

# IMPACT REPORT OF WELSPUN'S CSR PROGRAM

Executive Summary

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February 2025

# Domain 1: EDUCATION - WelShiksha

Objective: Improving access to quality education and learning outcomes for children in 135 government schools.

## KEY INITIATIVES

- Rolling-out learning improvement through workbooks for English, Mathematics, and Science with 1726 children in Telangana
- Remedial teaching sessions to 2765 children
- Regular structured student's assessment of 5121 students in 135 schools
- Career counselling sessions to 12096 students
- Pre vocational education to 9874 students
- Gap filling in human resources through engagement of 75 para teachers
- Enrolment promotion activities like admission kit distribution to 2000 students in Gujarat
- Established 786 SMART classrooms in 329 schools reaching out to 80,942 students in Gujarat
- 2 mega science fairs conducted during the year in Telangana engaging 1439 students

## VISIBLE IMPACT

- Improvement in learning outcomes:
  - ✓ English (std 5): 39-40% marks
  - ✓ English (std 8): 37% marks
  - ✓ Maths (std 5): 54-82% marks
  - ✓ Maths (std 8): 56-69% marks
  - ✓ EVS (std 5): 65-69% marks
  - ✓ Science (std 8): 50-59% marks
  - ✓ Gujarat on the higher side of the spectrum in all the subjects except English which is introduced from Std 5 onwards.
- Teachers in Gujarat attributed SMART classrooms, science fairs, and structured workbooks to improved conceptual understanding in Maths and Science.
- Improved attendance and reduced dependency on private tuitions.
- Vocational skills and Creer counselling has led to greater clarity and enthusiasm to explore new career pathways amongst children.



Use of workbook based learning



Promoting STEM through science fairs

## WAY FORWARD

1. Enhanced focus on foundational learning in English and Science especially in Telangana and Madhya Pradesh.
2. Transition the skills and methodologies of para-teachers to regular government teachers, before their exit from the school, through systematic capacity-building initiatives.



# Domain 2: Agriculture - WelKrishi

Objective: Promote sustainable cotton farming, enhance farmer livelihoods, and improve environmental resilience through the adoption of Better Cotton Initiative (BCI) principles, organic farming practices, and capacity-building interventions

## KEY INITIATIVES

- Engaged with 10729 cotton farmers in Gujarat & Maharashtra
- 1350 soil sample testing
- 2769 demonstration done: Seed treatment (Biofertilizer), Waste decomposer, Botanical pesticides, Intercropping/Live Mulching
- 628 labour training on Health & Safety
- 259 Farmer LGs trained on Module I, Module II & Module III
- 3100 field diagnostic visits
- Field training & demonstration of proper cotton pickings - 188
- 16500 tree plantation
- Farm field book record keeping (Digital & Manual) of 9500 farmers
- Children awareness activity on Child rights & child Labour – 58 training & awareness activities

