

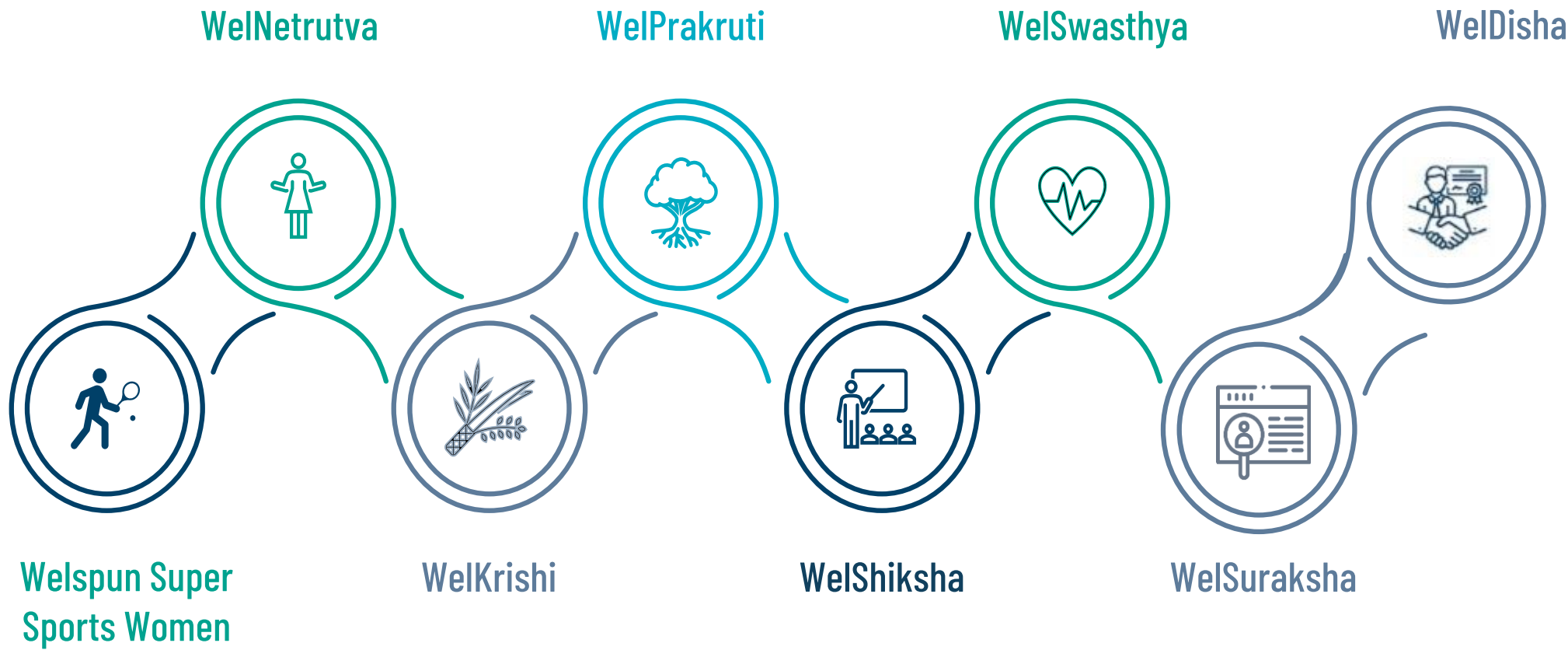
IMPACT REPORT OF WELSPUN'S CSR PROGRAM

Executive Summary

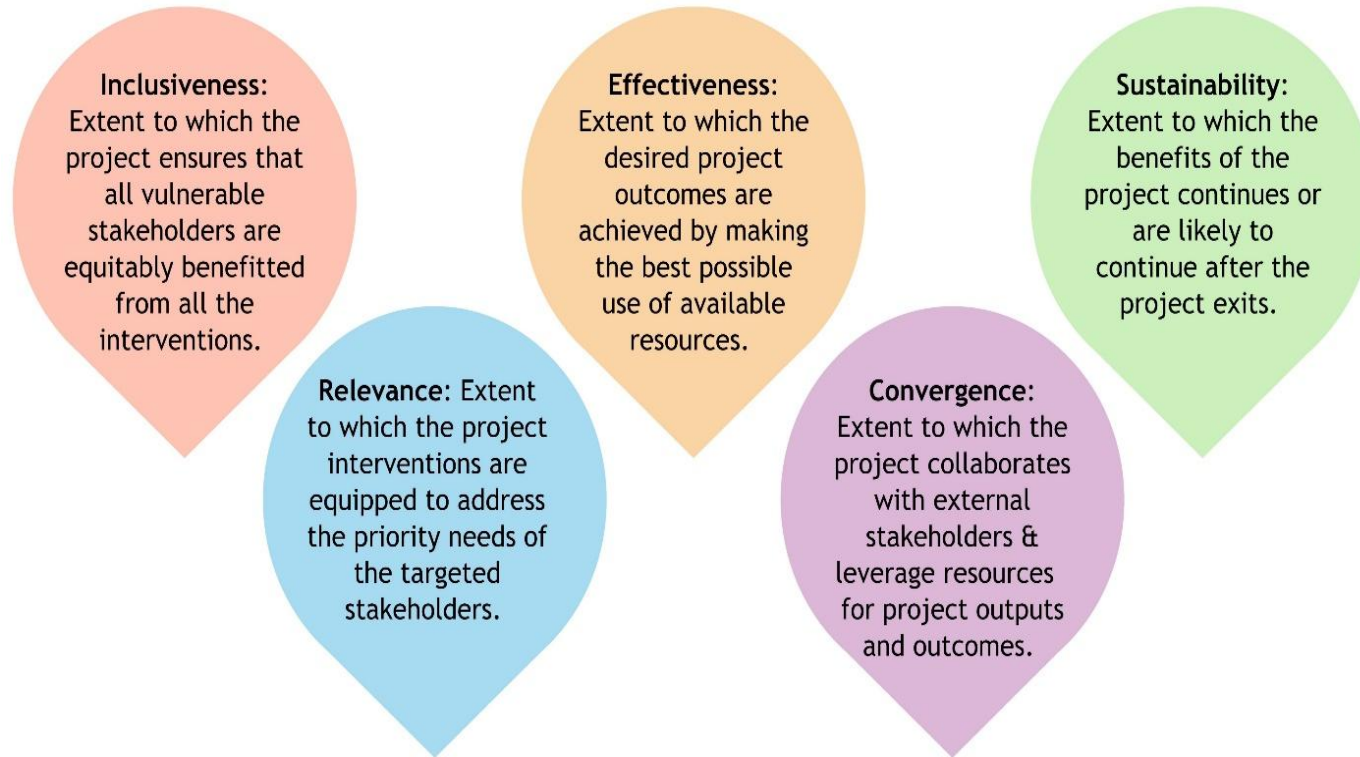
April 2026

Scope of Work

Protiviti conducted impact assessment for **8 CSR project for the FY 2024-25**



Evaluation Parameters – IRECS framework



Intervention sample: 1002

Control sample: 325

Evaluation Objective :

- The extent to which the desired outcomes and impact is achieved.
- The extent to which the outputs are effectively and efficiently delivered by the implementation team.
- Identify potential risks and opportunities in the projects under evaluation.
- Documenting case studies (success stories) and recommendations for future programming.

Evaluation Approach:

- A qualitative approach was used for drawing inferences on outcome and impact of the project on target beneficiaries.

Evaluation Tools:

- Key Informant's Interview Questionnaire
- Fixed Group Discussion
- Observation checklists

Approach & methodology – Primary Beneficiary Sample Breakdown

Program	Intervention Sample (Program beneficiaries)	Control Sample (Non beneficiaries)	Evaluation locations
WelNetrutva	210	80	Telangana, Gujarat, UP, MP
WelSwasthya	160	80	Telangana, Gujarat, MP, Tamil Nadu
WelShiksha	180	80	Telangana, Gujarat, MP
WelKrishi	178	85	Gujarat, Maharashtra
WelDisha	40	-	Telangana
WelSuraksha	100	-	Tamil Nadu, UP, Bihar
WelPrakruti	100	-	Telangana, Gujarat, MP
WSSW	34	-	Pan India
Total	1002	325	

In addition to the primary beneficiaries covered other key stakeholders were also interviewed for the purpose of the evaluation.

Domain 1: Education - WelShiksha

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

KEY INITIATIVES

- **Foundational literacy and numeracy** interventions reaching 15,000+ students.
- **Remedial academic support** through Mohalla Classes and Evening Tuition Centres for 2,800+ academically vulnerable students.
- **Deployed 54 para-teachers** to provide individualised academic support more than 5,300 students.
- **Strengthened digital learning** access through 786 SMART classrooms across 329 schools, benefiting 80,000+ students.
- **Career counselling** and guidance programmes for 10,000+ students.
- **Pre-vocational and life skills training**, reaching 10,000+ students.
- **Cluster-level science exhibitions** and mega science fairs, engaging 1,300+ students.
- **Bal Sabha, summer camps, co-curricular platforms, self defence classes** etc engaging 5,000+ students.
- **Supported Sanskardham Sports Academy** for sports equipment procurement and infrastructure upgrades to strengthen 114 high-performance athletes.

