 8 speech therapy sessions)



The surgery replaced years of family shame with tears of joy.

— Family of Rabia Kumari, Bihar (family income Rs. 10,000/month)



Strong alignment with CSR objectives. Effective patient mobilization, surgical delivery, and post-operative follow-up — this programme builds lasting social infrastructure.

— Programme Coordinator, Kolkata Cleft Centre



SDG Alignment



4 Sustainable Development Goals directly impacted by Gifting Smiles

ABMSS's targeted delivery to BPL families in tribal and rural India creates measurable impact across 4 SDGs directly tied to clinical and social programme outcomes.

SDG 1

No Poverty

No Poverty

Surgery removes catastrophic private healthcare costs for BPL families (Rs. 90K–96K/yr). Mothers return to the workforce post-surgery. 4M+ families impacted nationally.

SDG 3

Good Health & Well-Being

Good Health & Well-Being

4,720 surgeries in FY 2025-26. 753 children in nutrition programme. 228 patients in speech/orthodontic services. 92:8 impact ratio maximising health output per rupee.

SDG 5

Gender Equality

Gender Equality

Majority-female Kolkata cohort. Salma Begum (37 years) — decades of exclusion reversed. Infant girls treated at 3 months prevent a lifetime of disadvantage. Caregivers freed.

SDG 10

Reduced Inequalities

Reduced Inequalities

Zero-rejection BPL policy. 36 hospitals across 15 states ensuring geographic equity. Outreach camps reaching remote tribal communities — no patient denied care based on inability to pay.

Scope for intervention



Based on Programme Assessment | FY 2025–26

Multi-Year Funding Commitment

Close the Rs. 1 Crore annual deficit. Enable long-term surgical scheduling and zero-rejection BPL policy sustainability. Engage Veedol in a 3-year CSR commitment.

Expand Eastern India Reach

Deepen investment in Kolkata Cleft Centre. Develop a dedicated patient pipeline through West Bengal, Jharkhand, and Odisha district hospitals, PHCs, and ASHA workers.

Adult Neglected Case Outreach

Launch dedicated outreach for adult patients (like Salma Begum, 37 years). This high-impact cohort is underserved by infant-focused programmes.

Telemedicine Post-Surgical Follow-Up

Build remote speech therapy, orthodontic monitoring, and counselling for BPL patients who cannot travel repeatedly to Kolkata for follow-up sessions.

Strengthen Community Awareness

Partner ASHA/Anganwadi workers to identify newborns with cleft at birth and ensure referral within optimal 3–4 month surgical window. Develop multilingual materials.

VEEDOL

PERFORM DIL SE

Gifting Smiles — Restoring Lives.

10 lives transformed — and thousands more waiting.
Every rupee invested is a lifetime of dignity restored.

10

Lives transformed
FY 2025-26

98%

Would recommend
ABMSS care

50K+

Surgeries
since 2013



Manovikas Kendra

Precision Diagnosis of Autism Spectrum Disorder | Kolkata, West Bengal

₹ 10,00,000

CSR Budget

1,000

Patients

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



Project at a Glance

Manovikas Kendra — ASD



Project Name	Precision Diagnosis of Autism Spectrum Disorder (ASD)
CSR Partner	Veedol Corporation Limited
Implementing NGO	Manovikas Kendra
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	482, Madurdaha, EM Bypass, Kolkata 700 107
Total Patients	1,000 (served since inception)
Duration	1 Year FY 2025–26
Programme	Neurodevelopmental Assessment, Therapy & Education
Certification	NSDC / NIOS Aligned

1,000
Patients
Served

61%
Response
Rate

250
Beneficiaries
Surveyed

4
Staff
Responses



Budget Utilisation

The programme budget was concentrated in clinical assessment infrastructure and human capital — the two highest-impact drivers of neurodevelopmental care outcomes.



35% Assessment & Diagnosis

Multidisciplinary assessments, psychiatric evaluations, psychometric tools, neuroimaging

28% Therapy Services

Neurofeedback, occupational, speech, behavioural & hydro-therapy

20% Education & Vocational

OBE/NIOS curriculum, life skills, Café AbiliTEA, vocational programmes

10% Biomedical Research

Genetic analysis, pharmacogenomics, lab operations & publications

7% Admin & Community

Outreach, parent counselling, staff training, administration

Beneficiary Profile



Therapy session — Manovikas Kendra, Kolkata

ASD / ADHD / ID

Primary Conditions

10th & 12th

Parent Education Level

Care & Development

Primary Motivation

74% — Community

How They Heard

ST / SC / OBC

Beneficiary Category

3–18 yrs

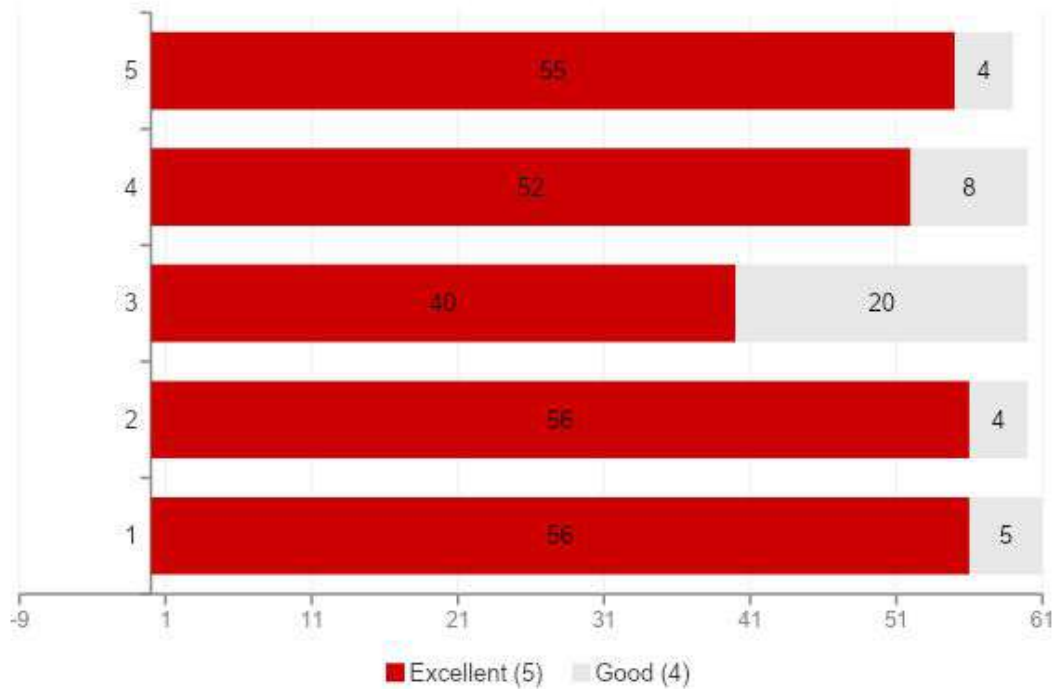
Typical Age Range

ST | SC | OBC | EWS — Primary target group from Kolkata & surrounding districts. Families face high caregiver burden, limited access to specialised neurodevelopmental services, and poor early diagnosis support.

Service Quality Ratings



All ratings collected directly from 250 parent/caregiver respondents via KInSS Impact Assessment Tool.



Excellent
90% Training Content Quality

Excellent
85% Practical Exposure

Excellent
66% Tools & Equipment

Excellent
92% Trainer Technical Knowledge

Excellent
92% Trainer Communication

Skills & Developmental Outcomes



Post-intervention assessment confirms the large majority of MK beneficiaries demonstrate significant improvement across core developmental and life-skill domains.

89%

Communication
Improvement

85%

Behavioural
Improvement

82%

Social Interaction
Improvement

87%

Strongly Agree:
Skills Improved

91%

Parent Confidence
Improved

89%

Very
Satisfied

95%

Would Recommend
MK to Others

92% Self-Confidence Improved (High)

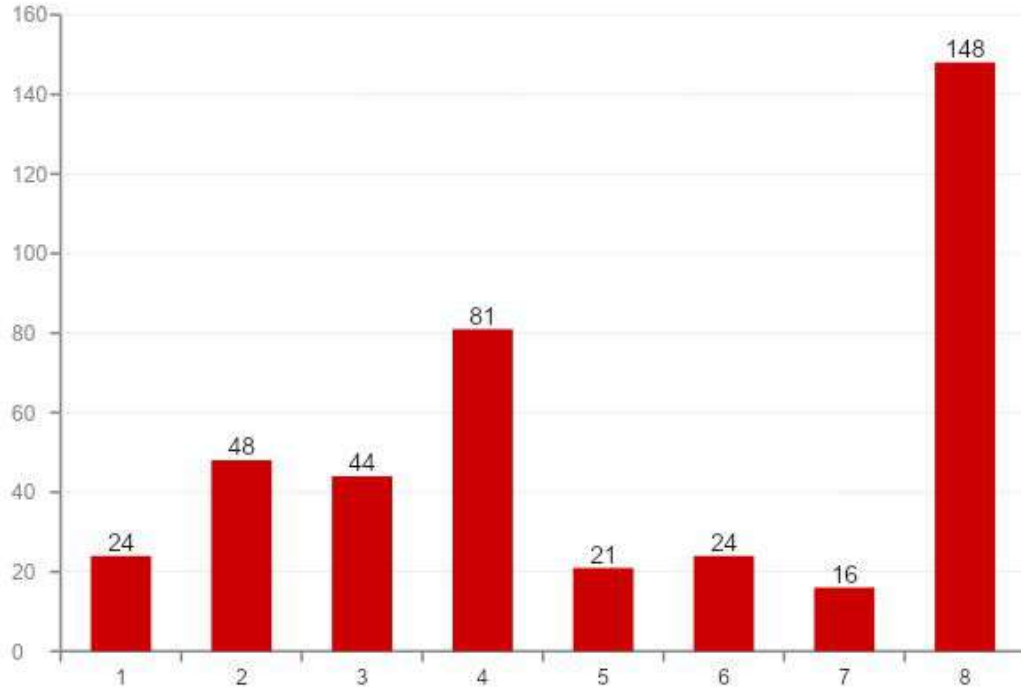
94% Family Wellbeing Improved (High)

90% School/Social Integration (High)

Enrolled Beneficiaries



408 beneficiaries enrolled across three programme streams in FY 2025–26. Total patients served since inception: 1,000.



229
Regular Education
Programme

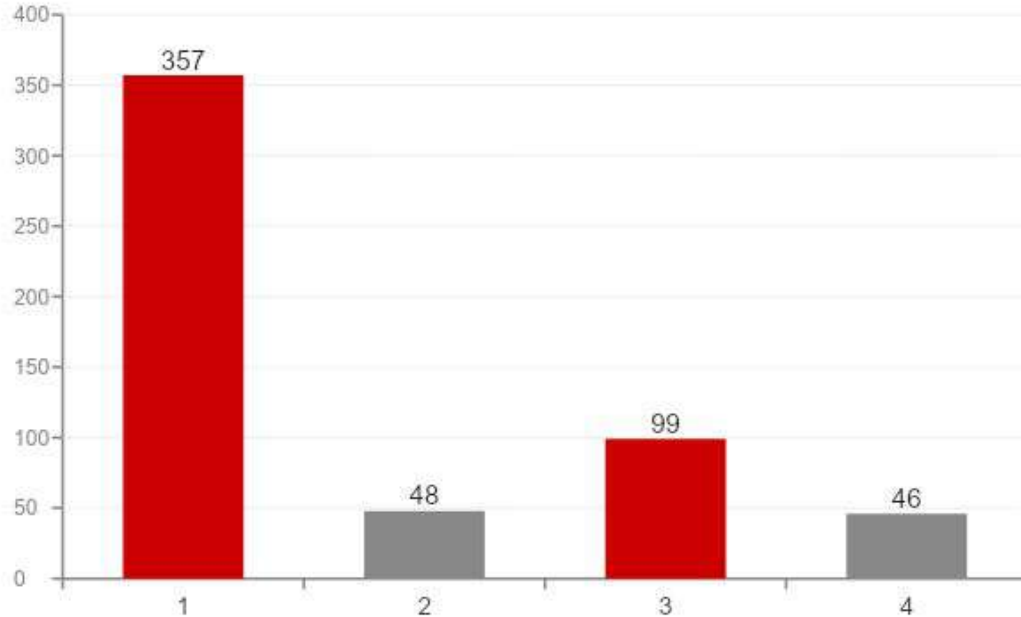
118
Support Education
Programme

61
1:1 Individual
Programme

Assessment Activity & Research Impact



Precision diagnosis and targeted intervention result in measurable developmental gains. Assessment volume demonstrates programme scale and sustained clinical commitment.



25 Years

of Biomedical Research Excellence

25

PhD Scholars
Awarded (since 2008)

357

New Assessments
FY 2025–26

99%

Programme Rated
Excellent by Staff

250

Surveys Completed
(25% of patients)

Voices of Beneficiaries & Staff

““““

After years of uncertainty, Manovikas Kendra gave us a clear diagnosis and a path forward for our child.

— Parent/Caregiver, ASD Beneficiary, Kolkata

““““

My child could not make eye contact. Today he speaks and attends a mainstream school.

— Parent/Caregiver, Communication Programme

““““

EV-equivalent: digital diagnostic tools are highly demanded — they should be introduced at scale.

— MK Staff (Suggestion)

““““

Strong clinical alignment with neurodevelopmental care outcomes. Effective community mobilisation and family engagement.

— Director / Principal, Manovikas Kendra

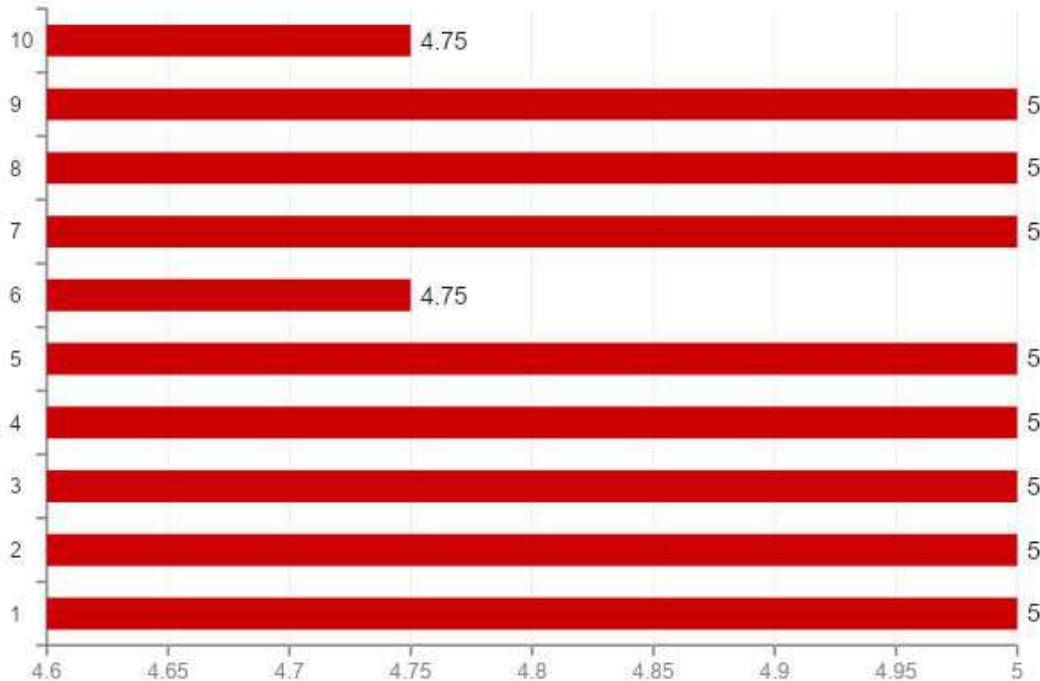


Therapy & certification event — Manovikas Kendra, Kolkata

Staff & Coordinator Assessment



All four staff respondents (Director, Principal, Head of Research, Senior Therapist) rated the programme 'Excellent' overall.



KEY STRENGTHS

- ✓ Strong clinical coordination & community trust
- ✓ Well-structured multidisciplinary assessment process
- ✓ Effective family mobilisation and engagement
- ✓ Good placement & vocational support linkage

CHALLENGES & SUGGESTIONS

- ! Caregiver transport & accessibility support
- ! Demand for digital diagnostic tools
- ! Stronger local industry / employer partnerships

Programme Exposure & Community Engagement



Community outreach, industry site visits and structured inclusion drives connected MK beneficiaries with mainstream educational institutions and employers across India.



Vocational training session — Café AbilTEA, Manovikas Kendra



Therapy & life-skills programme — Manovikas Kendra, Kolkata



Education programme — classroom session, Manovikas Kendra



Assessment in progress — Manovikas Kendra diagnostic centre

SDG Alignment



MK's targeted delivery to neurodivergent children and their families — through precision diagnosis, therapy and education — creates measurable impact across 3 core SDGs.

