

IMPACT ASSESSMENT 'THALIR' ANGANWADI PROJECT FUNDED BY COCHIN SHIPYARD LTD



SCHOOL OF MANAGEMENT STUDIES
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY
Kochi 682 022



IMPACT ASSESSMENT

‘THALIR’ ANGANWADI PROJECT

*FUNDED BY COCHIN SHIPYARD LTD
UNDER CORPORATE SOCIAL RESPONSIBILITY*

**SCHOOL OF MANAGEMENT STUDIES
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY**

CONSULTANTS

DR. JAGATHY RAJ V. P , SENIOR PROFESSOR

DR. SANGEETHA K PRATHAP, ASSOCIATE PROFESSOR (CO-ORDINATOR)

DR. DEVI SOUMYAJA, ASSISTANT PROFESSOR

SCHOOL OF MANAGEMENT STUDIES,

COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY, KOCHI-22



SCHOOL OF MANAGEMENT STUDIES

EXECUTIVE SUMMARY

The intervention by Cochin Shipyard to provide infrastructure for the Anganwadi project aimed at improving the quality of early childhood education, healthcare services, and nutritional support in local communities. The study employed a mixed-methods approach, combining quantitative data analysis with qualitative assessments through stakeholder interviews, focus group discussions, and surveys. Quantitative data included indicators such as attendance rates, health outcomes, and infrastructure improvements, while qualitative data captured stakeholders' perceptions, experiences, and feedback regarding the intervention.

The intervention by Cochin Shipyard to provide infrastructure for Anganwadi centers has yielded significant social benefits and positive feedback from stakeholders. The infrastructure improvement has enhanced the functioning of Anganwadis by creating conducive environments for early childhood education, healthcare services, and community engagement. Increased attendance rates among children and mothers, improved health outcomes, and greater community participation are some of the notable outcomes observed. Stakeholders, including local authorities, beneficiaries, and community members, have expressed appreciation for the initiative, highlighting its positive impact on social cohesion and the overall quality of life in the community.

The infrastructure improvement has transformed Anganwadi centers into more functional and welcoming spaces. Upgraded facilities, including classrooms, playgrounds, kitchens, and sanitation facilities, have enabled Anganwadis to accommodate more children and offer a wider range of activities and services. This has led to increased enrollment and attendance rates among children, as well as greater participation of pregnant and lactating mothers in health awareness programs and nutritional support services. Additionally, the provision of clean and hygienic facilities has contributed to the prevention of diseases and improved overall health outcomes among beneficiaries.

Based on indicators of relevance, inclusivity, convergence/coherence, effectiveness, efficiency, impact, and sustainability, the project assessment indicates a positive overall impact. The project's relevance is evident through its alignment with national development priorities and the fulfillment of the community's needs for improved early childhood education and healthcare services. Inclusivity is demonstrated through the project's focus on serving marginalized and vulnerable populations, including children, pregnant and lactating mothers, and families in rural areas. Convergence and coherence are observed through partnerships with local authorities, NGOs, and community-based organizations, facilitating coordinated efforts to address community needs effectively. The project's effectiveness is reflected in the tangible improvements observed in Anganwadi infrastructure, increased attendance rates, and positive feedback from stakeholders regarding the quality and accessibility of services. Efficiency is evidenced by the optimal use of resources and the cost-effectiveness of interventions, ensuring maximum benefit for beneficiaries. Impact assessment indicates positive outcomes in terms of improved health and well-being, increased community participation, and enhanced social cohesion within the community.

Finally, the project's sustainability is supported by its integration into existing systems and structures, capacity-building initiatives for local stakeholders, and community ownership of Anganwadi centers. These factors contribute to the long-term viability and resilience of the project, ensuring continued benefits for future generations. 57 such anganwadis were developed using other agencies funds at Wayanad district after the success of the intervention by CSL serves as a testament of success. In conclusion, the intervention by Cochin Shipyard to provide infrastructure for the Anganwadi project has successfully improved the quality of early childhood education, healthcare services, and nutritional support in local communities. The project has demonstrated its effectiveness in addressing the needs of vulnerable populations, promoting social inclusion, and fostering sustainable development.