WAY FORWARD

1. Build on the successful implementation of **coding clubs and smart classes** in Gujarat to expand digital learning intervention across other locations.
2. **Transfer of the skills and methodologies of para-teachers to regular government teachers**, before their exit from the school, through systematic capacity-building.

VISIBLE IMPACT

- **Improvement in learning outcomes** -
 - ✓ English: Intervention students scored ~216% higher than control students (60% vs 19%).
 - ✓ Maths: Intervention students scored ~88% higher than control students (47% vs 25%).
 - ✓ Science: 113% higher than control students (49% vs 23%).
- **Student engagement and confidence** – Higher levels of classroom participation and willingness to ask questions in intervention schools.
- **Improved vocational skills and career awareness** - Vocational skills and Career counselling has led to greater clarity and enthusiasm to explore new career pathways amongst beneficiary children. Control students had very limited knowledge of career options.
- **Improved digital skills** - Students acquired functional digital skills through **SMART classrooms and Coding Clubs**. In control schools students had no exposure or knowledge of computer use even when facilities were available in schools.
- **Improvement teaching engagement and classroom practices** – Teachers in intervention schools were found to be more proactive and engaging in classrooms which they attributed to the active intervention of the program.
- **Improved athlete support** -Strengthened athlete training and development through improved sports equipment, coaching, competitive exposure, and welfare support.



Students creating games in coding club.



Para teacher supporting students.



Group discussion with beneficiary students.

Intervention = 180
Control = 80

Domain 2: Healthcare - WelSwasthya

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

KEY INITIATIVES

- **Preventive health awareness sessions** on nutrition, hygiene, menstrual health, maternal care, RTIs/STIs conducted for 2,02,673 beneficiaries.
- **Health camps and curative care services** provided free consultations, diagnostics, medicines, and referrals for 34,000+ beneficiaries.
- **Mobile Medical Unit (MMU)** services delivered doorstep healthcare to 22,838 beneficiaries in remote and hard-to-reach locations.
- **Anemia screening, treatment, and awareness** for 4,853 beneficiaries.
- **Malnutrition screening and nutrition counselling** for 3,877 beneficiaries, including women and children.
- **Maternal health support** provided antenatal and nutrition counselling for 420 pregnant and lactating mothers.
- **Linkages to government health schemes** facilitated for 1,864 beneficiaries.

VISIBLE IMPACT

- **Improved health and hygiene awareness** – The program improved awareness on health and hygiene practices among beneficiaries. Intervention population demonstrated **2X higher knowledge** on healthcare and hygiene as compared to control population.
- **Improved access to healthcare services**- 75% of beneficiaries reported that the program led to improved access to healthcare services due to activities such as health camps, screening services, MMU, free medicines, referrals etc. Control population had no access to similar services.
- **Lower out-of-pocket healthcare expenditure** - Average annual healthcare spending was **₹1,860 in intervention households compared to ₹3,166 in control households**, a reduction of ~41%.
- **Improved Health seeking behaviour** - 65% of intervention population demonstrated willingness to medical care immediately after health challenges compared to only 16% in control.
- **Greater openness to sensitive health issues** – 71% beneficiary women and adolescent girls reported increased comfort discussing sensitive health issues. Less than 30% of control population expressed comfort in discussing about sensitive health topics.
- **Better nutritional intake** - 55% of intervention population consumed a nutritious diet daily while, only 31% of the control population regularly consumed nutritious diet.
- **Reduction in anaemia** - Average haemoglobin levels increased from **7.2 g/dL to 10.8 g/dL** among beneficiaries, indicating substantial improvement.

WAY FORWARD

1. **Scaling to new locations:** Gradually phase down program intensity in mature locations while redirecting resources to underserved geographies with poorer health indicators.
2. Expand community-based screening, follow-up, and referral for **NCDs**, and introduce focused **malnutrition reduction** modules to address persistent nutrition gaps.



Health camp.



Health screening.



Awareness sessions.