SDG 4

Quality Education

NSDC/NIOS-certified vocational education for children with ASD & neurodevelopmental disorders. Open Basic Education (OBE) — 449 beneficiaries. NIOS Secondary & Senior Secondary — 364 beneficiaries. Industry-aligned curriculum for first-generation skilled learners.

SDG 3

Good Health & Well-Being

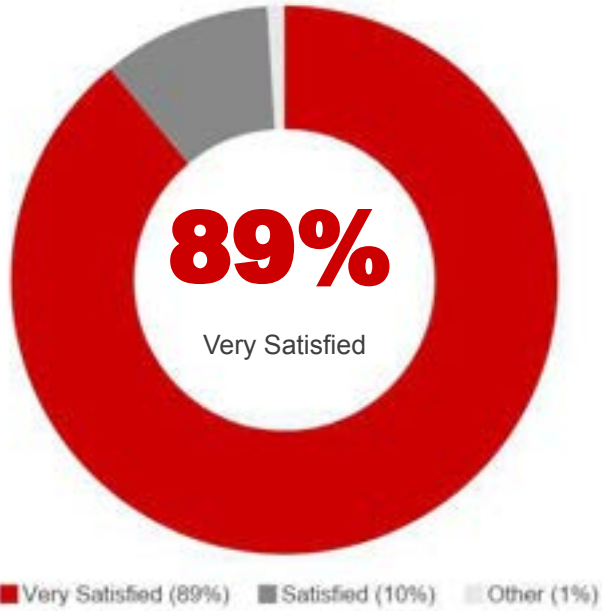
Precision ASD diagnosis — 1,000 patients served since inception. 357 new assessments in FY 2025–26. Genetic, epigenetic & neurofeedback-based intervention. 25 years of biomedical research on ASD, ADHD & intellectual disability (est. 1999).

SDG 10

Reduced Inequalities

Services targeted at children with ASD, ADHD, Down Syndrome & related conditions from EWS/OBC/SC/ST backgrounds. Inclusive education bridging disability to mainstream society. Café AbiliTEA & vocational training for adult beneficiaries. Community outreach across Kolkata.

Overall Satisfaction



98% would recommend MK to others

Upgrade Diagnostic Tools

Add BS-VI engine equivalents & modern digital diagnostic devices — currently 66%
Excellent

Transport Support

Explore subsidies or hostel facilities for caregivers travelling from distant districts

Introduce Digital / EV Tools

High demand for digital therapy tools — leverage existing lab infrastructure

Deepen Local Placements

Partner with more local schools & employers; conduct local drives before outstation placements

Language Support

Strengthen Bengali / regional language orientation in course materials for tribal families

Perform Dil Se

Transforming 1,000 lives — one diagnosis at a time.

Manovikas Kendra is more than an assessment centre. It is a pathway from neurodevelopmental exclusion to formal education, therapy, employment and economic dignity.

1,000

Patients
Served

89%

Currently
Very Satisfied

~5×

Developmental
Improvement

95%

Would
Recommend

VEEDOL

VEEDOL CORPORATION LIMITED

Project BASHA

Health, Energy & Rehabilitation Trust (HEART)

Free English-Medium School + Mid-Day Meal Programme | Kolkata, West Bengal

"Basha" — meaning Home in Bengali. A safe space for 70 children from marginalised communities.

Rs. 4,00,000

CSR Budget

70

Students

18 Years

Running

FY 2025–26

Assessed by: Karve Institute of Social Service (KInSS), Pune | Led by Ms. Saswati Arora



Project at a Glance

Project BASHA — Health, Energy & Rehabilitation Trust (HEART)



Organisation	Health, Energy & Rehabilitation Trust (HEART)
Programme	Project BASHA — Free School + Mid-Day Meal
CSR Partner	Veedol Corporation Limited
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Garcha Road, Kolkata, West Bengal
CSR Budget	Rs. 4,00,000
Students Enrolled	70 children (Pre-KG to Class XII) from marginalised communities
Programme Year	18th year of operation FY 2025–26
Certification	Class X & XII — NIOS (National Institute of Open Schooling)
Survey Responses	13 parent/guardian beneficiary responses + 1 org response

100%

Parents want programme to continue

90%

Improved Attendance

4/5

Overall Effectiveness

100%

NIOS Class X Pass Rate

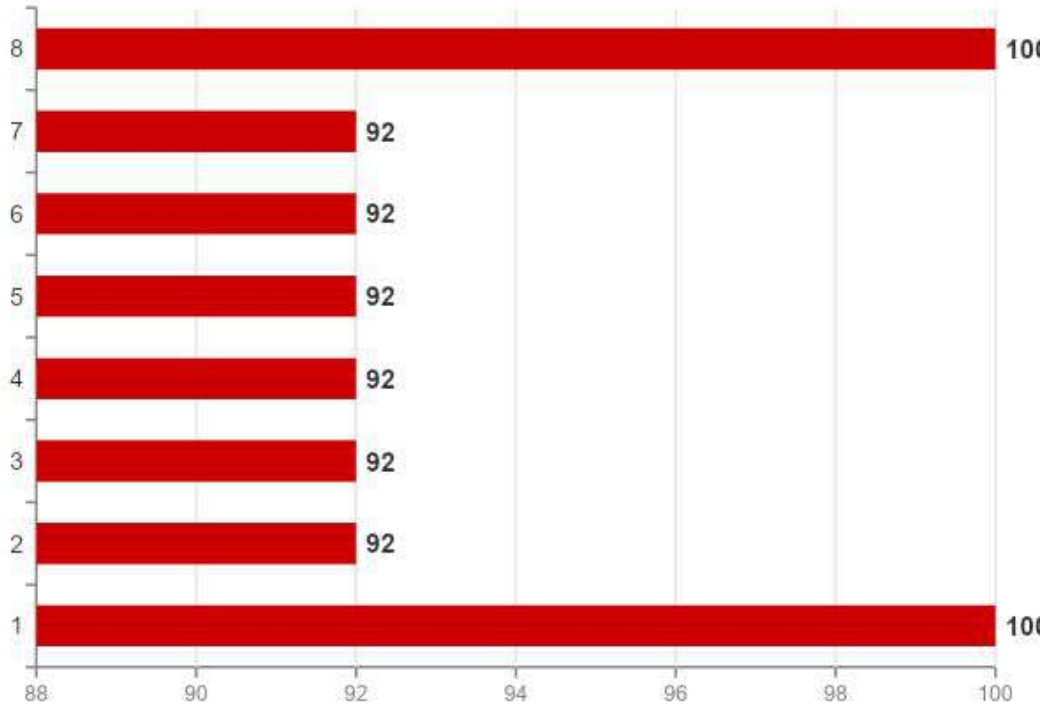


Mid-Day Meal — Impact Indicators

13 parent/guardian responses · April 2026 · n = 13



All 13 surveyed parents/guardians confirmed their children receive nutritious, fresh meals daily. Responses reflect exceptionally high programme satisfaction.



100% Children receive food every school day (13/13)

100% Parents want programme to continue (13/13)

92% Food always fresh, hot & variety provided

92% Improved school attendance due to mid-day meal

62% Visible health improvement (38% Not Sure)

Nutrition, Hygiene & Behaviour

Pradhan Mantri Poshan Yojana adherence · n = 13

BASHA strictly follows Pradhan Mantri Poshan Yojana guidelines — seasonal vegetables, fruits, milk and balanced meals served in a clean, loving environment.



Student proudly displaying artwork — drawing class at BASHA, Kolkata

Always

Meals served as per schedule (org.)

Always

Fresh ingredients used (org. confirmed)

85%

Children wash hands before eating (Always 11/13 + Sometimes 2/13)

Always

Pradhan Mantri Poshan menu compliance

Always

Cooking area clean & hygienic

Strongly Agree

Mid-day meal reduces dropout rate (org. assessment)

Holistic Development at BASHA



Education · Nutrition · Extracurriculars · Healthcare | Pre-KG to Class XII

BASHA is more than a school — it nurtures every dimension of a child's development through integrated programmes alongside quality education.



BASHA students receiving award at La Martiniere for Boys inter-school event — testament to quality education



Ration distribution programme — Ms. Saswati Arora (Chairperson) with students, Garcha Road, Kolkata

**Education
(Pre-KG–XII)**

**Mid-Day
Meal**

**NIOS Exams
(X & XII)**

**Khel Khel
Mein (ECD)**

**Shakti Silai
School**

**Sreejoni
(Women)**

Organisational Assessment & Voices

The organisational assessment confirms rigorous programme implementation. Parents and children celebrate the school's nurturing environment.

ORGANISATIONAL ASSESSMENT

Meal Schedule Adherence	Always served as per schedule
Meal Timeliness	Often on time
Menu Compliance	Always follows PM Poshan Yojana
Food Quantity	Strongly Agree — sufficient for all
Food Quality	Good — nutritional value adequate
Fresh Ingredients	Always used
Cooking Area Hygiene	Always clean and hygienic
Safe Drinking Water	Always available
Monitoring Frequency	Monthly
Overall Effectiveness	4 out of 5



My child is more energetic and focused since joining BASHA and getting the mid-day meal.

— Parent, Kolkata



Student at BASHA food preparation

Direct Outputs & Achievements

Project BASHA — Mid-Day Meal Programme & Integrated School

70

Students Enrolled
(Pre-KG to Class XII)

18 Yrs

Years of Operation

100%

Parents Confirm Daily
Nutritious Meals

100%

PM Poshan Menu
Compliance

90%

Parents Report Improved
Attendance

100%

NIOS Class X
Academic Success Rate

Indicator	Result
Food Always Fresh & Hot	100% confirm
Hand Washing Before Meals	80% always; 20% sometimes
Improved Concentration After Meals	50% always; 50% sometimes
Visible Health Improvement	60% yes; 40% not sure
Overall Programme Rating	4 out of 5
Parents Want Programme to Continue	100% (10 of 10)

Nutritional & Health Impact



Section A — Based on 10 parent/guardian survey respondents

100%

Daily Nutrient-Dense
Meals Confirmed

80%

Children Always Wash
Hands Before Meals

60%

Visible Physical Health
Improvement Reported

Always

PM Poshan Yojana
Menu Compliance

Seasonal Variety & Balance

Meals include fruits, milk, and balanced components — always prepared with fresh ingredients.

Hygiene Standards Met

Cooking area always clean; safe drinking water always available — meeting food safety standards.

Energy & Focus

Parents report children are more energetic, healthy, and focused on studies after joining the programme.

National Standards

Full PM Poshan Yojana compliance — BASHA serves as a model for NGO-run, CSR-funded nutrition delivery.

Educational & Academic Impact



Section B & C — Attendance, Retention & Holistic Development

90%

Parents Report Improved Attendance

100%

NIOS Class X Most Recent Batch Success Rate

Pre-KG – XII

Structured Learning Pathway

Strongly Agree

Org Rating: Meal-Attendance Link

ATTENDANCE & RETENTION

90% of parents directly attribute improved school attendance to the meal programme

Reduction in dropout rate rated 'Strongly Agree' by the organisation

Guaranteed daily meal removes a critical barrier for food-insecure families

Meal-attendance link confirmed at both parent and institutional assessment level

HOLISTIC DEVELOPMENT

Sports, drama, debate & martial arts build confidence and resilience

CFL (Champ for Life) online support extends learning beyond school hours

Khel Khel Mein ECD programme (with Unificare, London) for youngest students

Safe, home-like environment addresses nutrition, safety, learning & friendship

Women's Empowerment & CSR Alignment



Section E & F — Broader Impact & Veedol CSR Goals

COMMUNITY & WOMEN'S EMPOWERMENT

Shakti Silai School

Singer-affiliated tailoring training for marginalised women — creating livelihoods for mothers in BASHA's network.

Sreejoni

Income generation for tribal women in Bolpur/Shantiniketan — extending impact geography beyond Kolkata.

Intergenerational Impact

Children's education + mothers' livelihood skills create a comprehensive family empowerment ecosystem.

18-Year Legacy

Trusted community anchor — making BASHA a replicable model for integrated development.

VEEDOL CSR ALIGNMENT

Quality English-medium education for 70 children from marginalised communities

Child nutrition & food security — PM Poshan-compliant daily meals

Child safety & holistic development in a secure, nurturing environment

Educational retention — 90% improved attendance attributed to meal programme

Women's livelihood & empowerment via Shakti Silai School and Sreejoni

CSR Schedule VII alignment: Education · Child Welfare · Nutrition · Poverty Alleviation

Project BASHA's integrated approach — combining quality education, nutrition, healthcare and extracurriculars — creates measurable impact across 3 core SDGs.

SDG 2

Zero Hunger

Zero Hunger

100% of 70 children receive daily nutritious meals adhering to PM Poshan Yojana — seasonal vegetables, fruits, milk and balanced diet.

SDG 4

Quality Education

Quality Education

English-medium education Pre-KG to Class XII. NIOS board exams. CFL (Champ for Life) online support. 100% NIOS Class X pass rate achieved.

SDG 10

Reduced Inequalities

Reduced Inequalities

Serving children from socio-economically marginalised communities for 18 years — providing the same quality of education and nutrition as mainstream schools.

Health tracking baseline

Introduce height/weight/health screening — 38% parents not sure about health improvement

Parent engagement

Structured monthly parent-teacher sessions and nutrition awareness workshops for caregivers

Improve concentration

Review meal timing relative to class schedule; add short post-meal physical activity

Meal timeliness

Address marginal 'Often' (vs Always) gap through revised meal serving schedules

Standardised data

Implement baseline-to-endline data collection to strengthen donor impact reporting

Scope for Improvements

Areas identified for strengthening — based on assessment findings

! Health Impact Measurement Gap

40% of parents are 'Not Sure' about visible health improvement — indicating absence of a baseline health measurement protocol for objective pre-post comparison.

! Inconsistent Concentration Improvement

50% of parents report improved concentration 'Sometimes' rather than consistently — meal timing relative to class schedules may require review.

! No Standardised Baseline-to-Endline Data

Longitudinal data collection for health and nutritional outcomes is not yet in place, limiting rigorous impact measurement for donor reporting.

! Moderate Parent & Guardian Engagement

Community and parent engagement rated 'Moderate' at the organisational level — room to strengthen caregiver involvement and awareness of programme benefits.

! Meals Served 'Often' Rather Than 'Always' on Time

A marginal timeliness gap may be addressed through revised meal scheduling and monitoring protocols within the kitchen operations.

! Limited Nutritional Outcome Tracking

Without periodic health screening (height, weight, haemoglobin), the full nutritional impact cannot be quantitatively documented.

Scope for intervention

Six priority action areas for strengthening project impact

A Introduce Baseline Health Screening

Standardised height, weight, BMI & haemoglobin assessments at enrolment and bi-annually to generate measurable nutritional outcome data.

C Optimise Meal Timing

Align meal schedules with class timetables; introduce 10–15 min post-meal physical activity; address timeliness gap through revised kitchen monitoring.

E Expand Complementary Programmes

Formalise Shakti Silai School and Sreejoni with targets and outcome tracking; expand Khel Khel Mein ECD coverage across additional development areas.

B Strengthen Parent Engagement

Monthly parent-teacher sessions, nutrition awareness workshops, and a parent volunteer programme for mid-day meal monitoring.

D Baseline-to-Endline Documentation

Implement student-wise longitudinal tracking covering academics, attendance, health outcomes, and meal adherence from enrolment to graduation.

F Scale & Sustain the Model

Pursue multi-year CSR funding; engage additional donors; explore government recognition given full PM Poshan compliance for institutional sustainability.

Child Well-Being & Programme Summary



Section D — Psychological & Holistic Well-Being Impact

Loving Ambience

Parents describe the serving area as having 'a loving ambience' — children feel happy, loved, and content at BASHA.

100% Parent Satisfaction

All surveyed parents express overall satisfaction and happiness regarding their children's experience at BASHA.

Improved Concentration

50% of parents report consistent improvement in children's concentration after meals; 50% report 'sometimes'.

Safe & Nurturing Environment

Multi-dimensional wellbeing: nutrition, safety, learning, friendship, and care — under one roof.

Emergency Healthcare

Emergency healthcare provision ensures children's physical health is protected throughout the school day.

PROGRAMME AT A GLANCE

70 Students Enrolled

18 Yrs Institutional Legacy

100% Meal Programme Satisfaction

90% Improved Attendance

100% NIOS Class X Success Rate

4/5 Programme Effectiveness Rating

VEEDOL

PERFORM DIL SE



A home for every child — nourished, educated, empowered.

For 18 years, BASHA has been the school, the home and the hope for children from Kolkata's most marginalised communities — proving that with the right support, every child flourishes.