Table of Contents

Section 1. INTRODUCTION	1
1.1 Background Information and Rationale	1
1.2 Broad Objectives of the Impact Assessment	1
1.3 Rationale of Impact Assessment	1
1.4 Evaluation Methodology	2
1.5 Approach and Methodology	3
1.6 Deliverables and Schedule	4
Section 2. BACKGROUND OF THE PROJECT	5
2.1 About Wayanad: Aspirational District	5
2.2 Background of the intervention	5
2.3 Need for the Project	6
2.4 The Project	7
2.4.1 About Cochin Shipyard Ltd	7
2.4.2 CSL'S CSR SUPPORT	8
2.4.3 The Agreement	8
2.4.4 About ICDS Project	8
2.4.5 About Kerala State Nirmithi Kendra (KESNIK)	9
2.4.6 Execution	9
2.4.7 Completion	140
Section 3. IMPACT ASSESSMENT	151
3.1 Evaluation Criteria 1: Relevance	162
3.2 Evaluation Criteria 2: Coherence and convergence	173
3.3 Evaluation Criteria 3: Inclusivity	173
3.4 Evaluation Criteria 4: Effectiveness	195
3.5 Evaluation Criteria 5: Efficiency	17
3.6 Evaluation Criteria 6: Impact Evaluation	17
3.6.1 Stakeholder's Perspectives	240
3.7 Evaluation Criteria 7: Sustainability	284
Section 4. QUALITATIVE STUDY	28
4.1 Case Studies from selected anganwadis	28
4.1.1 The Child's Perspective: A Playground of Dreams	28
4.1.2 Staff Enthusiasm	29
4.1.3 The Adolescent Girl's Perspective: Crafting Futures	29
4.1.4 Parent's Perspective	29
4.1.5 The Tribal Parent's Perspective: A Glimpse into Inclusion	30
ANNEXURE 1	31

List of Tables

Table Number	Title of the Table	Page Number
Table 1	Evaluation of development impact in terms of 'relevance' criteria	12
Table 2	Assessment of effectiveness of Anganwadi project of CSL	16
Table 3	Indicators of efficiency	17
Table 4	Impact mapping of Anganwadi project of CSL	18
Table 5	Improvement in average attendance levels of stakeholders in Anganwadis	19
Table 6	Improvement in average attendance levels of stakeholders in Anganwadi-wise break-up	19
Table 7	Impact on infrastructure: comparison with the pre-intervention scenario	20
Table 8	Distribution of respondents in terms of age	20
Table 9	Distribution of respondents in terms of education	21
Table 10	Distribution of respondents in terms of povertyline	21
Table 11	Distribution of respondents in terms of their opinion towards status of Anganwadi in the past and recent years	21
Table 12	Distribution of respondents in terms of their opinion towards present status of Anganwadi in facility-wise assessment	22
Table 13	Distribution of respondents in terms of attitude of kids towards going to anganwadi	22
Table 14	Distribution of adolescent girls in terms of attitude towards going to anganwadi	22
Table 15	Distribution of respondents in terms of kid's motivation for going to anganwadi	23
Table 16	Distribution of adolescent girls in terms of their motivation for going to anganwadi	23
Table 17	Distribution of respondents in terms of their opinion towards absenteeism in the Anganwadi	23
Table 18	Opinion regarding general functions of Anganwadis by parents of kids	23
Table 19	Opinion regarding general functions of Anganwadis by pregnant/lactating mothers	24
Table 20	Opinion regarding general functions of Anganwadis by adolescent girls	24

List of Figures

Figure Number	Title of the Figure	Page Number
Fig. 1	Research methodology	3
Fig. 2	Sources of data	4
Fig. 3	Geographical area of the study	5
Fig.4	Sustainability factors of Anganwadi project	25