Intervention = 160
Control = 80

Domain 3: Road Safety - WelSuraksha

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

KEY INITIATIVES

- **FM Radio–based road safety campaigns** conducted across intervention states, reaching 2,75,220 beneficiaries over 13,143 km²
- **School and college road safety awareness sessions** delivered to 8,871 students.
- **First aid and CPR training** workshops conducted for 2,755 beneficiaries.
- **Road safety rallies** and public awareness drives organised for 2,120 community members.
- **Road safety rath** (mobile awareness unit) campaigns reached 90,114 beneficiaries along high-traffic highway corridors.
- **Eye check-up camps** organised for 2,051 beneficiaries particularly targeting commercial drivers.
- **OPD, RTI/STI, and general health camps** provided preventive healthcare services to 1,537 beneficiaries, particularly targeting commercial drivers

VISIBLE IMPACT

- **Improved road safety knowledge** – Beneficiaries demonstrated an improved understanding of key road safety concepts, including traffic rules, helmet and seatbelt usage, and safe road-crossing practices.
- **Enhanced emergency response readiness** - Beneficiaries received first aid and CPR training, improving community capacity to respond effectively during road accidents and medical emergencies.
- **Increased readiness for assistance during accidents**- Beneficiaries showed improved understanding of the Good Samaritan Law, reducing hesitation in assisting accident victims.
- **Improved healthcare access for drivers** - Targeted health camps enabled early detection of TB, HIV, RTI/STI, and eye conditions among commercial drivers, a traditionally underserved group.



Emergency response training.



Awareness session in school.



Road safety rally.

Intervention = 100

WAY FORWARD

1. 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.
2. Strengthen partnerships with RTOs, traffic police, and schools to integrate road safety into formal curricula and sustain safe road-use practices.

Domain 4: Livelihood – WelNetrutva – Women focused

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 650 individuals.
- **Enterprise development training and support (financial & technical)** to 1100 individuals.
- **SHG training** covering 1540 individuals.

VISIBLE IMPACT

- **Employable skills gained** – 87% of intervention beneficiaries reported having employable skills, compared to only 42% in control population.
- **Regular income generation** – 57% of the intervention beneficiaries are consistently earning income through skills training and enterprise support provided by the program while in control population only 28% had regular sources of income.
- **Enterprise creation** – 29% of intervention beneficiaries established micro-enterprises; while less than 5% control population has established enterprises.
- **Higher household incomes** – Intervention households earned 48% higher income than control households across states, indicating strong income gains attributable to program interventions. (**Average Intervention annual income – 2,11,554, Annual Control annual income – 1,42,942**)
- **Women’s financial decision making** – 83% (N=77) of women in intervention households reported independently deciding how to use their income, compared to just 31% in control households.
- **Increased self-confidence** – 85% of women beneficiaries in the intervention group reported improved self-confidence post-enrolment, whereas a majority in the control group identified lack of confidence as a barrier to engaging in livelihood activities.

WAY FORWARD

1. Targeted efforts are required to strengthen market linkages and access to finance, particularly in regions such as Telangana, where skill training to income conversion has been limited.
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.



Beautician training for beneficiaries.



Macrame products made by beneficiaries.



Enterprise established by beneficiary.

Intervention = 77
Control = 40

Domain 4: Livelihood – WelNetrutva – Farmer focused

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

KEY INITIATIVES

- **Agricultural support activities** (Guidance, demonstrations, on field capacity building) for **21000+** farmers.
- **Establishment of community seed bank** benefiting 500+ farmers.
- **Brucellosis vaccination** and tagging of 2300 cattle.
- **Fodder input support** for 241 farmers.
- **IPM service support** for 248 farmers.
- **Set up a bio-resource center** benefiting 710+ farmers by providing input support and trainings.

VISIBLE IMPACT

- **Improved knowledge** – 95% of intervention farmers reported moderate to significant improvement in knowledge of modern farming and animal husbandry practices as a result of the program support. Less than 20% of control farmers had knowledge of modern practices.
- **Improved access to services** – All intervention farmers had access to various services such as input support, seed bank, vaccination support & health camps for cattle, IPM services etc. through the program while no such services were available for the control farmers.
- **Changes in yield, input cost and chemical use and crop loss**– Intervention farmers reported an average 33% improvement in yield, 31% reduction in input costs, 45% reduction in chemical fertiliser and pesticide use and a 22% reduction in crop loss as a result of the program.
- **Reduced rate of diseases and mortality among cattle** – As a result of vaccination and health camps organised by the program intervention farmers reported a more than **20% reduction in diseases** and mortality among cattle.
- **Higher farm income levels** – Intervention farmers reported 61% more income as compared to control farmers (**Average Intervention annual income – 2,44,610, Annual Control annual income – 1,58,177**)

WAY FORWARD

1. There is strong unmet demand for program services among non-beneficiaries. The program should explore **possibility of expansion into nearby underserved regions** to increase outreach and improve overall outreach.