## VISIBLE IMPACT

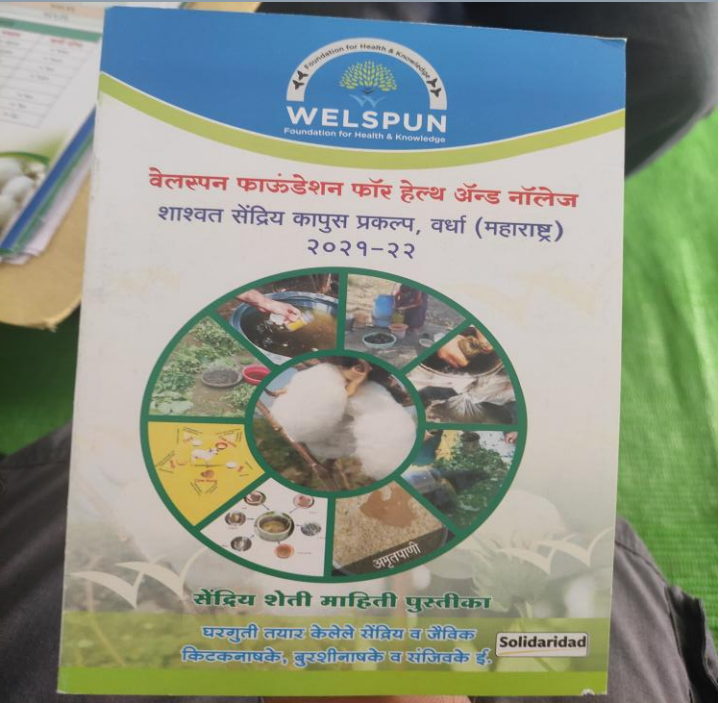
- High Adoption of Sustainable Practices: More than 88% farmers reported reduction in chemical pesticide use
- Improvement in Soil Health: 96% of farmers conduct regular soil testing, aiding in optimized fertilizer use and improved soil fertility. 81% of organic farmers reported significant improvements in soil health
- Widespread Adoption of Water Conservation Practices: More than 90% farmers have adopted water conservation practices
- Increase in Cotton Yield: More than 83% BCI farmers reported yield improvement (30% - significant improvement). 51% organic cotton farmers reported yield improvement
- Strengthening of Farmer Learning Groups (LGs): LGs are the foundation of sustainability
- Market Access and Farmer Livelihood Improvement: 100% organic cotton procured by Welspun. 64% of Organic cotton farmers reported significant income gain. 76% BCI farmers in Maharashtra & 100% BCI farmers in Gujarat reported improvement in income (30% reported significant gain)

## WAY FORWARD

- Strengthening Convergence with Government and Private Sector Programs: Formal partnerships can amplify resources, improve farmer access to credit, and enhance institutional support.



Sticky trap for pest management



Organic Cotton promotion

# Domain 3: ENVIRONMENT - WelPrakruti

Objective: Promote environmental sustainability, climate resilience, and community well-being through afforestation, and kitchen gardening,.

## KEY INITIATIVES

- Tree Plantation Drive – A total of 11,679 saplings were planted across Gujarat, Madhya Pradesh, and Telangana
- Kitchen Garden Promotion – 500 HHs in Telangana & 110 HHs in Gujarat were supported in Kitchen Garden activity
- Bio-resource Centers in Gujarat – Promoted sustainable farming by reducing chemical fertilizer usage and introducing organic pest management techniques such as sticky traps for pest control.
- School-Based Environmental Interventions in Anjar – Supported 10 schools in setting up kitchen gardens and provided 100 schools with dustbins to encourage proper waste disposal and prevent littering.
- Community Engagement & Capacity Building – Conducted awareness sessions, training programs, and collaboration with Panchayats to strengthen community ownership and long-term project sustainability.

## VISIBLE IMPACT

- More than 1600 HHs in Madhya Pradesh, 22 village communities in Gujarat & 20 village communities in Telangana reached
- Established community caregiving system for plant protection
- 11,679 trees planted creates the following potential
  - Absorb approximately 257 metric tonnes of carbon dioxide annually.
  - Generate an estimated 1,380 tonnes of oxygen annually
  - Removal of approximately 11.6 tonnes of air pollutants annually
  - Capacity to intercept and retain 8.87 million litres of rainwater annually, aiding in groundwater recharge
- 496 HHs in Telangana (an adoption rate of 99.2%) successfully harvested approximately 54.6 tonnes of vegetables, valued at an estimated ₹5,83,475.



Plantation activity



Kitchen Garden kit distribution

## WAY FORWARD

1. Move beyond annual interventions by introducing regular follow-ups, and additional resource support to maintain momentum and maximize impact.
2. Strengthen data collection on plant health & survival monitoring system



# Domain 4: Women Empowerment – Welspun Super Sports Women (WSSW)

Objective: Provide sustained financial, technical, and holistic support to female and para-athletes, enabling them to compete at the highest levels and achieve sporting excellence.