Section 1. INTRODUCTION

1.1 Background Information and Rationale

Thalir project is the series of “Model Anganwadis” that Cochin Shipyard Limited (CSL) initiated across the aspirational district of Wyanad district in Kerala. The project was launched at predominantly tribal regions, at Ambathekkar, (Noolpuzha Panchayath), Kappamkolli (Meppadi Panchayath), Varadoor (Kaniyambetta Panchayath) and Karayonthinkal (Thavinjal Panchayath). The total project cost amounted to Rs 120 Lakhs.

These anganwadis named ‘Thalir’ meaning ‘sprouts’ are constructed as model Anganwadi centres with modern buildings, amenities and child friendly environment. Each centre has facilities for all the functions of the regular Anganwadis - colourful class rooms for cognitive development of children, dining area, kitchen, indoor games facilities, outdoor play area and provision for a small kitchen garden wherever possible.

CSR fund of the Cochin Shipyard was allocated under the “Rapid transformation of aspirational districts project” of the Central government. Wyanad district is the aspirational district in Kerala. Four buildings of smart anganwadis were constructed at a cost of ₹1.20 crore at Kappamkolly, Varadoor, Anpathekkar, and Karayothinkal. These projects were undertaken by the District Nirmithi Kendra.

In response to the requirement of Cochin Shipyard Ltd to conduct an impact assessment study to evaluate the social impact of the project, School of Management Studies (SMS), CUSAT proposes to assess the impact of this project. SMS has internal expertise of faculty resources who are experienced in carrying out impact assessments and monitoring and assessment of development projects.

1.2 Broad Objectives of the Impact Assessment

The broad objective of the project is to measure the social impact assessment of “*Thalir*” project among the stakeholders. The impact assessment shall be taken up with the following specific objectives.

- What were the intended or planned outcomes of the initiatives? Are the program's results in line with the anticipated outcomes?
- How do the beneficiaries and other stakeholders perceive the CSR initiatives undertaken?
- Ascertain any challenges in implementation of the activities that are impeding optimal results and suggest need for improvement if any.

1.3 Rationale of Impact Assessment

The rationale behind conducting an impact assessment of Corporate Social Responsibility (CSR) development projects is to evaluate the effectiveness and outcomes of these initiatives. Impact assessments help organizations understand the extent to which their CSR projects have achieved their intended objectives and have made a positive difference in the target communities or areas of focus.

Further, impact assessments provide a means for companies to be accountable to their stakeholders, including shareholders, employees, customers, and the wider community. By evaluating the impact of CSR projects, organizations demonstrate their commitment to transparency and responsible business practices. Impact assessments enable organizations to assess the effectiveness of their CSR initiatives in achieving the desired outcomes. The findings of impact assessments guide future decision-making processes and help shape the strategic direction of CSR activities. By understanding the impact of their projects, organizations can allocate resources more effectively, prioritize certain initiatives, and make informed decisions about continuing, scaling, or modifying existing programs.

Impact assessments involve engaging with stakeholders, including local communities, NGOs, and beneficiaries of the CSR projects. This engagement provides an opportunity for stakeholders to provide feedback, share their perspectives, and participate in the evaluation process. It fosters dialogue, collaboration, and mutual learning between the organization and its stakeholders.

Impact assessment also facilitates learning within the organization and help identify lessons and best practices from successful projects. They also uncover challenges and areas for improvement, allowing companies to enhance the design and implementation of future CSR initiatives.

Impact assessments provide credible data and evidence that can be used in external communication and reporting. Organizations can use the findings to demonstrate the value and impact of their CSR efforts to external stakeholders, including investors, regulators, customers, and the wider public. This helps build trust and credibility, enhances the organization's reputation, and promotes a positive image.

1.4 Evaluation Methodology

We have adapted indicators from two frameworks to effectively analyse the impact of CSR funding.