Input support for farmers.



Seed bank support for farmers.



Training for farmers.

Intervention = 133
Control = 40

Domain 5: 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 **13056 cotton farmers** in Gujarat & Maharashtra
- 1439 women farmers** targeted
- 221 farmers LGs** facilitated & supported
- Sum total of 32387 number of cotton bales** procured in Gujarat & Maharashtra
- 1684 soil sample testing**
- 2659 demonstration done:** Seed treatment (Biofertilizer), Farmers field school, High density planting trials
- A total of 1174 trainings conducted** on module I, II & III along with ginning labour unit, Farm labour
- 417 farmers adopted livelihood improvement activities** like poultry, honey farming, goat rearing, tailoring etc.
- Approximately 1000 HHs supported under Kitchen Garden** intervention. In Wardha, Rs. 12,50,000 worth of vegetables produced
- 2170 farmers adopted better irrigation systems** like drip & sprinkler irrigation system
- 3500 farmers adopting home made botanicals** for plant protection

VISIBLE IMPACT

- Yield performance of BCI intervention farmers is largely concentrated in the mid to higher yield bands, particularly in Wardha and Aurangabad, with a higher proportion of intervention farmers reporting yields above **6 quintals per acre** compared to control farmers.
- Improved soil health parameters** such as fertility, moisture, texture and reduced erosion reported by beneficiaries.
- Intervention farmers reported on average **12% reduction in water use** compared to control farmers.
- Burning of cotton stalks** has practically **disappeared in Wardha and Aurangabad (0%) and is limited to 11% in Kutch** and is considerable gain in terms of reducing carbon footprint.
- WelKrishi-supported farmers, both BCI and organic show a consistent **positive shift toward higher revenue bands**, which is a direct result of soil health management, water-use efficiency, IPM adoption, and improved harvest handling practices.
- Source Trace**—based cost and income tracking enables year-on-year analysis supporting evidence-based advisory and performance monitoring.



Sticky trap for pest management



Organic Cotton promotion

Intervention = 178
Control = 85

WAY FORWARD

- Prioritise strengthening farmer institutions** and systematically using **Source Trace** data for strategic decision-making, market engagement and risk management

Domain 6: Environment - WelPrakruti

Objective: Promote environmental sustainability, climate resilience, and community well-being through distribution of saplings as well as construction and rejuvenation of farm ponds.

KEY INITIATIVES

- **Distributed and planted 12,000+ saplings** across Gujarat, Madhya Pradesh, and Telangana, focusing on fruit-bearing, medicinal, and native species.
- **Created and rejuvenated farm ponds** across 9 sites in Gujarat, adding water storage capacity on Panchayat land.
- **Implemented a household-led caregiving model** for sapling maintenance, supported through regular follow-up visits and on-ground monitoring.
- **Community awareness sessions on water conservation, waste management**, and natural farming practices across intervention villages.
- **Supported government schools with kitchen gardens, dustbins, and waste management** awareness to instil environmental responsibility among students.
- **Developed a biodiversity-rich Nature Park** at Welspun Anjar featuring 167 plant species, walking trails, water bodies, and demonstration plots for sustainable plantation techniques.

VISIBLE IMPACT

- **Increased green cover:** Over 2,300 community members across Gujarat, Madhya Pradesh, and Telangana supported with household-level plantation.
- **Community ownership strengthened:** A household-based caregiving system established for regular plant care and protection, resulting in high survival rates.
- **12,000+ trees planted, creating the following potential:**
 - Absorption of ~264 metric tonnes of carbon dioxide annually.
 - Generation of ~1,416 tonnes of oxygen annually.
 - Removal of ~54 tonnes of air pollutants annually (PM, SO₂, NO_x) at maturity.
 - Capacity to intercept and retain ~34 million litres of rainwater annually.
- **Water Security & Conservation:** Storage capacity of 1.20 lakh cubic metres, improving year-round water availability for livestock and nearby farms.
- **Community Awareness & Behaviour Change:** Improved community awareness on water conservation and waste management.
- **Nature Park:** The development of the nature park has enhanced green cover, potential for groundwater recharge, and water storage capacity. It has also strengthened local biodiversity by supporting a wide range of birds, insects, and small animals, and serves as a valuable recreational and educational space for community members.