## KEY INITIATIVES

- Sponsorship
  - Equipment
  - Training & recovery
  - Event participation - travel & logistic cost
  - Responding to immediate/urgent need
- Beyond financial aid, WSSW has provided:
  - Mental health support – Sports psychologists assisting athletes like Tanisha Crasto & Pranati Nayak, especially during injury recoveries.
  - Customized nutrition plans – Enabling optimal performance for endurance athletes like Aarti & Jyoti Patil (Swimming).
- Media & social engagement activities for generating public traction & support

## VISIBLE IMPACT

- Athletes collectively secured 50 gold, 34 silver, and 55 bronze medals in 2023-24 across National & International games circuit
- Multiple World Championship Titles – Nikhat Zareen won back-to-back World Boxing Championships (2022, 2023), and Manasi Joshi clinched gold at the BWF Para-Badminton World Championships 2019.
- Olympic & Paralympic Representation – Palak Kohli became the youngest para-badminton player to qualify in three events at Tokyo 2020, while Tanisha Crasto and Rhythm Sangwan are preparing for Paris 2024.
- First Indian Women to Achieve Global Rankings – Suhana Saini (World No. 1 in U19 Doubles, Table Tennis), Manasi Joshi (World No. 1 SL3 Para-Badminton), and Rupa Bayor (Top 10 in Taekwondo Poomsae).
- Asian Games & Commonwealth Games Success – Rhythm Sangwan won gold in shooting at the 2022 Asian Games, and Gayatri Gopichand & Treesa Jolly secured bronze in badminton at the 2022 Commonwealth Games.
- Funding expanded from ₹4 lakh in 2016-17 to ₹2.02 crore in 2023-24, reflecting WSSW's commitment to long-term athlete development.



## WAY FORWARD

- Sponsorship or fund leveraging for Greater Sustainability for athletes.
- Structured Exit and Alumni Engagement Strategy

# Domain 5: Healthcare - WelSwasthya

Objective: Improving the preventive and curative health aspects of adolescent girls, women, and the wider community.

## KEY INITIATIVES

- Conducted outreach and awareness sessions on RMNCH+A, anemia, malnutrition, reproductive tract illnesses, cancers, tuberculosis, substance abuse, hygiene and safety topics, benefiting over 140,000 women, pregnant and lactating mothers, adolescent girls, children, and the general population.
- Provided free screening, referrals, and medication support to over 8,000 beneficiaries through 51 medical camps across various intervention areas.
- Delivered medical services to 23,505 individuals across 26 villages in Anjar through a mobile medical unit.
- Organized awareness sessions on communicable and non-communicable diseases, reaching 3,886 individuals via the mobile medical unit.
- Leveraged more than INR 66 crore through convergence benefitting 1300+ individuals across intervention areas.

## VISIBLE IMPACT

- Enhanced awareness of key health and safety topics among 90% of sampled beneficiaries, ensuring strong knowledge retention.
- Improved access to healthcare services and medicines for 74% and 56% of sampled beneficiaries, respectively.
- Encouraged proactive health-seeking behavior among 85% of sampled beneficiaries, increasing their willingness to seek medical care for health concerns.
- Reduced the financial burden for accessing healthcare services for 53% of sampled beneficiaries, leading to savings of approximately ₹400 per individual per reduced OPD visit (*based on secondary data*).
- Decreased need for high-frequency hospital visits (>3 times per year) among sampled beneficiaries, with 64% sample beneficiaries now requiring fewer visits (<2 times per year).

## WAY FORWARD

- In Madhya Pradesh, the frequency of awareness sessions should be increased to strengthen knowledge retention and enhance the overall impact of awareness-generation efforts.
- In Telangana, the number of villages covered by health camps should be increased. Some villages did not have health camps due to their proximity to PHCs; however, community interactions revealed a demand for these camps.
- Long-term beneficiaries of awareness sessions with a strong understanding of key topics can be leveraged as community mentors to enhance outreach and create knowledge pools within the communities.



Beneficiaries in school demonstrating learnings.



Mobile Medical Unit in Anjar.



# Domain 6: Livelihood - WelNetrutva

Objective: Empowering women, farmers and community members by enhancing their skills and livelihoods opportunities.