The impact assessment model developed by OECD DAC Network on Development Evaluation, (EvalNet) is a comprehensive methodology for assessing development interventions. EvalNet has established six key evaluation criteria to systematically analyze and measure the success and impact of various development initiatives. These criteria serve as a framework for evaluating the performance of projects and programs across different contexts. The six evaluation criteria are relevance, coherence, effectiveness, efficiency, impact, and sustainability.

IRECS framework is used to provide overall feedback on the efficacy of implementation as well as its efficiency in terms of achievement of the desired outcome of the projects.

The IRECS framework evaluates the projects based on five fundamental questions

- How **inclusive** the projects are for beneficiaries from all backgrounds?
- How **relevant** are the projects to the current needs of the beneficiaries?
- How **effective** are the projects in meeting the needs of the beneficiaries?
- How the projects are **convergent** or aligned towards the concurrent government programmes?

- How the projects can be **sustained** after the implementation process is completed?

Drawing from the above-mentioned framework, we have included following assessments in our analysis. The indicators include relevance, inclusivity, convergence/coherence, effectiveness, efficiency, impact, and sustainability.

1.5 Approach and Methodology

The impact assessment followed mixed method research design. Both quantitative and qualitative methods was used for research.

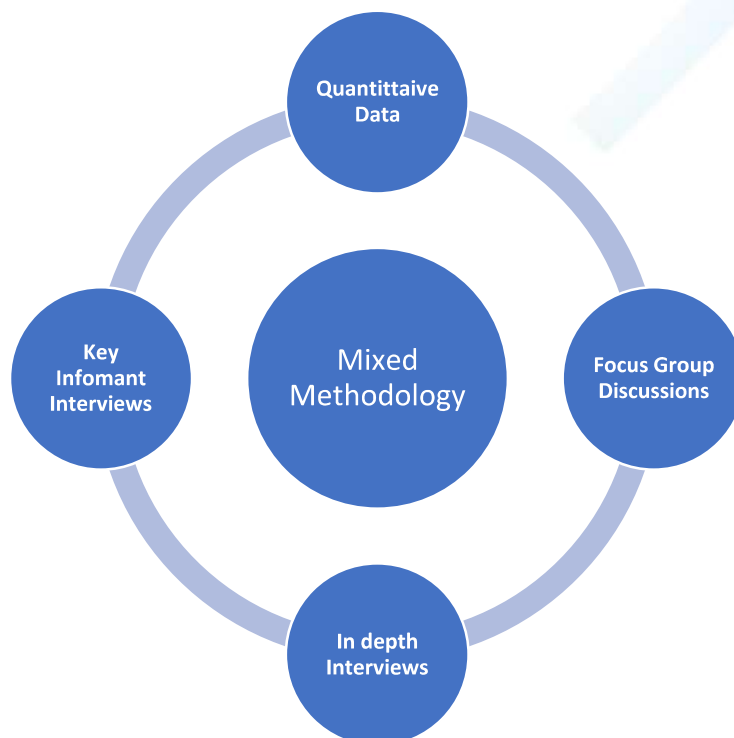


Fig 1 : **Research Methodology**

The methodology for the data collection and design of the tools for specific projects/programs was based on a detailed desk analysis of the project related documents. The documents with CSL and implementing agency was thoroughly studied before the field level assessment for understanding of the project model, achievements, and challenges prior to the impact assessment data collection.

The following documents were received from CSL for desk review

- Agreement signed between CSL and District Administration, Wayanad
- Baseline information regarding status of anganwadis in Wayanad district
- Completion certificate and Utilisation certificate

For qualitative data, focus group discussions and in-depth and key informant interviews was carried out with stakeholders of the project. Further, quantitative assessment was carried out using questionnaires specifically designed for the same.