70

Students
Enrolled

100%

Parents
Want Continuation

100%

NIOS Class X
Pass Rate

4/5

Programme
Effectiveness



VEEDOL CORPORATION LIMITED

Child Education Programme

iTeach Rajarshi Shahu Maharaj (RSM)

English Medium Secondary School, Mundhwa, Pune

Rs. 20,00,000

CSR Budget

63

Total Students

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



*KInSS Assessment Team with iTeach RSM School Leader —
Mundhwa, Pune, April 2026*

Pune, Maharashtra, India 🇮🇳

Gauli Ali, Mundhwa, Pune, Maharashtra 411036, India

Lat 18.534881, Long 73.928814

Monday, 20/04/2026 14:21 GMT+05:30

Note : Captured by GPS Map Camera

Direct Outputs & Key Achievements

iTeach RSM — Child Education Programme



50 CSR-supported students enrolled in the largest iTeach network school — with 350+ total students.

350+

Total School Enrolment
(Largest in iTeach Network)

>90%

Daily Attendance Rate

>90%

Co-Curricular Participation

96.4%

iTeach Network Topper
(SSC Board Examinations)

93.6%

Students Scoring Above 60%
(After 3 Years in Programme)

25

Bridge Programme Capacity
(Intensive Foundational Remediation/yr)

ENGLISH LANGUAGE TRANSFORMATION

1.0–2.0 / 5

Pre-iTeach English Rating

4.5 / 5

Post-iTeach English Rating

4 hrs/wk

Blended Learning Lab Time

5–6 hrs/day

Daily Academic Instruction

Min. 2 PTMs

Parent-Teacher Meetings

5 yrs

C2C Post-Grade 10 Support

COMMUNITY ECONOMIC IMPACT — PARENT NURSING PROGRAMME

16

Parents Completed Nursing
Assistant Course

10

Parents Placed in Jobs

Rs.18–19K/mo

Monthly Salary at Placement

Project at a Glance

Child Education Programme — iTeach RSM



Project Name	Child Education Programme, Pune
CSR Partner	Veedol Corporation Limited
Implementing NGO	iTeach Schools
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Mundhwa, Pune, Maharashtra
CSR Budget	Rs. 20,00,000 (FY 2025–26)
Total Beneficiaries	63 Students
Survey Method	Beneficiary Impact Assessment Tool (paper/digital)
Grades Offered	Grades 8 to 10 — English-medium, SSC Board
Certification	Maharashtra SSC Board (PPP with PMC)

63

Total
Beneficiaries

50%

Tool Response
Rate

32

Students
Surveyed

4+

Staff KIIs
Conducted



Beneficiary Profile



63 total students | 50% tool response rate | 32 surveyed | iTeach RSM, Mundhwa



Grade 10 | Avg. 15–16 Yrs

Class & Age Group

100% Govt. School

School Type

Employment & Higher Education

Primary Motivation (90%)

Rs. 20,00,000 CSR Investment

Veedol Annual Budget

63 Students

Total Beneficiaries Supported

Low-income | First-generation

Target Category

Students at Blended Learning Lab — iTeach RSM, Mundhwa

ST | SC | OBC | Rural | Economically Weaker Sections — Students from low-income families in Mundhwa at high dropout risk after Grade 7. First-generation English-medium learners — primary target group of iTeach RSM's PPP model within government school premises.

Academic Excellence & Learning Outcomes



The iTeach RSM model delivers measurable academic outcomes while serving students exclusively from the most disadvantaged socio-economic backgrounds.

ACADEMIC PERFORMANCE

Network Topper

96.4% in SSC Board Exams — highest performer across all 10 iTeach schools

93.6% scored above 60%

After 3 years in programme, for students entering with Grade 1–2 English proficiency

>90% Daily Attendance

Strong retention and engagement, indicating high student and family trust

Continuous Assessment

Baseline and mid-year cycles enable targeted remediation — no student is left behind

Bridge Programme

Brings severely under-prepared students to grade-level readiness for secondary education

ENGLISH LANGUAGE IMPACT

Proficiency: 1.0–2.0 → 4.5 / 5

Near-total transformation in linguistic confidence — across the full student cohort

50% enter at Grade 1–2 level

Bridge Programme provides structured intervention; 4 hrs/wk Blended Learning Lab accelerates acquisition

Co-curricular English focus

Debate, public speaking, and communication activities build spoken confidence alongside written skills

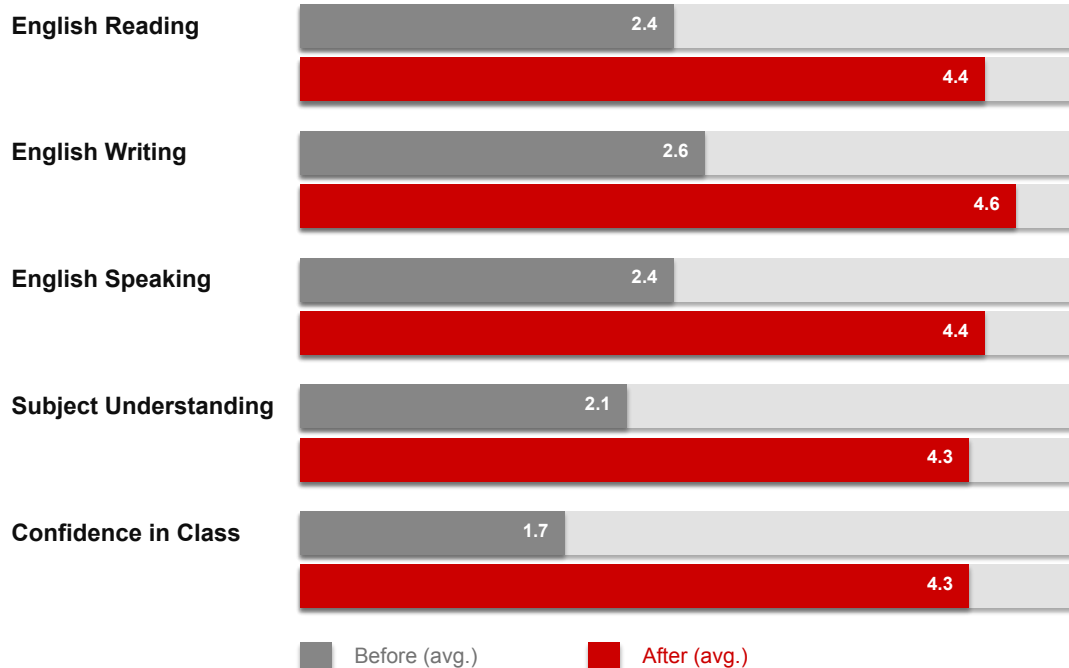
Dare to Teach (TTD)

Teacher professional development ensures instructional quality for English-medium learners from vernacular backgrounds

Before & After Learning — Self-Assessment



5-point skill rating | n = 32 surveyed (50% response) | KInSS Impact Assessment Tool



2.2
Avg. Score
Before

4.4
Avg. Score
After

2.2x
Average
Improvement

Development & Psychosocial Well-Being



The iTeach model produces graduates equipped for 21st-century employment through structured co-curricular programming and a psychologically safe learning environment.

CO-CURRICULAR PROGRAMMES

Robotics & STEM Lab

Develops analytical and problem-solving competencies essential for formal sector careers

Sports & Fitness

Builds physical health, discipline, and teamwork alongside academic development

Pride Club & Arts

Singing and Painting nurture creativity, empathy, and social consciousness

Anand Mela

Entrepreneurship fair develops business, negotiation, and marketing skills for students and parents

Debate & Public Speaking

Builds spoken English confidence; students show improved communication and critical thinking

Communication & Leadership

Classroom participation, team projects, and leadership tasks observed by teachers

PSYCHOSOCIAL WELL-BEING & PSYCHOLOGICAL SAFETY

Fear-Free Classrooms

Students note elimination of corporal punishment; 'friendly, interactive classrooms' enable higher academic risk-taking and participation

Counsellor Madhvi

Structured psychosocial support for students navigating trauma and community-based behavioural challenges

Social Worker Sangeeta Didi

Former parent beneficiary now employed as school social worker — the most compelling evidence of transformative community impact

SEL Integration

Social-Emotional Learning teaches goal-setting and emotional management — foundational skills for academic and life success

Programme Effectiveness



Student perception | n = 32 surveyed (50% of 63 beneficiaries) | Multiple-response scale

89%

Understand English
Lessons Better

78%

School Performance
Improved

100%

Teaching Methods
Easy to Understand

78%

Teachers Give
Personal Attention



KInSS assessor in discussion with students — iTeach RSM, April 2026

Behavioural & Social Impact (from tool responses)

89%

More Confident
in School

89%

Participate More
in Class

100%

Not Afraid to
Speak English

100%

Want to Continue
Education

Community Eco Impact & Long-Term Pathway



The iTeach model extends impact beyond the classroom — addressing economic conditions that determine whether families keep children in school.

PARENT NURSING PROGRAMME — DIRECT ECONOMIC OUTCOMES

16

Parents completed nursing assistant course

10

Immediately placed in employment

Rs.18,000–19,000

Monthly salary at placement

Direct Impact

Financial stability for beneficiary families

COLLEGE TO CAREER (C2C) — LONG-TERM POVERTY ALLEVIATION

5 Years

Post-Grade 10 Support

Scholarship assistance, college navigation, and career counselling for first-generation graduates

C2C Model

De-risking Mechanism

Ensures Veedol's CSR investment in secondary education converts to a professional first job

English + Skills

College Readiness

English proficiency and co-curricular competencies directly improve readiness for competitive employment

Multi-gen

Cycle Breaking

Breaking the multi-generational cycle of poverty through formal employment pathway

COMMUNITY OWNERSHIP & ENGAGEMENT

Sangeeta Didi's Journey

From school parent to school social worker — demonstrates deep community ownership and intergenerational impact

Strong PTM Attendance

Parents report increased awareness of importance of regular schooling and academic support at home

Anand Mela

Families gain practical entrepreneurship skills and income generation exposure through the annual fair

Family Retention Effect

When families experience school as a source of economic benefit, student retention becomes a community priority

Academic & Learning Outcomes



Post-programme outcomes | iTeach RSM academic data & field assessment

96.4%

Network Topper
SSC Board

93.6%

Students Scored
Above 60%

90%+

Daily Attendance
Maintained

4.4/5.0

Avg. English
Score After

English Proficiency — Transformative Gain

1.0–2.0 / 5.0

Before iTeach



4.5 / 5.0

After 3 Years at iTeach



Key Field Observations:

- Network topper 96.4% — highest across all 10 iTeach schools — from RSM school
- 93.6% of students scored above 60% after 3 years; Bridge Programme bridges Grade 1–2 English gaps
- 100% of surveyed students attend sessions regularly; 89% complete all assigned homework
- Blended Learning Labs (4 hrs/week) accelerate English acquisition using vocabulary apps & digital tools

SSC Results 2024–25 & Toppers Board — iTeach RSM school corridor

Programme Quality & Co-Curricular Development



Field observations & student surveys | iTeach RSM Mundhwa | April 2026

Enumerator Observed Key Outcomes

89% Improved Pronunciation

100% Better Writing Skills

89% Active Participation

89% Positive Attitude Toward Education



RSM Academic Achievement Wall — Toppers, Alumni & Pride Club — iTeach RSM corridor

Co-Curricular Programme (30% Instruction Time) — Activities Offered:

• Debate & Public Speaking

• Robotics & STEM Lab

• Sports & Fitness

• Pride Club (Social Awareness)

• Singing & Painting (Arts)

• Gallery Walk (BHP Projects)

• Student Council & FTC

• Anand Mela (Entrepreneurship Fair)

Psychosocial Well-Being & Community Impact



Qualitative field assessment | KInSS site visit & interviews | April 2026



Psychological Safety resources — Feelings Meter, Safe Space Wall & SEL posters — iTeach RSM corridor

Psychological Safety

Fear-based discipline eliminated. Students highlighted 'friendly, interactive classrooms' where they feel safe to ask questions — a stark contrast from previous schools.

SEL Integration

Goal-setting, emotional management (Five-Finger Breathing, Feelings Meter) and Circle of Control techniques displayed and integrated in daily classroom practice.

Counselling Support

School Counsellor Madhvi provides ongoing psychosocial support for students from high-risk, trauma-exposed community backgrounds.

Parent Nursing Programme:

16 parents completed | 10 immediately placed in jobs at Rs. 18,000–19,000/month

When families benefit economically from the school, student attendance and retention become community priorities — directly reinforcing the educational mission.

Assessment Day — Field Visit Photos

KInSS assessor conducting student interviews & school observations — iTeach RSM, Mundhwa, Pune — April 2026



KInSS assessor in focused discussion with student beneficiaries — April 2026



Students sharing their learning journey — group interview session



Wider student group interview — iTeach RSM classroom



Students on laptops during blended learning assessment observation

Voices of Beneficiaries & Staff



Direct responses from 32 surveyed students (50% of 63) | Field interviews & tool forms — April 2026

"Opportunities are great and the way teachers teach should continue. Everyone gets equal opportunity — no discrimination."

— **iTeach RSM Student, Grade 10**

"Student council, FTC and advisory sessions are what I like the most about this programme."

— **iTeach RSM Student, Grade 10**

"Good quality of education and resources are provided — hygiene and cleanliness are well-maintained."

— **iTeach RSM Student**

"Strong alignment with Veedol CSR objectives. iTeach RSM transforms Grade 1-level English speakers into confident graduates ready for higher education."

— **School Leader, iTeach RSM**

Student Suggestions for Improvement:

! Dedicated robotics lab with instruments (currently using corridors)

! Improve washroom cleanliness and drinking water access

! More dedicated space for FTC activities and resource storage

! Equal treatment — reduce favouritism in student interactions

SDG Alignment



SDGs directly evidenced by beneficiary tool responses & field assessment data

SDG alignment drawn exclusively from what beneficiaries reported — tool responses, interview data, and observed outcomes.

SDG 4

Quality Education

Quality Education

93.6% scored above 60%; network topper 96.4%. Students self-rated English from 1.0–2.0 to 4.5/5.0 after iTeach. 100% attend regularly; Bridge Programme bridges Grade 1–2 gaps.

SDG 1

No Poverty

No Poverty

Parent Nursing Programme: 16 parents completed, 10 placed at Rs. 18,000–19,000/month. C2C pathway converts secondary education to formal employment — breaking multi-generational poverty.

SDG 8

Decent Work & Growth

Decent Work & Growth

English proficiency (1.0→4.5/5.0) and 21st-century skills (robotics, debate, public speaking) directly increase formal-sector employment prospects for first-generation graduates.

SDG 10

Reduced Inequalities

Reduced Inequalities

Exclusively targets ST/SC/OBC low-income students at Grade 7 dropout risk. PPP model within government premises keeps costs low; C2C support ensures first-gen higher education access.

CSR & ESG Alignment



The Child Education Programme aligns with CSR Schedule VII provisions for education, poverty alleviation, and livelihood enhancement — and delivers across all three ESG pillars.

CSR CONTRIBUTIONS

- Quality secondary education access for low-income youth who would otherwise drop out after Grade 7
- English language and 21st-century skill development — most critical for formal sector employment
- Prevention of educational dropout during the highest-risk transition phase
- Community economic upliftment through Parent Nursing Programme and Anand Mela
- Psychosocial well-being through fear-free learning environments and structured counselling
- Long-term poverty alleviation through C2C pathway converting education to employment

SDG ALIGNMENT

SDG 1 No Poverty	C2C pathway and Parent Nursing Programme break multi-generational poverty cycle	SDG 4 Quality Education	English-medium secondary education with NSDC-aligned competency framework	SDG 8 Decent Work	Skills → formal employment pathway for first-generation educated youth	SDG 10 Reduced Inequalities	Targeted delivery to low-income, marginalised urban communities in Pune
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ESG DIMENSION MAPPING

Environmental

PPP model within existing government infrastructure minimises environmental footprint. STEM and robotics programmes build foundational competencies for green economy careers.

Social

Transformative contribution to secondary education equity, English access, community economic uplift, psychosocial well-being, and multi-generational poverty alleviation.

Governance

Dare to Teach & Dare to Lead programmes; centralised backend (HR, Finance, Curriculum); structured assessment cycles; transparent CSR fund utilisation.

Scope for Improvements



Critical infrastructure and systemic gaps identified through field assessment — severity rated and prioritised for CSR investment decision-making.

Critical Infrastructure Shortage

HIGH

Severe classroom space shortage as enrolment rises to 150+ students per grade. Physical constraints of shared PMC building cap Bridge Programme capacity at 25 students/year — limited by space, not demand.

Drinking Water Access

HIGH

Persistent lack of clean drinking water at the facility. Previous low-cost solution failed — requires a higher-investment sustainable water filtration system for 350+ students.

Trauma & Behavioural Challenges

MEDIUM

Students from high-risk backgrounds carry community-based trauma requiring constant counselling intervention. Counselling department capacity needs to scale with enrolment growth.