## KEY INITIATIVES

- Skill enhancement training on various topics such as tailoring, macramé, weaving, food processing, beauty, and wellness, for 500+ individuals.
- Enterprise development support to 217 individuals.
- SHG training in Madhya Pradesh covering 1,820 individuals.
- Livelihood support activities for 55,018 farmers, including agricultural and livestock development.
- Establishment of community seed bank benefiting 1,169 farmers.
- Brucellosis vaccination and tagging of 1,938 cattle.
- Set up a bio-resource center benefiting 340 farmers by providing input support and trainings on enhanced agricultural practices.

## VISIBLE IMPACT

- Increased confidence and access to new livelihood opportunities among 60% of sampled beneficiaries due to the acquisition of new skills.
- Doubling of income among 52% of sampled beneficiaries. Significant increase in average monthly income in Gujarat, Madhya Pradesh, and Uttar Pradesh (INR 3,000) compared to Bihar and Telangana (INR 1,200).
- Empowerment of 71% of sampled women beneficiaries to earn independently and make informed financial decisions, strengthening their long-term economic security.
- Improved agricultural output, reduced input costs, better animal health, and increased livestock productivity among 75% of sampled farmer beneficiaries.
- Enhanced livestock health through Brucellosis screening, vaccinations, tagging, and vaccination card distribution, benefiting 1,938 cattle. These efforts facilitated early disease detection and management, earning recognition from the Gujarat State Government and prompting the adoption of measures to eradicate Brucellosis.
- Improved knowledge of modern agricultural practices among 80% of sampled farmer beneficiaries, resulting in enhanced productivity, reduced crop loss, and greater resilience against external challenges.

## WAY FORWARD

1. The program has successfully provided market linkages and financial support in Madhya Pradesh and Gujarat. To maximize impact, similar initiatives should be implemented in Telangana.
2. The program should select skill training trades based on market studies and demand assessments to ensure better relevance and effectiveness. This can be achieved through empirical research or by leveraging existing studies, including those conducted by government departments.



Vaccination of cattle.



Enterprise development beneficiary.

# Domain 7: Road safety - WelSuraksha

Objective: Addressing the health and safety challenges faced by drivers, students, and the general public in high-traffic regions.

## KEY INITIATIVES

- Conducted 13 awareness drives targeting high-risk communities and commuters.
- Organized outreach activities including street plays, road safety awareness sessions and pamphlet distribution for youth, truck drivers, and at-risk communities (villages near highways), reaching diverse beneficiaries.
- Organized awareness sessions in colleges and schools across Tamil Nadu.
- Installed road safety paintings in schools to enhance awareness among students.
- Organized First Aid Training Workshops for 100+ students in Tamil Nadu.
- Broadcasted awareness messages and hosted interactive programs in All India Radio, featuring the Deputy Superintendent of Police.
- Provided healthcare screenings for STDs and tuberculosis among drivers.
- Conducted eye check-up camps to identify and address vision impairments in drivers, along with the distribution of spectacles.

## VISIBLE IMPACT

- Raised awareness on road safety, health, and emergency response among 1,38,382 community members in Tamil Nadu.
- Enhanced students' knowledge on road safety and emergency response for incidents like choking, fainting, heart attacks, and accidents, as reported by school principals and the district health officer.
- Disseminated road safety knowledge to over 100,000 beneficiaries across a 13,143 km<sup>2</sup> area via All India Radio in Tamil Nadu, as reported by the Assistant Director of All India Radio.
- Improved healthcare access for drivers through screenings for key health issues, with 100% of sampled driver beneficiaries reporting benefits. These efforts also helped reduce disease transmission risks within communities, as noted by the district health officer.
- Screened 128 drivers through free eye check-up camps and provided free spectacles to 6 drivers with poor vision.

## WAY FORWARD

- Expanding the frequency of key project activities, such as awareness sessions in schools and colleges, first aid workshops, radio initiatives, and health screenings, will help enhance their reach and effectiveness, ensuring the messages resonate with a larger audience.
- There is potential to replicate the successful 'Tamil Nadu Model,' which incorporates a diversified set of interventions, in other project regions, to expand the impact of the initiative across other intervention states.



Community awareness session



Road safety awareness session in AIR by DYSP.



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