Rejuvenated farm pond.



Beneficiaries with saplings distributed through the program.



Satapar



Ajapar

Farm pond work being undertaken .

WAY FORWARD

1. Expand partnerships with panchayats and government schemes to scale water conservation efforts further.

Intervention = 100

Domain 7: Women Empowerment – Welspun Super Sports Women (WSSW)

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

KEY INITIATIVES

22 women athletes were supported from 12+ sporting disciplines.

- **Key support:**
 - 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, especially during injury recoveries.
 - Customized nutrition plans – Enabling optimal performance for endurance athletes.
 - Media & social engagement activities.

VISIBLE IMPACT

- **Strong Medal Performance Across Levels** – Athletes supported under the WSSW program collectively won **85 medals**, including 35 gold, 21 silver, and 29 bronze medals across state, national, and international competitions, with **45 medals secured at international events** during FY 2024–25.
- **World Championship Podium Finishes** – Palak Kohli created history by winning bronze in Women’s Singles (SL4) at the BWF World Para-Badminton Championships 2024, marking India’s first-ever women’s singles medal in her category. Pranati Nayak also secured bronze at a FIG Artistic Gymnastics World Cup, reinforcing India’s growing presence in elite global competitions.
- **Olympic & Paralympic Representation** – Multiple WSSW athletes represented India at the **Paris 2024 Olympic and Paralympic Games**, including Palak Kohli (Para-Badminton), Manasi Joshi (Para-Badminton), Rhythm Sangwan (Shooting), and Pranati Nayak (Gymnastics),
- **World Rankings and Elite Global Positions** – Athletes achieved significant ranking milestones, including Mandeep Kaur reaching World No. 1 in Women’s SL3 Para-Badminton, Palak Kohli rebuilding her ranking to World Top-10, and Treesa Jolly achieving a peak world ranking of No. 9 in Women’s Doubles badminton.
- **Resilient comebacks enabled** – Sustained support helped athletes **return from injury and setbacks**, including Palak Kohli (Para Badminton) and Nikhat Zareen, who won World Boxing Cup gold (2025).
- **Emergence of Future Global Talent** –Supported young athletes transitioning into elite competition, such as Suhana Saini, who achieved World No. 1 ranking in U-19 Table Tennis, and Kamali Moorthi, who became India’s No. 1 ranked female surfer.



Palak Kohli at Paris Olympics 2024.



Sugar with 2nd place at Indian Open of Surfing.



Treesa Jolly and Gayathri Gopichand.

Intervention = 22

WAY FORWARD

1. Explore possibility of additional sponsorship or fund leveraging opportunities for improved support of athletes. (10 Athletes have other forms of support, while 12 are supported only by Welspun)
2. Establish a planned exit framework for athletes transitioning out of the program. Former athletes can be engaged as mentors, ambassadors, coaches, or advocates.

Domain 8: Skill Development- WelDisha

Objective: To enhance employability and improve livelihood opportunities for youth through placement-linked, industry-relevant skill training.

KEY INITIATIVES

- **Data Entry Operator training** provided to 21 beneficiaries in Telangana (4 male, 17 female) through classroom and hands-on computer lab sessions.
- **Retail Sales Executive training** delivered to 20 beneficiaries in Telangana (9 male, 11 female) using a specialised retail simulation lab.
- **Dedicated training centre established**, equipped with modern classrooms and specialised laboratories to support practical, industry-relevant learning.
- **Employability and soft-skills training** (basic English, workplace behaviour, professionalism, grooming, and time management) to all 41 trainees.
- **Placement support activities** including employer linkages and interview coordination for all certified trainees.

VISIBLE IMPACT

- **Placement achievement** – Through training and placement support at the time of evaluation 15% of the beneficiaries were placed at various companies.
- **Income generation** - Placed beneficiaries were earning ₹10,000–₹15,000 per month, contributing to improved household financial stability.
- **Enhanced job readiness** - Beneficiaries have improved technical competencies along with strengthened soft skills such as communication, workplace behaviour, professionalism, and time management.
- **Improved confidence** - Exposure to structured training and practical labs increased beneficiaries' confidence to navigate formal work environments.



Data entry operator training.



Retail sales executive training.



Certificate distribution to graduate trainees.

Intervention = 40

WAY FORWARD

1. **Re-evaluate:** The program should assess the feasibility of undertaking skill development trainings internally or consider deferring further implementation until ongoing challenges and final placement outcomes have been fully evaluated.

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