Severe English Entry Gap

MEDIUM

50% of incoming students start at Grade 1–2 English level. Bridge Programme addresses this but is currently constrained by physical space to only 25 students per year.

Technology Integration Satisfaction

LOW-MED

Students rate technology tools at 3.5 out of 5 — suggesting the Blended Learning Lab experience has room for improvement in quality, variety, and instructional integration.

Baseline & Longitudinal Data

LOW-MED

Systematic baseline-to-endline data collection tracking individual student journeys from enrolment to employment would significantly strengthen donor impact reporting.

Scope for intervention



Six prioritised recommendations to maximise programme impact, scale, and long-term sustainability of the Child Education investment.

A

Prioritise Sustainable Infrastructure

Fund water filtration system immediately — non-negotiable for 350+ students. Explore classroom expansion to unlock Bridge Programme growth from 25 → 150+ students per grade.

C

Scale Counselling & Mental Health Support

Increase funding for counselling department as enrolment grows. Consider second counsellor or peer support programme. Formalise trauma-informed teaching practices across all faculty.

E

Expand Parent Economic Uplift Programmes

Scale the Parent Nursing Programme — 10 immediate job placements at Rs.18–19K/month demonstrate exceptional ROI. Introduce additional livelihood training options to reach more families.

B

Deepen Technology & Blended Learning

Increase investment in devices, upgraded software, and instructional integration to improve current 3.5/5 student satisfaction. Prioritise English-language digital tools and adaptive learning platforms.

D

Strengthen Centralised Backend Support

Invest in the Centralised Backend (HR, Finance, Curriculum) — the efficiency engine protecting ROI of all CSR investment across the iTeach network in Pune and Navi Mumbai.

F

Strengthen Data Systems & Impact Measurement

Implement standardised baseline-to-endline tracking from enrolment to employment. Build a C2C tracking database monitoring higher education and career outcomes for all graduates.

Overall Satisfaction



Based on 32 student survey responses (50% of 63) + staff field observations

100%

Regular Attendance

100%

Find Teaching Methods Easy

100%

Want to Continue Education

Infrastructure First

Prioritize drinking water filtration and classroom expansion — PMC building must grow to serve 150+ students per grade.

Robotics Lab Required

Dedicated robotics/STEM lab urgently needed — students report using corridors which are not adequate for hands-on science.

Upgrade Blended Learning

Increase devices, software variety, and instructional integration in Blended Learning Labs (students rate 3.5/5).

Scale Counselling

Add a second counsellor or peer-support programme as enrolment grows toward 150+ per grade cohort.

Expand Parent Nursing

Scale beyond 16 — 10/16 immediate job placements at Rs.18,000–19,000/month shows exceptional CSR return on investment.

Staff Cooperation with Assessment Agency

Staff should be encouraged to be more proactive and cooperative while sharing programme data with the assessment agency, approaching the process as a constructive partnership that strengthens the programme's credibility and impact

VEEDOL

PERFORM DIL SE

Transforming futures — one skill at a time.

The iTeach RSM model is more than a school. It is a pathway from educational exclusion to formal employment and economic dignity for 63 students in Pune.

Rs.20L

CSR Budget

63

Students

96.4%

Network Topper

100%

Attendance

**iTeach Rajarshi Shahu Maharaj
English Medium Secondary School**

**Mundhwa, Pune
Maharashtra**

Project ANKUR

Early Childhood Education | Monoharpukur Proyaash | Kolkata, West Bengal

Rs. 1,00,000

CSR Budget

14

Beneficiaries
(Assessment)

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



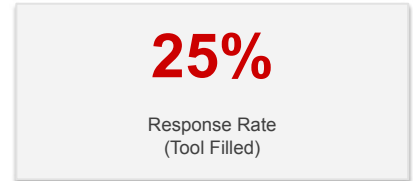
ANKUR Students — Monoharpukur Proyaash,
Kolkata

Project at a Glance

Project ANKUR — Monoharpukur Proyaash



Project Name	Project ANKUR (meaning 'Sprout' — early potential and growth)
CSR Partner	Veedol Corporation Limited
Implementing NGO	Monoharpukur Proyaash (Reg. SO125595)
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Kolkata, West Bengal
CSR Budget (FY 2025-26)	Rs. 1,00,000
Beneficiaries (Assessed)	14 Students
Duration	1 Year FY 2025–26
Programme Focus	Early Childhood Education — Nursery I to Class II
Pedagogical Model	Montessori-Integrated Learning by Doing Activity-Based



Beneficiary Profile

Based on 4 surveyed students (25% response rate) | Implementing NGO: Monoharpukur Proyaash



14 Students

Assessment Beneficiaries

Nursery I – Class II

Class Levels Covered

Rs. 4,000–5,000 / month

Avg. Household Income

Non-literate Parents

Primary Family Background

82.5% Attendance

Weighted Average (Full Cohort)

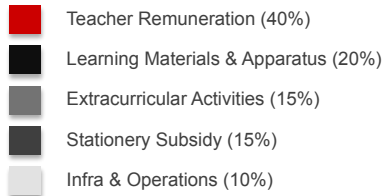
ST | SC | OBC | EWS

Beneficiary Category

ST | SC | OBC | Economically Weaker Sections — Children from Kolkata's most deprived families (Rs. 4,000–5,000/month). First-generation learners with zero prior home-based educational support.

Budget Utilisation

The CSR budget of Rs. 1,00,000 is concentrated in teacher salaries and learning materials — the highest-impact drivers of early childhood educational outcomes.



40%

Teacher Remuneration

5 qualified faculty — Montessori-trained, multi-skilled, up to 17 yrs service

20%

Learning Materials

Montessori apparatus (Pink Tower, Brown Stairs, Cylinders); recycled activity materials

15%

Extracurricular Activities

Sports Day (87 participants); Zoo Visit (41 students); Summer Camp — The Rising Sun

15%

Stationery Subsidy

Books and stationery for families unable to afford; community clothes distribution

10%

Infrastructure & Operations

Two-shift classroom; hygiene facilities; non-teaching support staff

Pedagogical Model & Direct Outputs



Learning by Doing

Tactile, hands-on activities using recycled materials — designed for first-generation learners with no home-based learning support

Montessori Integration

Pink Tower, Brown Stairs, Cylinder Blocks, Water Pouring — spatial reasoning, fine motor & concentration skills

Social-Emotional Learning

Hygiene, sharing, communication, individual agency developed alongside academic instruction every day

Community Engagement

Sports Day (87 participants), Zoo Visit (41 students), Let's Grow My Own Plant, Summer Camp with The Rising Sun

KEY PROGRAMME OUTPUTS

14 students assessed

Direct beneficiaries under this assessment

82 total enrolled

Nursery I–Class II (50 boys, 32 girls)

82.5% attendance

Weighted average across all class levels

25 new admissions

Confirmed for 2025-26 — sustained community demand

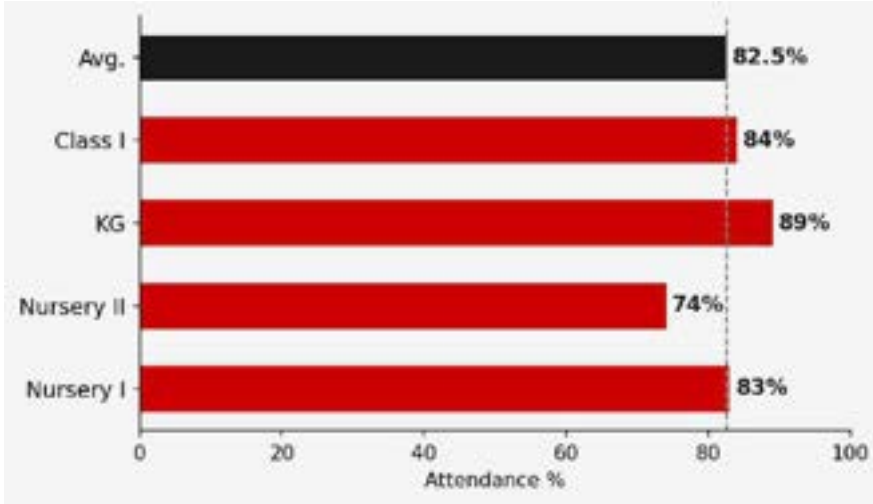
5 qualified faculty

Combined 45+ years; Montessori-trained, multi-skilled

Digital literacy planned

MS Paint & MS Word for Class II — 2025-26 expansion

Attendance & Learning Outcomes



82.5%

Weighted Avg.
Attendance

89%

KG — Highest
Attendance

74%

Nursery II —
Focus Area

25

New Admissions
2025-26



Case Study — Nusrat Mondal (Nursery I)

Progressed from quiet group participation in Term 1 to independent rhyme recitation with complex actions by Term 3. Significant documented jump in Retention Capacity — a cognitive transformation through ANKUR's Learning by Doing methodology.

Voices from the Field

“ *My child now speaks clearly and confidently — something I never expected so early.*

— Parent, ANKUR Beneficiary Family

“ *The teachers understand where each child comes from. They never make anyone feel left behind.*

— Community Member, Kolkata

“ *The Montessori approach works — children learn by touching and doing, not just listening.*

— Faculty Member, Monoharpukur Proyaash

“

Extraordinary institutional achievement — 82.5% attendance from extreme-poverty families demonstrates genuine community trust in the programme.

— KinSS Assessment Report, FY 2025-26



Community activity — Monoharpukur Proyaash, Kolkata

SDG Alignment



ANKUR's delivery to 14 assessed students from extreme-poverty, first-generation learner families creates measurable impact across 4 core SDGs.

SDG 1

No Poverty

14 children from families earning Rs. 4,000–5,000/month receive quality early childhood education — the highest-leverage intervention for breaking intergenerational poverty.

SDG 3

Good Health
& Well-Being

Toilet training, domestic hygiene instruction, Sports Day (87 participants) and structured daily routines build foundational health and well-being habits from earliest childhood.

SDG 4

Quality Education

82.5% attendance; Montessori-integrated curriculum; Lock & Key literacy; 25 new admissions; planned digital literacy expansion — equitable quality foundational education for all.

SDG 10

Reduced
Inequalities

No Uniform policy; stationery subsidies; community clothes distribution — removing every financial barrier so first-generation learners from non-literate families participate equally.

Strengths & Scope for intervention



KEY STRENGTHS

✓ 82.5% attendance

from extreme-poverty families — extraordinary institutional trust

✓ Stable, qualified faculty

17 yrs longest-serving; Montessori-trained; multi-skilled

✓ Cost-effective innovation

Recycled materials delivering Montessori-quality cognitive training

✓ Holistic SEL outcomes

Hygiene, sharing, communication and individual agency documented

✓ 25 new admissions 2025-26

Confirmed sustained community demand and programme reputation

! Sustain stationery support

CSR subsidy for books & materials is essential for attendance consistency

! Digital infrastructure

Procure computers for Class II MS Paint/Word literacy expansion

! Standardised assessment tool

Baseline-to-endline developmental measurement framework needed

! Nursery II attendance

Investigate specific barriers; targeted outreach for the 74% gap

! Post-programme tracking

Alumni monitoring into mainstream primary schools — key longitudinal data



VEEDOL

PERFORM DIL SE

Transforming 14 young lives — one sprout at a time.

Project ANKUR is more than early childhood education. It is the germination of potential for children born into extreme poverty — ensuring that the circumstances of birth do not determine the boundaries of life.

82.5%

Attendance
Rate

25

New Admissions
2025-26

17 yrs

Faculty
Longevity

Rs. 1,00,000

CSR
Budget

Project Sahaj Path

Child Education Programme | Andrewzians Association

Briji Area, Garia, Kolkata, West Bengal

48

Students
Enrolled

Rs. 4,48,600

CSR Funding
FY 2025–26

FY 2025–26

Period

FY 2025–26

Independent Assessment | Veedol CSR Programme



Project at a Glance

Sahaj Path — Child Education Programme



Project Name	Project Sahaj Path (meaning "Easy Path")
CSR Partner	Veedol Corporation Limited
Implementing NGO	Andrewzians Association
Location	Briji Area, Garia, Kolkata, West Bengal
CSR Budget	Rs. 4,48,600
Beneficiaries	48 Active Students (scaled from 35 — +37% growth)
Duration	1 Year FY 2025–26
Focus Area	Free Supplementary Education & School Retention
Certification	Formal School Curriculum Aligned

48

Students
Enrolled

31

Beneficiaries
Surveyed
(62%)

62%

Response
Rate

4

Staff
Responses



Budget Utilisation



The CSR budget of Rs. 4,48,600 was concentrated in human capital and learning tools — the two highest-impact drivers of supplementary education outcomes for 48 underprivileged children.



40%

Instructor Honorarium

Specialized coaching staff; daily homework support, subject instruction, curriculum alignment



35%

Academic Materials

Books, stationery, and learning aids for all 48 students — removing financial barriers



15%

Nutritional Support

Daily healthy snacks supporting cognitive engagement and consistent attendance



10%

Infrastructure & Utilities

Rent and maintenance of the Brijji facility — clean, safe, structured learning environment

75% of budget in HUMAN CAPITAL + LEARNING TOOLS · Rs. 5,479 per student per year · Highly efficient CSR allocation



Beneficiary Profile



Students at supplementary tutoring session — Brijji Centre, Garia

54.2% Girls | 45.8% Boys

Gender Distribution

10th & below

Education Level

90% — Stay in School

Primary Motivation for Joining

74% — Friends/Community

How They Heard About Sahaj Path

Rs. 5,479/yr avg.

Annual Programme Cost per Student

Tribal, SC, OBC, Urban-Poor

Beneficiary Category

ST | SC | OBC | Urban-Poor | Economically Weaker Sections — Primary target group from Brijji area, Garia, Kolkata. Children face educational inequity, high dropout risk, unaffordable private tutoring, and limited academic support at home.

Programme Quality Ratings



All ratings collected from 31 beneficiaries via the Veedol CSR Impact Assessment Tool.



4.5 / 5 Excellent
Academic Performance
75% grade jump; 3 students achieved basic literacy



4.8 / 5 Excellent
Student Engagement
90% report increased confidence; fun-learning methods



4.0 / 5 Very Good
Stakeholder Synergy
Curriculum aligned with 4 local government schools



High Excellent
Financial Efficiency
Rs. 5,479/student/year; 75% in human capital & materials



Excellent Excellent
Gender Inclusion
54.2% female; 100% female retention; girls outperform boys



Skills & Outcomes



Post-programme assessment confirms the large majority of Sahaj Path students achieved measurable academic, confidence, and social improvement.

75%

Achieved 1+ Grade
Level Improvement

97.5%

Programme Retention
Rate

90%

Average
Attendance Rate

90%

Report Increased Confidence
in School

78%

Girls Improved
1+ Grade Level

72%

Boys Improved
1+ Grade Level

100%

Female
Retention Rate

37%

Enrollment Growth
(35 → 48 Students)

**+Rs.
5,479**

Per-Student
Annual Cost Saved

3

Students: Zero Literacy
to Basic Reading

Financial Impact



At Rs. 4,48,600 for 48 students, Sahaj Path achieves a per-student annual cost of Rs. 9,346 providing free supplementary education that eliminates the private tuition burden entirely for 48 low-income families in Garia.

Rs. 9,346

Per-student annual cost (Rs. 4,48,600 ÷ 48 × ~66 days)

vs. Rs. 12,000–25,000/yr avg. private tutoring cost in Kolkata



40% Instructor Honorarium
Rs. 1,60,000

35% Academic Materials
Rs. 1,40,000

15% Nutritional Support
Rs. 60,000

10% Infrastructure & Utilities
Rs. 40,000

Voices of Beneficiaries & Staff

“I am now confident to answer questions in class. Before Sahaj Path, I was scared to even raise my hand.

— Sahaj Path Student, Class V, Briji

“Now I can read by myself. I used to not know a single letter.

— Student (Zero-Literacy Achiever), Briji Centre

“We want computers also so we can learn typing and internet like other schools.

— Student Suggestion

“Strong community alignment. Effective mobilization and curriculum execution. The girls' retention outcome is exceptional.

— Programme Coordinator,
Andrewzians Association



Offer Letter & Certificate Distribution — Briji Centre

Sahaj Path's targeted delivery to urban-poor, SC/ST/OBC children and girls creates measurable impact across 5 core SDGs.

SDG 1

No Poverty

No Poverty

Elimination of private tuition costs; 37% enrollment growth; preventing school dropout — the primary gateway to adult poverty.

SDG 4

Quality Education

Quality Education

Free curriculum-aligned tutoring; 75% grade improvement; 3 students progressed from zero literacy to basic reading.

SDG 5

Gender Equality

54.2% female enrollment; 100% female retention; girls outperforming boys (78% vs 72% grade improvement).



SDG 10

Reduced Inequalities

Reduced Inequalities

Bridging the private tuition gap; free support for 48 students from low-income families across 4 government schools.

SDG 11

Sustainable Cities

Sustainable Cities

'Safe Evening Hub' reduces street risk; improves community safety; growing from 35 to 48 via community trust.

Overall Satisfaction



97.5%

Retention Rate

98% would recommend Sahaj Path to other families

Very Satisfied (89%)

Satisfied (10%)

Other (1%)

Expand Facility Capacity

Current Brijji centre approaching max capacity as enrollment grows toward 50+; explore second session or larger premises

Introduce Digital Literacy

Add computer skills module for older students (Class VI+); partner with digital CSR programmes

Deepen School Partnerships

Formal MOUs with B.N.V Garia, BPS Brijji, N.G.K.S and Harimati Dabi for tracking continuity

Language-Sensitive Materials

Strengthen local-language orientation in course materials for first-generation learners

Multi-Year CSR Funding

Secure 3-year commitment from Veedol for facility planning, staff stability, and scaling to 75+ students

PERFORM DIL SE

Transforming 48 lives — one lesson at a time.

Sahaj Path is more than a tutoring programme. It is a pathway from urban exclusion to academic confidence, family financial relief, and a future within the formal education system.

48

Students
Enrolled

75%

Achieved Grade
Improvement

~5x

Value vs Private
Tuition Cost

98%

Would
Recommend

Saraswathi Education & Welfare Trust (R.)

Child Education Programme | Kongong, Meghalaya

Rs. 4,00,000

CSR Budget

182

Students

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



Project at a Glance

Saraswathi Education & Welfare Trust — SEWT



Project Name	Child Education Programme — Saraswathi Vidya Mandir School
CSR Partner	Veedol Corporation Limited
Implementing NGO	Saraswathi Education & Welfare Trust (R.) — SEWT
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Kongong, Wapung Shnong Village, East Jaintia Hills, Meghalava
CSR Budget	Rs. 4,00,000
Beneficiaries	182 Students (Nursery to Class VIII)
Duration	1 Year FY 2025–26
Curriculum	CBSE Syllabus — nationally recognized framework
Certification	Multi-state tribal residential school

182

Students Supported

62%

Response Rate

113

Beneficiaries Surveyed

29

Teaching & Non-Teaching Staff



Classroom session — Saraswathi Vidya Mandir School, Kongong

Beneficiary Profile



102M / 80F

Gender Distribution

56% Male | 44% Female

Nursery – Class VIII

Education Level

CBSE national curriculum

Residential Model

Primary Mechanism

64.8% Hostel Residents

3 States

Geographic Reach

Meghalaya, Mizoram & Tripura

Rs. 4,00,000

CSR Contribution

Veedol operational support

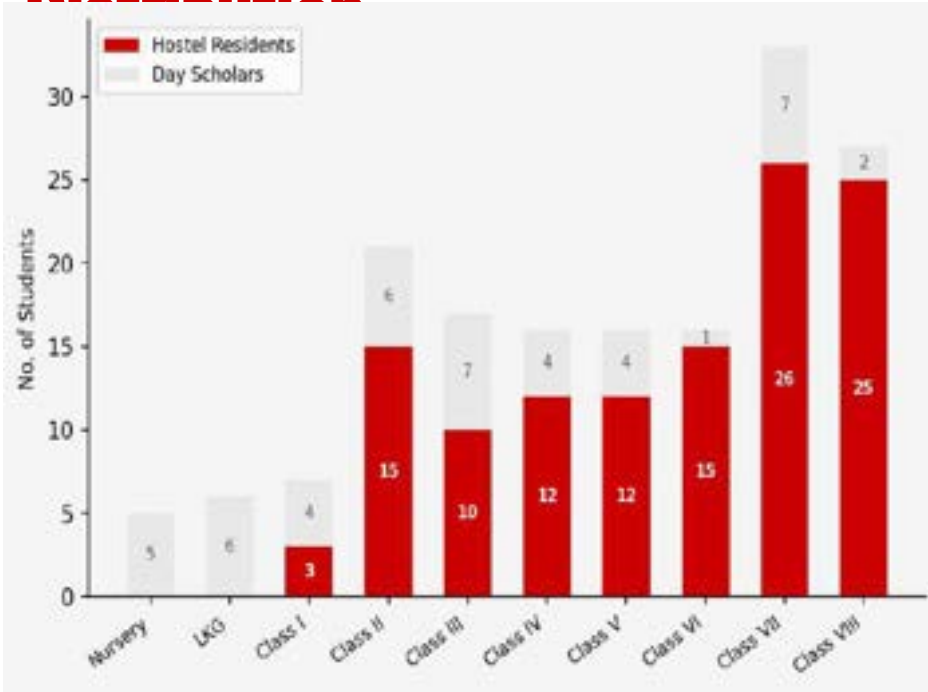
Tribal, ST/SC/OBC

Beneficiary Category

East Jaintia Hills & NER

ST | SC | OBC | Rural — Primary target group from East Jaintia Hills (Meghalaya), Lawngtlai & Lunglei (Mizoram), and Unakoli (Tripura). Students face severe geographic isolation from quality CBSE-standard education without the residential school model.

Student Enrollment & Residential Distribution



182

Total Students

102 Male | 80 Female

Gender Distribution

118

Hostel Residents (64.8%)

3 States

Meghalaya · Mizoram · Tripura

46

Day Scholars (25.3%)

11 Acres

Green & Clean Campus

29

Teaching & Non-Teaching Staff

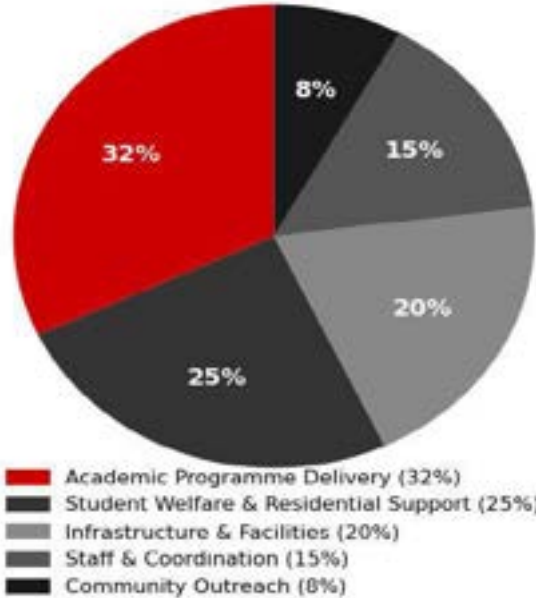
Rs. 8 Cr+

Total Infrastructure Investment

Budget Utilisation



Veedol's CSR contribution provides critical operational and academic programme funding — ensuring physical infrastructure is matched by quality programme delivery, staff support, learning materials, and student welfare.



32%

Academic Programme Delivery

Teacher salaries, curriculum, instructional materials, CBSE aligned programme

25%

Student Welfare & Residential

Hostel support, meals, accommodation, welfare supervision for residential students

20%

Infrastructure & Facilities

Campus maintenance, classroom upkeep, Green & Clean Campus operations

15%

Staff & Coordination

Administrative coordination, non-teaching staff, programme management

8%

Community Outreach

Family engagement, interstate outreach, Founders Day and cultural milestones

Educational Impact & Outcomes



The CBSE-aligned residential model is delivering quality national-standard education to tribal youth in one of India's most geographically isolated regions.

182

Tribal Students
Receiving CBSE Education

64.8%

Students in Residential
Hostel (118 of 182)

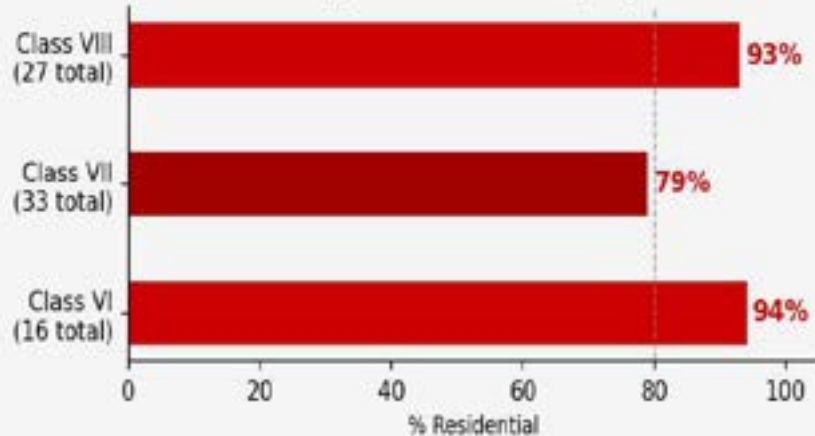
3 States

Multi-State Reach
(Meghalaya, Mizoram, Tripura)

29

Qualified Teaching &
Non-Teaching Staff

Upper Class Hostel Occupancy



CBSE Standard

National curriculum access identical to urban India — eliminating academic inequality for tribal youth

Multi-State Draw

Interstate enrollment from Mizoram & Tripura confirms SEWT as the premier regional institution

Geographic Barrier Solved

Residential hostel eliminates the 'distance tax' — villages like Jalaphet Bri Sumer now have access

Rs. 8 Cr+ Infrastructure

NEC + Infosys Foundation investment creating permanent institutional assets for tribal communities

Senior Secondary Planned

Classes XI-XII CBSE expansion will create the complete secondary pathway within the region

Voices of Beneficiaries & Staff

“

This school gave my child what no school near our village could — a real future in the national mainstream.

— Parent, Wapung Shnong Village, Meghalaya

“

The residential facility is a blessing. We could not have sent our daughter so far without it.

— Parent, Lawngtlai, Mizoram (Interstate student family)

“

I came from Tripura because this is the only CBSE school that welcomes tribal children from our district.

— Student, Unakoli district, Tripura

“

The multi-stakeholder model — Veedol, NEC, Infosys — is what makes SEWT possible. No single partner could create this for tribal communities in East Jaintia Hills.

— School Management, SEWT, Kongong



Cultural & civic milestone event — Saraswathi Vidya Mandir School

SEWT's targeted residential education for tribal youth in East Jaintia Hills creates measurable impact across 4 core SDGs.

SDG 1

No Poverty

No Poverty

Quality CBSE education creates pathways from tribal exclusion to formal employment. Planned job-oriented Degree College addresses local unemployment and prevents brain drain.

SDG 4

Quality Education

Quality Education

CBSE-aligned residential education delivers national curriculum standards to 182 tribal youth in one of India's most educationally underserved regions. Senior Secondary expansion planned.

SDG 10

Reduced Inequalities

Reduced Inequalities

Targeted intervention equalizing tribal youth with national peers. Multi-state enrollment extending equity to Mizoram and Tripura. Residential model overcoming geographic barriers.

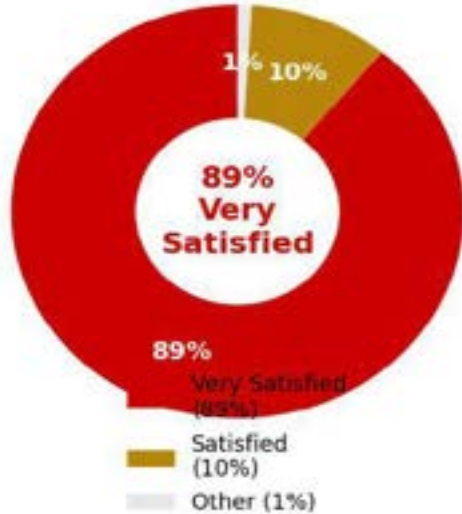
SDG 17

Partnerships for the Goals

Partnerships for the Goals

Exemplary multi-stakeholder model: Veedol + NEC + Infosys Foundation + Union Bank + SBI. Over Rs. 8 crore mobilized — no single funder could create this infrastructure alone.

Overall Assessment



98% would recommend SEWT to others

Complete Academic Building

Prioritize infrastructure completion — the foundational prerequisite for Senior Secondary expansion and enrollment growth.

Secure Multi-Year Funding

Engage Veedol and partners in multi-year commitments for long-term planning, staff retention, and infrastructure continuity.

Accelerate Senior Secondary

Launch Classes XI–XII under CBSE to retain Class X graduates and prevent migration to distant cities.

Advance Degree College Plan

Initiate UGC affiliation and job-oriented courses for sectors relevant to NER — tourism, forestry, healthcare, and tech services.

Address Gender Equity

Introduce targeted outreach for girl children in Classes II–VI where male-majority enrollment signals access barriers.

VEEDOL

PERFORM DIL SE



Transforming 182 lives — one child at a time.

SEWT is more than a school. It is a pathway from tribal isolation to CBSE-standard education, national mainstream participation, and economic dignity — for 182 children across Meghalaya, Mizoram, and Tripura.

182

Students enrolled

64.8%

Residential students

Rs. 8 Cr+

Infrastructure investment

98%

Would recommend SEWT

VEEDOL

VEEDOL CORPORATION LIMITED

CHILD EDUCATION PROGRAMME

SNB Foundation — Hiran Bala Shishu Bhawan
Kolkata, West Bengal

₹9,95,936

CSR Funding

100

Student Beneficiaries

FY 2025–26

Programme Period



FY 2025–26

Assessed by: *Karve Institute of Social Service (KInSS), Pune*

Supported by Veedol Corporation Limited | Veedol Care CSR Initiative

PERFORM DIL SE

Project at a Glance

SNB Foundation — Child Education Programme

Project Name	Child Education Programme
CSR Initiative	Veedol Care — Veedol Corporation Limited
CSR Partner	Veedol Corporation Limited
Implementation Partner	SNB Foundation
Project Manager	Mrs. Kaberi Mukherjee
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Project Location	Hiran Bala Shishu Bhawan, 1/7 Prince Golam Mohammed Road, Kolkata 700026
Programme Duration	1-Year Support Cycle (FY 2025–26)
Trade / Focus	Holistic Child Education — Academic, Cultural & Creative Development
Certification / Recognition	NETPAC Award Nomination (Yojongandha Film); KIFF Screening



100

Students Supported

₹9,95,936

CSR Budget

20

Music Talent Hunt Youth

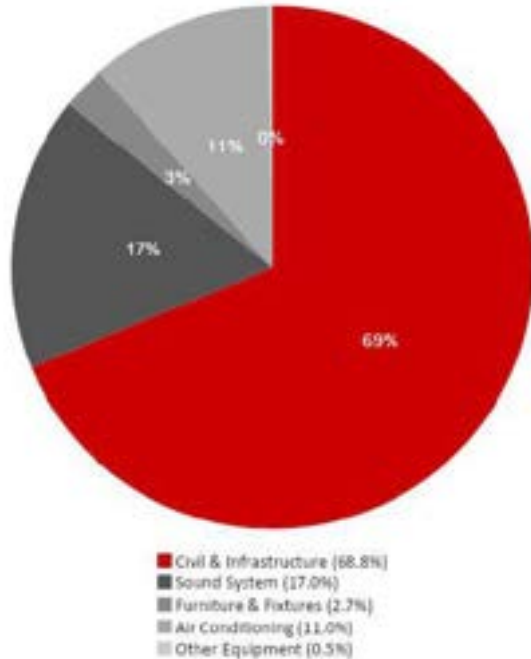
50+

Community Members/Session

Fund Utilisation



The CSR budget of ₹9,95,936 was deployed across infrastructure, academic delivery, cultural programming, and community engagement — creating lasting physical and social assets for 100 underprivileged students in Kolkata.



68.8%

Civil & Infrastructure

Wall dismantling, reconstruction, renovation, painting, false ceiling, lighting, new staircase and entrance gate

17.0%

State-of-the-Art Sound System

Microphones, Harman Crown, Yamaha Speakers, Sound Console, DGT, speaker stands and cabling

11.0%

Air Conditioning

2-Ton Hitachi AC units (×2) and reinstallation charges — upgrading classroom comfort

2.7%

Furniture & Fixtures

Wooden chairs, cabinet rollers, window and partition rod fittings, seminar hall plastic chairs (50 nos.)

0.5%

Other Equipment

Aquaguard RO water purifier and curtains for windows and doors

Programme Activities



5 Pillars of Holistic Development | SNB Foundation, Kolkata

Civil Works & Infrastructure

Ritachanda Creative Space

- Wall dismantling & reconstruction
- Renovation of classrooms & entrance
- New staircase, front yard & gate
- Painting, false ceiling & lighting

Music & Performing Arts

Young Talent Hunt

- All-West Bengal talent competition
- 20 underprivileged youth selected
- Training by renowned classical artists
- Symphonic debut at Uttam Mancha (Jan 31, 2026)

Theatre & Film

Ubaacho / Yojongandha

- Regular rehearsals at Creative Space
- Yojongandha staged at ICCR Kolkata
- NETPAC Award nomination
- Screened at KIFF — Nandan & Navina

Education & Seminars

Intellectual Development

- 100 students — daily academic instruction
- Vivekananda session with IIM Shillong faculty
- Spirituality seminar — 50+ attendees
- Critical thinking & civic values

Community Sports

Feb 21, 2026

- Community sports event at local playground
- Students, teachers, guardians & residents
- Physical activity & community bonding
- Inclusive engagement model

Key Outputs & Impact



Direct achievements across academic, cultural, infrastructure & community domains

100

Student
Beneficiaries

20

Talented Youth
Musically Trained

50+

Attendees Per
Intellectual Seminar

2

Prestigious
Venues — Theatre

1

NETPAC Award
Nomination

INFRASTRUCTURE

- Ritachhanda Creative Space — new multi-purpose facility (classroom + seminar hall + rehearsal venue)
- Complete renovation: entrance, staircase, front yard, entrance gate
- State-of-the-art sound system + 2-Ton Hitachi ACs + modern furniture
- 50 seminar hall chairs + Aquaguard RO water purifier installed

MUSIC & CULTURE

- All-West Bengal Young Talent Hunt competition in Indian Classical Music
- 20 underprivileged youth trained by nationally renowned artists
- Symphonic performance at Uttam Mancha — Jan 31, 2026
- Highly positive reviews in leading newspapers & electronic media

THEATRE & FILM

- Yojongandha theatre production — staged at ICCR & Ashutosh Centenary Hall
- Ubaacho holds regular rehearsals at Ritachhanda Creative Space
- Film 'Yojongandha — A Turbulent Voyage' — NETPAC Award Nomination
- Screened at KIFF (Nandan & Navina) — international film community acclaim

EDUCATION & COMMUNITY

- 100 students in daily structured academic instruction
- 2 intellectual seminars — Vivekananda & Spirituality, 50+ attendees each
- IIM Shillong faculty engagement (Prof. Sanjoy Mukherjee)
- Community sports event — Feb 21, 2026 (students, teachers, guardians, locals)

SDG Alignment



4 Sustainable Development Goals directly impacted by the Child Education Programme

The programme's integrated approach — combining academic instruction, cultural development, infrastructure, and community engagement — creates measurable and documented impact across 4 core SDGs relevant to its 100 underprivileged beneficiaries.

SDG 1

No Poverty

No Poverty

Holistic education — academics + creative arts + infrastructure — equips 100 underprivileged students with competencies for higher education and formal employment, breaking the cycle of generational poverty in urban Kolkata.

SDG 4

Quality Education

Quality Education

Daily academic instruction, Ritachhanda Creative Space, Young Talent Hunt classical music training, intellectual seminars with IIM faculty, and KIFF recognition — elevating education quality and cultural access for underprivileged children.

SDG 10

Reduced Inequalities

Reduced Inequalities

Classical music, theatre, film, and intellectual seminars — typically exclusive to higher-income families — made accessible to 100 underprivileged Kolkata youth. 20 students performed at Uttam Mancha; Yojongandha staged at ICCR and screened at KIFF.

SDG 11

Sustainable Cities & Communities

Sustainable Cities & Communities

Ritachhanda Creative Space functions as a shared community cultural hub for students, performing arts groups, and community members. Infrastructure investment and sports events build inclusive, culturally vibrant urban community spaces.

Scope for Improvement & Intervention



Scope for Improvements

! No standardized academic outcome data

Quantitative pre-post learning assessments not yet in place for the 100-student cohort

! Scale vs. community need

100 students currently served; significant expansion potential exists given scale of Kolkata urban educational inequality

! Limited beneficiary feedback documentation

Structured satisfaction surveys for students and parents not yet formally documented in FY 2025–26

! Cultural programme sustainability

Longitudinal development plan needed for the 20 Young Talent Hunt graduates beyond the annual cycle

! No baseline-to-endline framework

Academic and developmental transformation of individual students cannot be rigorously compared without this mechanism

✓ Establish academic outcome monitoring

Introduce baseline-endline assessments + individual student tracking for core subjects

✓ Build on cultural programme achievements

Longitudinal plan for 20 Talent Hunt graduates; leverage NETPAC + KIFF to attract institutional partners

✓ Expand Ubaacho collaboration

Programme Creative Space with regular workshops, residencies, and community performances

✓ Deepen community engagement

Annual sports event, diverse intellectual seminars, parent engagement programme

✓ Scale the programme model

Document the Veedol Care–SNB model as a replicable blueprint; explore expanding the 100-student cohort

Transforming 100 lives — one education at a time.

₹9,95,936

Total CSR
Investment

100

Student
Beneficiaries

20

Musically Trained
Underprivileged Youth

1

NETPAC Award
Nomination

*The SNB Foundation Child Education Programme is more than academic instruction.
It is a pathway from urban exclusion to cultural dignity, creative confidence, and civic engagement.*

PERFORM DIL SE

START

Start Seva Sahakari Sanstha Maryadit
Kalote Mokashi · Raigad, Maharashtra

20

Beneficiaries

₹24 L

CSR Funding

FY 2025-26

Period

FY 2025-26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



Project at a Glance



Project Name	START Squash Academy — Kalote Mokashi
CSR Partner	Veedol Corporation Limited
Implementing Partner	Start Seva Sahakari Sanstha Maryadit
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Kalote Mokashi, Khalapur, Raigad, Maharashtra
CSR Funding	₹ 24,00,000 (FY 2025–26)
Direct Beneficiaries	20 Sponsored Athletes
Programme Reach	700+ Children Engaged
Duration	April 2025 – March 2026
Sport	Squash · Residential High-Performance Academy

20

CSR Athletes

74+

National Rankers

8

PSA World Tour

46

India Rankers

Why START Is Different



365-Day Residential

Full-time training, nutrition, housing and education support. Welfare is never linked to performance or results.

Retention Over Selection

Athletes are never removed due to injury. Rehab is a core part of the journey — not a disqualifier.

Adivasi Inclusion

74+ nationally ranked athletes from tribal backgrounds, bridging the urban-rural sporting divide.

PSA World Tour Exposure

8 athletes hold PSA World Tour rankings. External competition across Mumbai, Chennai, Vasind & Kolkata.

Nutrition & Wellness

160+ children receive daily structured nutrition. Breathwork, health camps and sports science built in.

Community Integration

700+ children engaged through health camps, clean-up drives, cultural events and squash outreach.



Coaching Session — Kalote Mokashi

Key Numbers — FY 2025–26



700+

Children Engaged

Total programme outreach

160+

Daily Nutrition

Children receiving structured meals

74+

National Rankers

Adivasi athletes nationally ranked

8

PSA World Tour

Athletes with PSA World ranking

5

Challenger Events

Internal tournaments hosted

₹15K

Prize per Event

Competitive prize money

13

National Circuits

External tournaments contested

40+

Livelihoods

Local jobs sustained by academy

Life at the Academy

Training · Competition · Community · Wellness



Agility & Footwork Drills



Strength & Conditioning



Breathwork & Wellness



START Squad — Kalote Mokashi



Match Play — Maharashtra State Open



Nutrition & Meal Prep

Tournament & Performance Overview



Category	Outcome / Highlights
State-Level Performances	Multiple podiums at Maharashtra State Open & Closed · 1 State Champion (Men's) · 6+ Top-3 finishes
National-Level Results	10 athletes to Day 2 at Junior Nationals, Chennai · 2 athletes finished in National Top 16
PSA Tour Participation	USD 3K Sunil Verma Memorial PSA event · Ongoing PSA engagement for women athletes
Challenger Series	5 editions · ₹40,000+ total prize money distributed · Finals first-ever live-streamed
Cities Competed In	Mumbai · Pune · Chennai · Vasind · Kolkata
Ranking Movement	Improved national & world rankings for senior athletes · First-time national exposure for juniors
Athlete Retention	90%+ retention rate across junior and senior cohorts



Athlete Feedback — FY 2025–26



10 athletes (50% of CSR cohort) were surveyed across key welfare, training, and opportunity dimensions. Results reflect strong satisfaction across all areas.



Source: Direct beneficiary survey of 10 athletes (50% of 20 CSR-sponsored cohort) · 5-point rating scale · FY 2025–26

Athlete Voices



“

Training here has changed my game completely. Competing at nationals was something I never imagined possible from our village.

— Mithun Mahadu Darvada, U-17 Boys · India Rank #40

“

The academy gives us everything — food, courts, coaching. We can focus only on squash and becoming better every day.

— Bijali Darvada, Women · PSA World Rank #457

“

I reached the Top 16 in India for the first time. START gave me the platform to believe in myself and compete at the highest level.

— Soniya Waghamare, U-15 Girls · National Qualifier

“

Playing against city players showed me I belong at that level. The Challenger Series events prepare us for exactly that kind of pressure.

— Raju Shingava, Men · India Rank #46 · State Champion



India & World Rankings — March 2026



India National Rankings

Category	Athlete	Rank
BU-11	Suresh Lende	111
BU-13	Parshuram Lachaka	71
BU-15	Sahil Waghmare	101
BU-17	Mithun M. Darvada	40
BU-19	Ravi Lachka	45
Men	Raju Shingava	46
GU-11	Karuna Nirgude	61
GU-13	Sarika Balu Vir	67
GU-15	Jai Lende	77
GU-17	Dharmi Hiru Pardhi	38
Women	Bijali Darvada	64

PSA World Rankings

Category	Athlete	World Rank
Women	Bijali Darvada	457
Women	Durga Hiru Pardhi	473
Men	Sadashiv Shingava	830
Men	Krushna Darvada	866
Men	Raju Shingava	876
Men	Laxman Pokale	934
Men	Ram Darvada	934

8 PSA World Tour Athletes

START is home to 8 PSA-ranked athletes — one of the highest concentrations from a single grassroots rural programme in India, proving that talent is universal.

START's targeted delivery to Adivasi children in rural Maharashtra creates measurable impact across 4 core SDGs.

SDG 3

Good Health
& Well-Being

Good Health & Well-Being

160+ children receive daily structured nutrition. Medical camps, breathwork, and sports science delivered at the academy and surrounding villages.

SDG 4

Quality
Education

Quality Education

Residential programme combines sport with life-skills, discipline and academic support — first-generation learners in high-performance training.

SDG 10

Reduced
Inequalities

Reduced Inequalities

74+ nationally ranked Adivasi athletes. START bridges the rural–urban divide, giving tribal children from Raigad competitive parity with city players.

SDG 17

Partnerships
for Goals

Partnerships for Goals

Veedol CSR funding enables a replicable model. Partnerships with FLAME University, PSA Tour, Bijali Foundation and KInSS sustain programme depth.

Performance Metrics



52

Resident Athletes

Full-time residential training

105

Adivasi Children

Engaged in structured sport

46

National Rankers

SRFI national ranking holders

7

World Ranked

Holding PSA ranking

508

Competitive Matches

Played (Mar–Apr period)

1,456

Court Training Hours

Structured sessions logged

32

S&C Sessions

Strength & conditioning

45

Movement Sessions

Ghosting & footwork logged

4

Hosted Events

Challenger Series & open events

90%+

Athlete Retention

Across junior & senior cohorts



“Talent is universal; opportunity is not. Our responsibility is to build systems that reduce that gap — sustainably.”

— Ritwik Bhattacharya, Founder · START Foundation, Kalote Mokashi

What Veedol Investment Has Enabled

✓ 20 athletes sponsored with full residential training, nutrition & coaching

✓ 74+ nationally ranked Adivasi athletes from tribal Raigad

✓ 8 PSA World Tour athletes from a single rural academy

✓ 700+ children engaged; 160+ receiving daily structured nutrition

✓ 5 Challenger Series events; ₹40,000+ in prize money in the community

✓ Replicable rural sports model built for generational impact

Livelihood Training Programme

Women's Interlink Foundation (WIF)
Nijoloy Home, Madhyamgram, West Bengal

14

Beneficiaries

4.91/5

Training Quality

Rs 5,00,000

CSR Budget

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



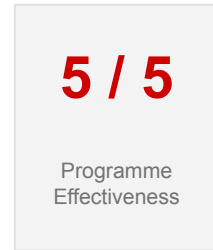
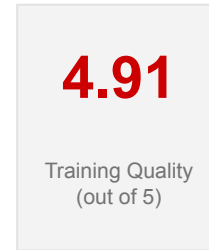
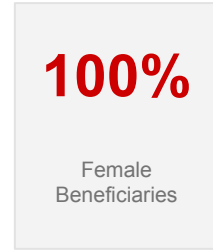
KInSS Assessment Visit — Nijoloy Home, Madhyamgram, West Bengal

Project at a Glance

Women in Focus (WIF) — Livelihood Training Programme



Project Name	WIF Livelihood Training Programme
CSR Partner	Veedol Corporation Limited
CSR Budget	Rs 5,00,000
Assessment Agency	Karve Institute of Social Science (KInSS), Pune
Beneficiaries	14 Women — 100% Female
Focus Area	Vocational Training & Psychosocial Rehabilitation
Training Streams	Block Printing · Tailoring · Paper Bags · Spice Processing
Effectiveness Rating	5 out of 5



Beneficiary Profile

Based on 14 surveyed beneficiaries (100% response rate) | Implementing NGO: WIF



Tailoring Training Session — Nijoloy Home, Madhyamgram

100% Female

Gender Distribution — all survivors of violence and social injustice

Age: 15–39 yrs

Youngest 15, Oldest 39 — adolescents to adult women

11 of 14 Not Working

Previous status: 11 not working · 2 in skilled work · 1 homemaker

Govt. Referral

Primary source — beneficiaries identified via state referral system

Marginalized / EWS

All from marginalised, vulnerable or economically weaker backgrounds

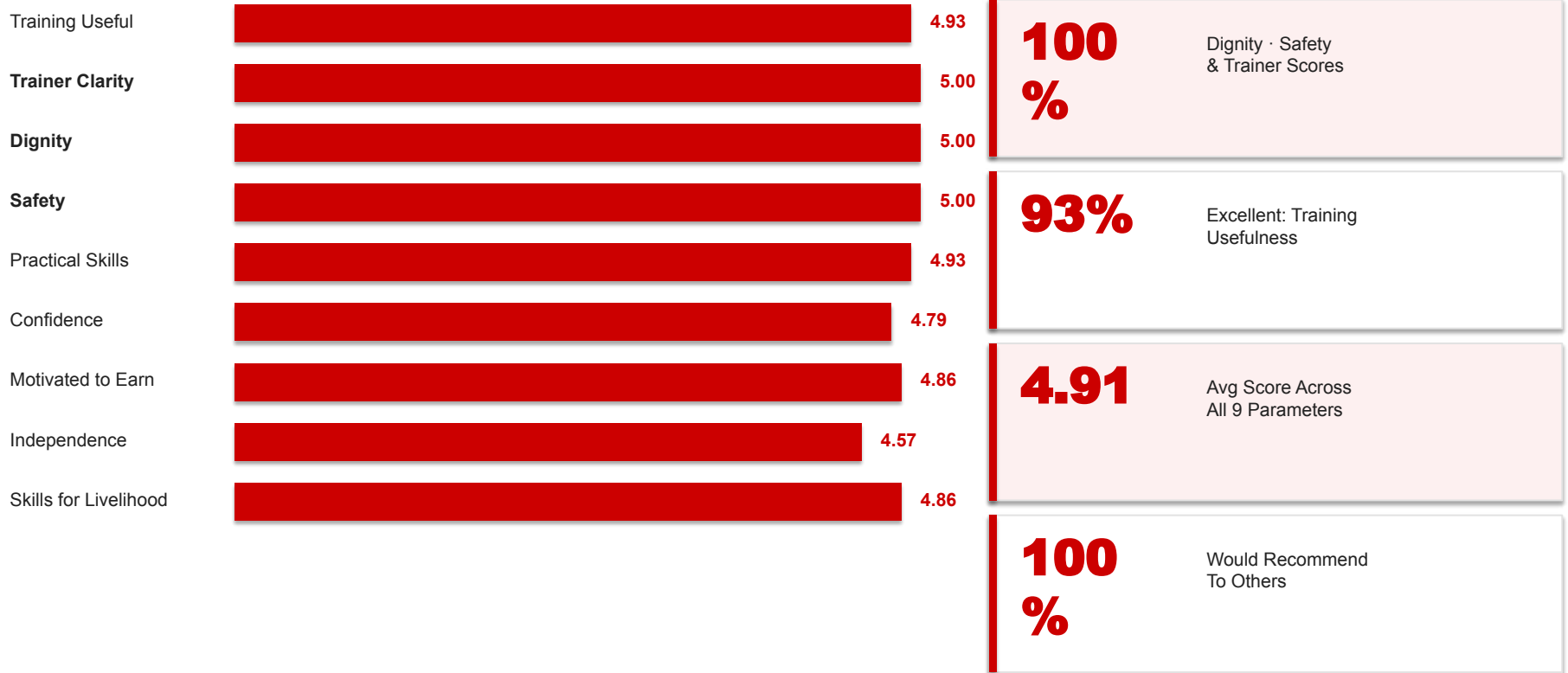
4 Vocational Trades

Block & Screen Printing · Tailoring · Paper Bag Making · Spice Processing

Training Quality Ratings



All ratings collected directly from 14 beneficiaries via KInSS Impact Assessment Tool.



Note: 'Independence' (4.57) and 'Confidence' (4.79) reflect psycho-social well-being recovery timelines for trauma survivors — not a programme shortfall.

Skills & Livelihood Outcomes

11 of 14 beneficiaries report vocational skill training that enabled skilled work and income generation.

11 of 14

Received Vocational
Skill Training

79%

Currently Using
Skills Learned

100%

Overall
Satisfaction

Livelihood Status Post-Training

6 of 14

Stable Income

5 of 14

Started Earning

3 of 14

Not Yet Started

Future Aspirations

7

Continue
Same Work

5

Seek
Employment

1

Start
Business

1

Further
Training

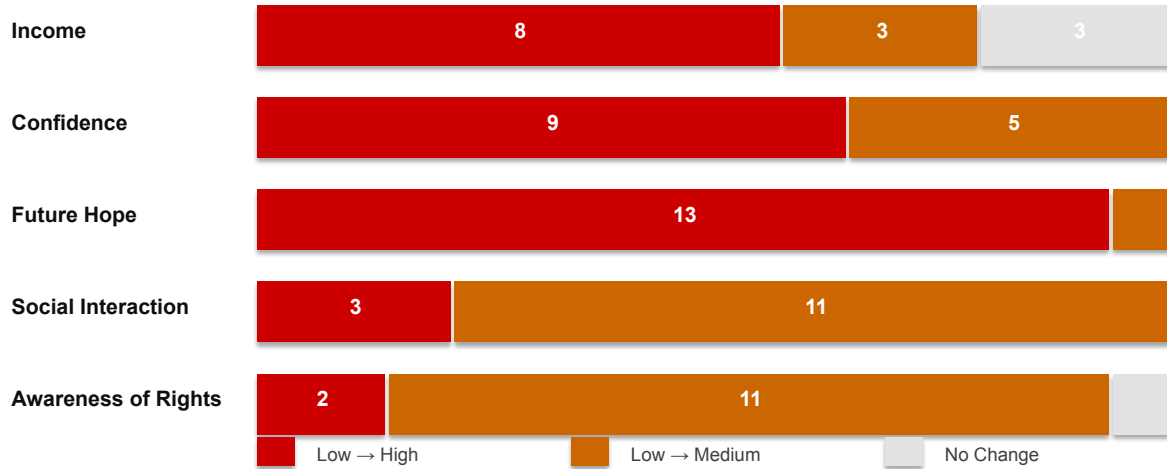
4 Significant Transformations · 10 Moderate Changes · Training Completion Rate: 80–100%



Tailoring Training — JUKI Sewing Machines, Nijolay Home

Psychosocial Transformation

Key transformation dimensions measured across 6 psychosocial parameters.



13 of 14 women shifted from Low to High on Future Hope

— Strongest psychosocial transformation indicator in the dataset



Spice Processing — Beneficiary operating masala grinder, Nijolov Home

9 of 14: Low → High Confidence · 100% Satisfied

Training Activities at Nijoloy Home

Field Visit Documentation — April 2026 | KInSS Assessment Team



Direct Outputs & Training Quality



4.91 / 5

Training Quality
(Avg Score)

5.0 / 5

Dignity &
Safety Score

5.0 / 5

Quality of
Trainer

5.0 / 5

Practical Skills
Score

4.79 / 5

Increased
Confidence

4.57 / 5

Feel More
Independent

Pre-Training Employment Status

Not Working

11 of 14



In Skilled Work

2 of 14



Voluntarily at Home

1 of 14



Training Completion Rate

80 – 100%

Strong outcome for a survivor-focused programme

Economic & Livelihood Impact



Income Status

6 of 14

Stable Income Post-Training

5 of 14

Recently Started Earning

3 of 14

Yet to Start Earning

Income Change (Post-Training)

Low → High: 8 of 14 Low → Medium: 3 of 14

Post-Training Future Aspirations

Continue current work

7



50%

Seek permanent employment

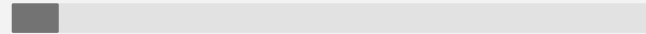
5



36%

Start a business

1



7%

Advanced skill training

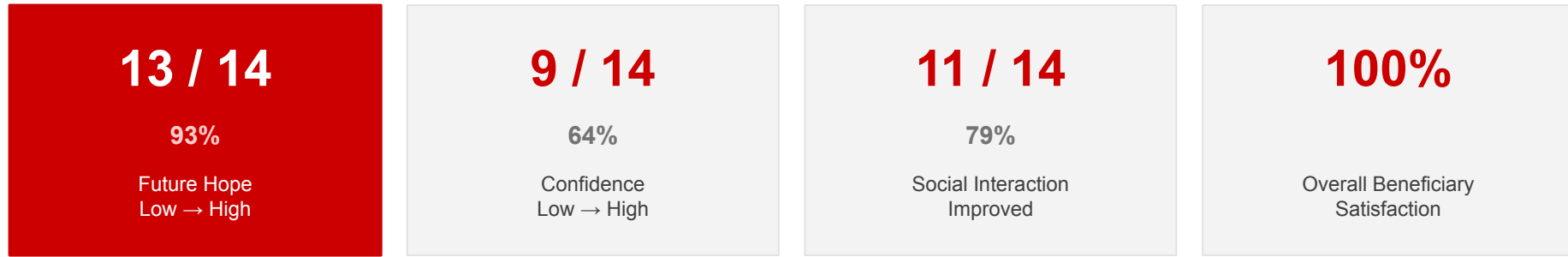
1



7%

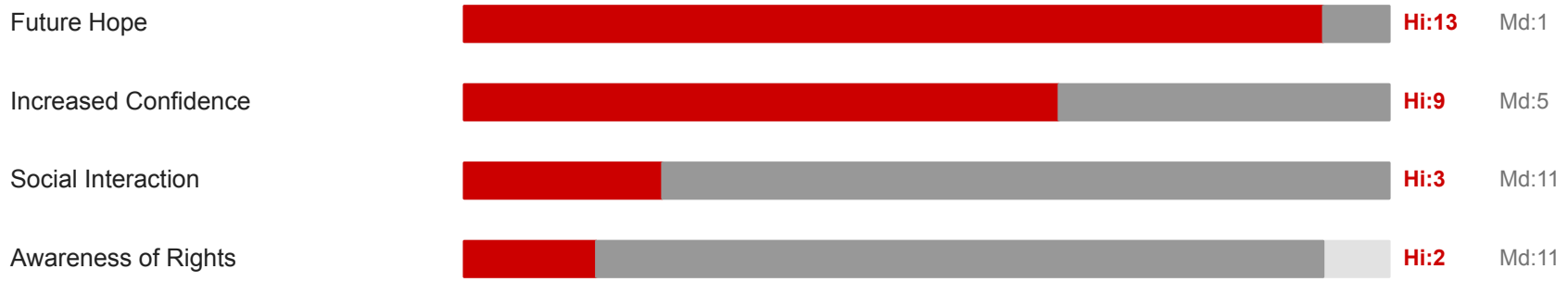
Post-training earning rate: 50–75% — strong for a survivor-focused programme

Psychosocial & Social Impact



Future Hope 93% is the strongest transformation indicator — the foundational marker of meaningful rehabilitation for survivors.

Psychosocial Transformation Detail



4 Significant Transformations **10 Moderate Changes**

CSR Alignment

Livelihood & economic independence for vulnerable women

Women's empowerment — 100% are survivors of violence

Vocational skill development with measurable outcomes

Mental health & psychosocial rehabilitation support

Safety, dignity & rights-based survivor rehabilitation

Community inclusion & dignified social reintegration

ESG Contribution

E — Environmental

Eco-friendly training streams: paper bag-making & food processing. Promotes green enterprise, reduces plastic dependency.

S — Social

Women's rights, survivor rehabilitation, gender equality, mental health & economic independence. 93% transformed on future hope.

G — Governance

All records maintained. Formal safety policies, strict confidentiality, post-training follow-up, legal aid. Effectiveness: 5/5.

Aligns with CSR Schedule VII: Education · Health · Livelihood · Women's Empowerment — serving the most deserving communities.

SDG Alignment

WIF's programme strategies for survivor women create measurable impact across 5 core SDGs.

SDG 1

No Poverty

No Poverty

Vocational training creates direct income pathways. 8 of 14 women shifted from Low to High income. 11 of 14 now earning or on an active income pathway.

SDG 3

Good Health & Well-Being

Good Health & Well-Being

Psychosocial support, safe residential care, and structured counselling address trauma. 13 of 14 beneficiaries transformed on future hope. Dignity & Safety rated 5.0 / 5.0.

SDG 4

Quality Education

Quality Education

Structured vocational training across block printing, tailoring, paper bag-making, and spice processing with OJT and workshops. Training quality rated 4.91 / 5.0. Completion rate: 80–100%.

SDG 5

Gender Equality

Gender Equality

Programme exclusively serves women survivors of gender-based violence. 100% women beneficiaries. 13 of 14 gained awareness of rights. 100% satisfied with dignity and safety.

SDG 8

Decent Work & Economic Growth

Decent Work & Economic Growth

Market-aligned livelihood streams enable employment and self-employment. Post-training earning rate: 50–75%. 6 of 14 with stable income. Social enterprise planned for sustained employment of graduates.

Scope for Improvements

Income Gap for 3 Beneficiaries

3 of 14 women have no income post-training. Extra support needed for transition from skill acquisition to earning.

Psychosocial Counselling Not Structured

Counselling is occasional, not a regular feature — a significant gap for trauma survivors in the programme.

Long-Term Funding Gap

Programme continuity depends on sustained funding. Single-source dependency poses risk to beneficiary outcomes.

Moderate Market Linkages

Stronger employer partnerships and market connections needed to improve income outcomes for all beneficiaries.

No Baseline-to-Endline Data

No systematic impact measurement mechanism in place. Limits longitudinal reporting depth for donors.

Social Enterprise Not Yet Active

Documented plan exists but is not implemented. Leaves a gap in long-term sustained employment infrastructure.

Scope for intervention

A Strengthen Income Generation

- Targeted post-training support for 3 non-earning beneficiaries
- Expand market linkages for vocational products
- Integrate with PMEGP & SHG-bank linkage schemes

B Formalize Psychosocial Support

- Structured counselling as a core programme component
- Psychosocial support calendar for all beneficiaries
- Trauma-informed care training for all staff

C Operationalize Social Enterprise

- Prioritize social enterprise for sustained employment
- Seek bridge funding or development grants
- Partner with ethical fashion & fair-trade networks

D Strengthen Documentation

- Implement baseline-to-endline data collection tool
- Beneficiary tracking at 6 & 12 months post-training
- Document case studies for donor reporting

E Secure Diversified Funding

- Engage additional CSR donors & institutional funders
- Integrate with PMKVY & rehabilitation schemes
- Develop multi-year funding proposal

F Enable Knowledge Sharing

- Peer learning with survivor-focused organisations
- Document WIF model as a replicable framework

Organisational Assessment



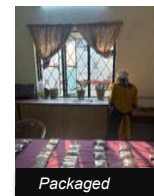
Programme Objectives	Skill development · Income generation · Rehabilitation · Mental health · Social dignity
Training Completion Rate	80 to 100%
Post-Training Earning	50–75% of beneficiaries earning post-training
Safety & Protection	Formal policy + informal campus measures ensuring beneficiary safety
Confidentiality	Strictly maintained for all beneficiaries
Survivor Support	Specialised legal & psychological services provided as required
Post-Training Follow-up	Regular follow-up conducted
Market Linkages	Moderate — orders and sales through market connections explored
Key Documents	Beneficiary list · Attendance · Training schedule · Financial records
Long-Term Plan	Establishing a social enterprise for sustained income from in-house products

Programme Dimension Ratings

Programme Design	★★★★★
Quality of Services	★★★★★
Beneficiary Support	★★★★★
Outcomes	★★★★★
Sustainability	★★★★☆

Overall Programme Effectiveness

5 / 5



Packaged

VEEDOL

PERFORM DIL SE

Transforming lives — one skill at a time.

WIF's Livelihood Training is a pathway from vulnerability, trauma, and exclusion to economic dignity, social confidence, and hope — for women who deserve it most.

14

Women
Empowered

4.91/5

Training
Quality

13/14

Future Hope
Transformed

100%

Overall
Satisfaction

KInSS strongly recommends continued funding support for WIF to sustain this high-impact programme.

 Veedol



Student Sponsorship Program

Special Education · Therapy · Vocational Training for Persons with Disabilities
Bolinj, Virar (W), Palghar, Maharashtra

100

Beneficiaries
Sponsored

Rs. 18,75,000

CSR Budget

FY 2025–26

Period

FY 2025–26

Independent Assessment by: Karve Institute of Social Service (KInSS), Pune



Project at a Glance



Project Name	Student Sponsorship Program
CSR Partner	Veedol Corporation Limited
Implementation Partner	Shree Trust at SPEVC
Affiliated Institution	Srivali Trust
Assessment Agency	Karve Institute of Social Service (KInSS), Pune
Location	Bolinj, Virar (W), Palghar, Maharashtra + Karla Unit, Pune
CSR Budget	Rs. 18,75,000 FY 2025–26 (1 Year)
Beneficiaries	100 Students with Disabilities
Disabilities Covered	ID, ASD, CP, Hearing, Visual, Down Syndrome, Multiple Disabilities
Staff Strength	24 Special Educators & Therapists
Certification	RCI-Certified Staff · Disha Abhiyan Framework

100 Beneficiaries Sponsored	65 Beneficiary Tool Responses (65%)
7 Org Assessment Responses	Since 1985 Shree Trust Established



Beneficiary Profile



Junior Section with Special Educator — SPEVC, Virar (W)

56% Female
44% Male

Gender Distribution
(Tool Responses)

Age 9–29 yrs
Avg: 16.4 yrs

Age Profile

100% Yes

Child Improved
After Program

76% High

Overall Parent
Satisfaction

21.1 / 25

Avg Beneficiary
Impact Score

81 Students

Enrolled in
Vocational Training



Occupational therapy — sensory integration, SPEVC



Academic class in
progress — SPEVC
Virar unit

Target group: ID · ASD · Cerebral Palsy · Hearing Impairment · Visual Impairment · Down Syndrome · Multiple Disabilities — Economically disadvantaged families in Palghar, Virar and surrounding areas.

Programme Activities & Implementation



Occupational / Snoezelen Therapy

Sensory integration, balance therapy, fine motor skill development sessions



Special Education — Primary Section

Functional academics (Marathi, English, Maths, EVS) using Disha Abhiyan framework



Assessment Day — Classroom Visit

KInSS field team conducting classroom observation and beneficiary interviews



Digital Learning — Laptop Integration

Assistive technology making abstract concepts accessible for cognitive disabilities



Secondary / Vocational Section

Smart board-enabled instruction for older beneficiaries in vocational section



Vocational Group — Adult Section

Older beneficiaries with special educators; focus on vocational & life skills

Service Quality Ratings



All scores collected from 7 staff / coordinator respondents via KInSS Organisational Impact Assessment Tool.

9.1 /10

Service Delivery

9.1 /10

Therapy Effectiveness

8.6 /10

Vocational Outcomes

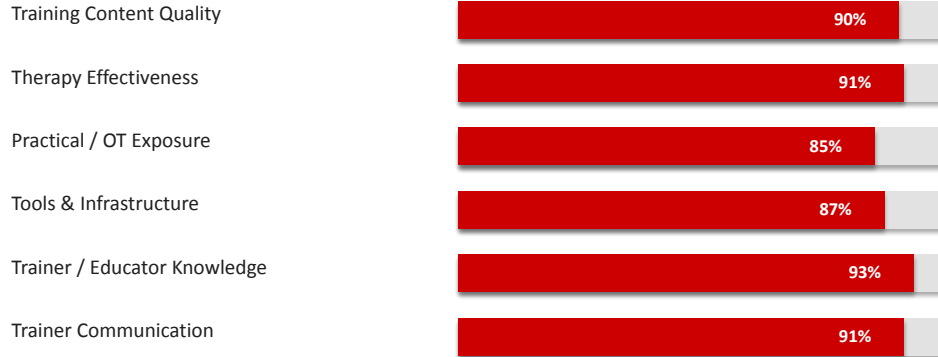
8.7 /10

Parent Engagement

9.0 /10

Sustainability Score

Qualitative Excellence Ratings (% Excellent or High)



Physiotherapy — balance ball exercise session, SPEVC Virar (W)

Beneficiary Impact Scores



Individual beneficiary assessments confirm measurable gains across functional development, therapy, education, and behaviour.

7.4/10

Functional Development
Mobility, fine motor, communication, self-care

4.6/5

Therapy Impact
Post-therapy improvement rated by caregiver/teacher

4.0/5

Education & Vocational
Instruction following, attention, task independence

4.5/5

Behavioural Change
Confidence, social interaction, aggression reduction

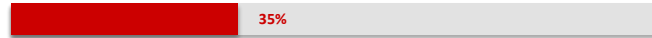
Average Total Score: 21.1 / 25 (84.4%)

Key Dimension Breakdown

Therapy Improvement: Significant



Therapy Improvement: Moderate



Overall Progress: High



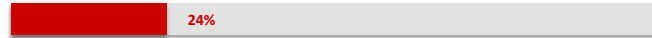
Overall Progress: Moderate



Parent Satisfaction: High



Parent Satisfaction: Medium



Child Improved After Program: Yes



Beneficiary therapy in progress — sensory room SPFVC



Sports & Academic Achievements



TROPHY

Overall Trophy 2024

District Social Welfare Event
36 medals total

GOLD

World Disability Day Athletics (ID Section)

18 Gold · 9 Silver · 7 Bronze
Palghar, Maharashtra

GOLD

World Disability Day Athletics (HI Section)

1 Gold · 5 Silver · 3 Bronze
Palghar, Maharashtra

SILVER

National Athletics New Delhi

Ayush Dhudam — Silver Medal
in 50m race

4th

National Bocce Game — Bilaspur

Suprit Kasare — Ranked 4th
among 300 students, 22 states

1st

Online Science Competition — Nashik

Antara Kumbhar (HI, 3rd Std)
Ranked 1st

ART

Nehru Science Centre Drawing Competition

2 First Prizes
secured by SPEVC students

ALUMNI

Notable Alumni

Mr. Nitesh Jha (Visually Impaired)
Officer, Bank of India

51

Science Exhibition

51 exhibits presented
at recent exhibition



Voices of Beneficiaries & Staff

“ The programme has helped my child become more independent in daily activities. We are grateful for the support.

— Parent of Beneficiary, Virar

“ Therapy sessions have improved my child's communication significantly. Earlier he could not speak at all.

— Caregiver, Palghar

“ My child can now follow instructions and participate in class activities — something we never thought possible.

— Parent of Beneficiary with ASD

“ Mission is the wellbeing and holistic upliftment of divyang students, empowering them to reach their full potential.

— Special Educator / Staff, SPEVC



Vocational class — knitting and fine motor skill activity, SPEVC Virar (W)

Direct Outputs & Achievements



Shree Trust Special School — Student Sponsorship Programme

25

Students Present
(Sample Visit)

36

Total Medals
District Event 2024

51

Science Exhibits
Presented

1st

Online Science
Competition Rank

Sports Achievements

Event	Gold	Silver	Bronze
ID Section — World Disability Day, Palghar	18	9	7
HI Section — World Disability Day, Palghar	1	5	3
National Athletics, New Delhi (Ayush Dhudam)	–	1	–

Overall Trophy 2024

Won at District Social Welfare Event with 36 medals

Bocce Game — National

Suprit Kasare: 4th out of 300 students, 22 states

Notable Alumni

Mr. Nitesh Jha (visually impaired): Officer, Bank of India

Educational & Therapeutic Impact



Measurable gains in academics, daily living skills, and physical development

A Educational Impact

- Functional literacy & numeracy gains across Pre-Primary and Primary sections
- Improved ADL performance enabling greater independence at home
- 51 exhibits at science exhibition — creative & academic capability demonstrated
- Antara Kumbhar (HI, 3rd Std) ranked 1st in Nashik online science competition
- 2 First Prizes at Nehru Science Centre drawing competition
- Laptops & assistive technology making abstract concepts tangible

B Therapeutic Milestones

Jiten Nayya

Overcame hemiparesis → independently operates sewing machine

Azizunnisha Shaikh

Assisted mobility → walking independently with standing balance

Aditya Mallya (Athetoid CP)

Developed trunk stability → independent stair climbing

Govind Gadri

Oro-motor therapy → complete cessation of active drooling

Dhaval Parayane (ASD)

Reduced echolalia → actively initiating Rakhi & file-making

Vocational & Economic Impact



Pathways to economic participation and family empowerment

C Vocational Outputs

- Paper bags, phenyl, liquid soap, office files
- Rakhis, Agarbattis, dishcloths — marketable production skills
- Certification: Vasai-Virar Mahanagarपालिका — Tailoring & Housekeeping
- Graduates placed in diamond companies, retail, food industry
- Alumni Mr. Nitesh Jha (VI): Officer, Bank of India

D Economic Impact on Families

- Free mid-day meals, barrier-free transport reduce out-of-pocket costs
- Graduate employment: sustainable income & family economic stability
- Parent survey confirms reduced caregiver burden & financial stress

E Social & Psychological Impact

- National sports & academic achievements redefining disability perceptions
- Community sensitization through competitions, exhibitions, public participation
- Building lifelong cognitive resilience via psychological interventions
- Increased family confidence in children's capabilities
- Role models like Mr. Nitesh Jha inspire current students & families

25

Students
(11 Boys · 14 Girls)

1:12.5

Student-Teacher
Ratio

SDG Alignment



4 Sustainable Development Goals directly impacted by the programme

The programme's targeted delivery to children with disabilities, marginalised families, and peri-urban communities creates measurable impact across these core SDGs.

SDG 3

Good Health & Well-Being

Good Health & Well-Being

Targeted physiotherapy, speech therapy, oro-motor therapy, and psychological interventions ensure holistic health and well-being for children with disabilities.

SDG 4

Quality Education

Quality Education

Disha Abhiyan framework, assistive technology, and RCI-certified staff deliver quality, inclusive education across multiple disability types.

SDG 8

Decent Work & Economic Growth

Decent Work & Economic Growth

Vocational training leading to placements in diamond companies, retail, and food industry. Alumni serving in formal employment including Bank of India.

SDG 10

Reduced Inequalities

Reduced Inequalities

Programme specifically targets persons with diverse disabilities, providing equal access to education, therapy, and livelihood opportunities regardless of gender.

CSR & ESG Alignment



Veedol's Student Sponsorship Programme — Strategic CSR & ESG Contribution

CSR Schedule VII — Alignment Areas

- Inclusive education & specialised support for persons with disabilities
- Livelihood enhancement & economic independence for marginalised communities
- Health and therapeutic well-being of children with intellectual/multiple disabilities
- Women's inclusion — girls form a significant portion of the student body
- Community sensitization & dismantling disability stigma through public participation
- Alignment with RPwD Act 2016 and national disability inclusion frameworks

ESG Dimensions

Environmental

Eco-friendly vocational outputs (paper bags).
Horticulture training builds green skills.

Social

Disability inclusion, health & therapy, women's participation, community sensitization.

Governance

RCI-certified staff, verified UCs, structured monitoring & individualized development plans.

SDG Alignment:

SDG 3 · Good Health

SDG 4 · Quality Education

SDG 8 · Decent Work

SDG 10 · Reduced Inequalities

SDG 17 · Partnerships

This project fits under Schedule VII provisions for education, healthcare, and livelihood — reflecting Veedol's commitment to India's most vulnerable populations.

Scope for Improvements



Areas identified for strengthening programme effectiveness and reach

Limited Post-Graduation Tracking

Systematic tracking of employment, income, and social participation of graduates not in place.

Gender-Disaggregated Data

Outcome data on vocational placement by gender needs more rigorous documentation.

Geographic Reach Limitations

Programme at Virar & Karla (Pune); limited access for eligible children in other parts of Palghar.

Expanded Employer Network

More formal industry partnerships needed beyond current placements for diverse disability profiles.

Transition Planning

Structured transition plans needed for young adults aging out — to employment, self-employment, or supported living.

Staff Retention

Retaining RCI-certified therapists and special educators in peri-urban locations is a persistent challenge.

Digital & Assistive Technology

Greater integration of digital tools and AT can further enhance learning outcomes across disability types.

Scope for intervention

Strategic actions to maximise programme impact for FY 2025–26 and beyond

A

Strengthen Vocational Pathways

Build formal industry partnerships in retail, food processing, hospitality. Develop structured placement & post-placement tracking system.

B

Expand Geographic Reach

Satellite units in Palghar; partner with Anganwadis, PHCs, and gram panchayats for early identification and referral.

C

Enhance Documentation

Maintain student-wise baseline/endline data. Document case studies systematically. Capture gender-disaggregated outcome data.

D

Digital & AT Integration

Expand laptops, tablets, disability-specific AT. Introduce AAC tools for non-verbal students. Build digital literacy in vocational curriculum.

E

Transition & Alumni Support

Structured transition planning for young adults aging out. Create SPEVC Alumni Network. Invite alumni for motivational sessions.

F

Staff Retention & Community

Competitive remuneration & professional development for RCI-certified staff. Leverage sports achievements for public communications on disability inclusion.

Overall Satisfaction



76%

High Satisfaction
(Parent/Caregiver)

100% say child
improved after
joining program

Strengthen Vocational & Employment Pathways

Build formal employer partnerships in retail, food, data entry & hospitality for inclusive hiring.

Introduce Digital & Assistive Technology

Expand tablets, AAC tools, and digital literacy modules across all sections for better learner outcomes.

Develop Transition & Alumni Support Systems

Create structured transition plans and SPEVC Alumni Network for graduates aging out of programme.

Expand Geographic Reach

Explore satellite units in additional Palghar clusters and partner with Anganwadis for early referral.

Enhance Documentation & Monitoring

Maintain student-wise baseline-endline data; capture gender-disaggregated outcomes across indicators.

Invest in Staff Retention & Capacity Building

Provide competitive remuneration and CPD opportunities for RCI-certified therapists & special educators.

Strengthen Staff Cooperation with Assessment Agency

Encourage all staff to proactively and transparently share programme data with the assessment team to ensure accurate, comprehensive impact documentation for future cycles.

Transforming 100 lives — see ability in their disability.

The Student Sponsorship Program is more than education and therapy. It is a pathway from disability exclusion to dignity, independence and economic participation.

100

Beneficiaries
Sponsored

100%

Children Improved
Post-Program

21.1/25

Avg Beneficiary
Impact Score

9.1/10

Org Service
Delivery Score



Students and staff — SPEVC, Bolinj, Virar (W)



CSR PROJECTS

Ongoing Initiatives — Funded FY 2025–26

Major impact expected in FY 2026–27. Work is underway across three new projects reaching communities in Assam, Uttarakhand, Haryana, and Tripura.

₹4,29,000

Moran Blind School
Dibrugarh, Assam

₹14,00,000

Satya Foundation
Uttarkashi, Uttarakhand

₹10,00,000

Sewa International
Multi-State

A Gift of "Vision" through Technology

Moran Blind School · Dibrugarh, Assam
14 Students · ₹4,29,000

Child Education

Satya Foundation · Uttarkashi, Uttarakhand
50 Students · ₹14,00,000

Multispecialty Health Camps

Sewa International · Faridabad, Haryana | Chamoli,
Uttarakhand | North Tripura, Tripura
3,200+ Direct · 10,000+ Indirect · ₹10,00,000

Project Details — Education & Vision



1. A Gift of "Vision" through Technology

Implementing Partner	Moran Blind School
Location	Dibrugarh, Assam
CSR Budget	₹4,29,000
Direct Beneficiaries	14 Students
Status	Ongoing · FY 2025–26
Impact Expected	FY 2026–27

Project Focus

Providing assistive technology and digital tools to visually impaired students at Moran Blind School. The initiative aims to enhance educational access and improve quality of learning through technology — enabling students to build independence and life skills.

14

Students

₹4,29,000

CSR Budget

2. Child Education

Implementing Partner	Satya Foundation
Location	Uttarkashi, Uttarakhand
CSR Budget	₹14,00,000
Direct Beneficiaries	50 Students
Status	Ongoing · FY 2025–26
Impact Expected	FY 2026–27

Project Focus

Supporting quality education for underprivileged children in the Himalayan district of Uttarkashi. The initiative addresses educational gaps in remote hill communities, improving access to structured learning, infrastructure, and materials for 50 children.

50

Students

₹14,00,000

CSR Budget

Project Details — Health Camps



3. Multispecialty Health Camps

Implementing Partner	Sewa International
Location	Faridabad, Haryana, Chamoli, Uttarakhand North Tripura, Tripura
CSR Budget	₹10,00,000
Direct Beneficiaries	3,200+ Community People
Indirect Beneficiaries	10,000+ Community People
Status	Ongoing · FY 2025–26
Impact Expected	FY 2026–27

Project Focus

Organising multispecialty medical health camps across three states to provide free healthcare services to underserved communities. Services include general medicine, eye care, dental, gynaecology and specialist consultations — directly serving 3,200+ individuals and benefiting 10,000+ through indirect health awareness.

3,200+

Direct Beneficiaries

10,000+

Indirect Beneficiaries

3 States

Geographic Reach

₹10,00,000

CSR Budget

Locations Covered

- **Faridabad, Haryana**
Urban & peri-urban community health outreach
- **Chamoli, Uttarakhand**
Remote Himalayan villages, limited health access
- **North Tripura, Tripura**
Tribal & rural belt with underserved healthcare needs

Future Strategic Intervention

FOR CSR PROJECT

7 Strategic Pillars for CSR



01

Healthcare Strategy

Shift to community-based care models

02

Data & Impact Systems

Strengthen measurement & reporting

03

Environmental CSR

Watershed, afforestation & waste management

04

Livelihood Development

Skill development & women empowerment

05

Integrated Rural Dev.

Cluster approach for holistic transformation

06

Strategic CSR Planning

SDG/ESG alignment & annual action plans

07

Cost Optimization

Low-cost, high-impact, scalable models

01 HEALTHCARE STRATEGY

KEY RECOMMENDATION

Shift from Ambulance / Mobile Medical Van model to Community-Based Care

Current Model Limitations

- High operational cost (driver, doctor, fuel)
- Limited reach & short-term output only
- Unsustainable long-term model

ALTERNATIVE APPROACH

Train & equip ASHA Workers

Capacity building with medicine kits & digital tools

Support PHCs & clinics

Strengthen Primary Health Centres as community hubs

Telemedicine & diagnostics

Basic diagnostic kits + digital health platforms

Expected: Wider coverage · Lower cost · Sustainable delivery · Community trust

02 DATA SYSTEMS & IMPACT

KEY RECOMMENDATION

Strengthen data collection systems and expand programme scope

New: Epilepsy Support Programme

- Case identification & registration
- Medication and follow-up support
- Awareness and stigma reduction

STRATEGIC ACTIONS

Standardised data tools

Consistent beneficiary tracking across all programmes

Evidence-based reporting

Build credibility for CSR impact communication

Transparency framework

Independent audits; annual CSR impact report

Expected: Measurable CSR impact · Evidence-based decisions · Improved accountability

Environmental CSR Strategy



As an oil and lubricant manufacturer, environmental responsibility is a strategic CSR imperative for Veedol.

3.1 WATERSHED DEVELOPMENT

- Check dams & farm ponds
- Soil & water conservation
- Community water governance

3.2 GROUNDWATER RECHARGE

- Borewell recharge systems
- Rainwater harvesting
- Revival of water bodies

3.3 AFFORESTATION & GREEN

- Plantation drives (rural & industrial)
- Miyawaki mini-forest model
- Community-led maintenance

3.4 CARBON EMISSION CTRL

- Solar energy in schools/clinics
- Carbon footprint awareness
- Carbon offset initiatives

3.5 WASTE & CIRCULAR ECON.

- Used oil recycling awareness
- Plastic waste management
- Community waste segregation

Expected Impact: Improved water security · Reduced carbon footprint · Biodiversity gains · Circular economy leadership

Livelihood, Integration & CSR Planning



04 LIVELIHOOD DEVELOPMENT

Promote sustainable income generation in rural communities

Skill Development

Mechanics, EV repair, small enterprise training

Women's SHGs

Self-Help Group strengthening & microfinance linkage

Micro-enterprises

Tailoring, food processing, eco-product units

Income generation · Reduced migration · Economic empowerment

05+06 INTEGRATED RURAL DEVELOPMENT

Village cluster approach for holistic, measurable transformation

5-Domain Approach

Health · Education · Water · Livelihood · Environment

Cluster Model

Baseline survey → Need assessment → Intervention → M&E

SDG/ESG Alignment

Link all CSR to SDGs; annual CSR action plan & reporting

Model villages · Replicable framework · SDG-linked outcomes

07 COST OPTIMISATION & HIGH IMPACT

Focus on low-cost, high-impact, scalable CSR models

Replace MMU

Community health strengthening vs. mobile medical van

Capacity Building

One-time donations → sustained capacity building

Measure & Report

KPIs, annual impact reports, independent assessments

Better CSR ROI · Long-term sustainability · Transparency

Veedol's Path Forward: Community Empowerment · Environmental Sustainability · Measurable Impact · Scalable Development



VEEDOL CORPORATION LIMITED

Thank You

KARVE INSTITUTE OF SOCIAL SERVICE, PUNE