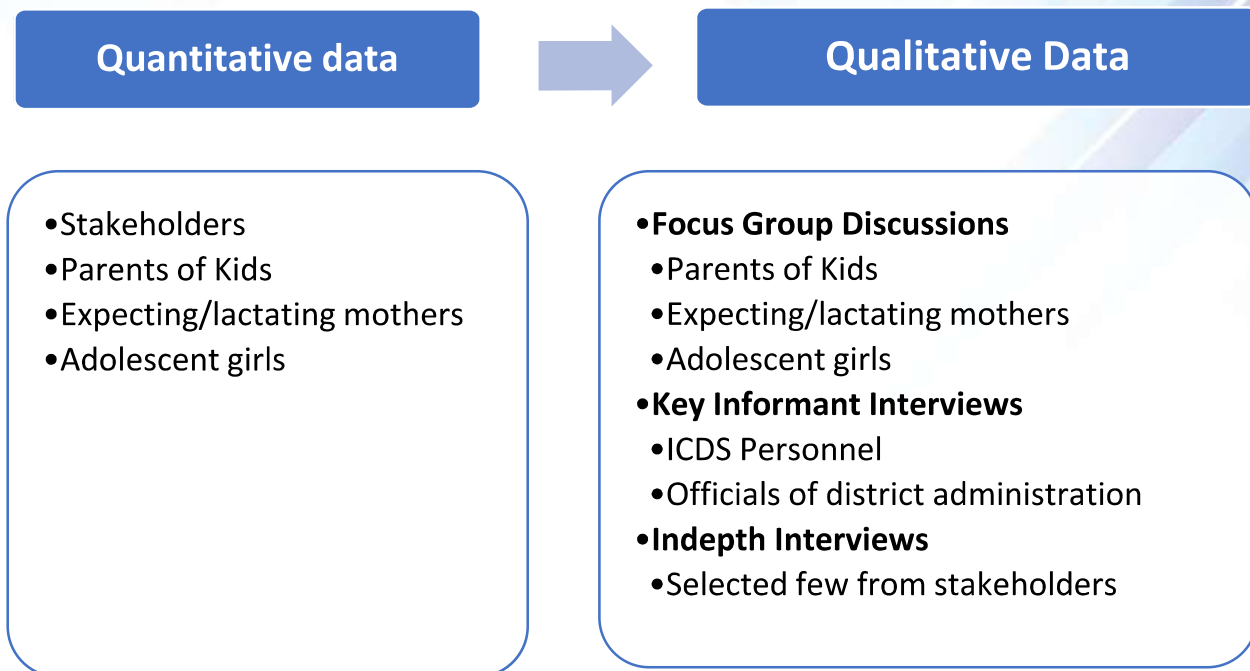


Fig 2 : Sources of data

1.6 Deliverables and Schedule

The schedule for the impact assessment study is as follows

Phase 1: Preliminary visit to project site, collection & review of project documents and planning for primary data collection instruments (2 weeks)

Phase 2: Qualitative data collection and analysis (1 month)

Phase 3: Quantitative survey and analysis (1month)

Phase 4: Report and presentation (2 weeks)

Total – 12 weeks (From the date of initiation of the project)

Deliverables

- Presentation of the impact evaluation before final report

Section 2. BACKGROUND OF THE PROJECT

2.1 About Wayanad: Aspirational District

Wayanad, nestled in the verdant hills of Kerala, holds the unique distinction of being the state's only district selected for the Aspirational Districts Programme (ADP) launched by NITI Aayog in January 2018. This initiative aims to rapidly transform districts that have shown relatively lesser progress in key social areas. Wayanad's inclusion reflects both its potential for growth and the challenges it faces.



Fig 3 : Geographical Area of the Study

The ADP targets several developmental sectors, including health and nutrition, education, agriculture, water resources, financial inclusion, skill development, and basic infrastructure. The approach is holistic, focusing on convergence of central and state schemes, collaboration between various levels of government, and fostering a competitive spirit among districts. For Wayanad, this programme is not just an opportunity for accelerated development but also a platform to showcase its unique strengths and cultural heritage.

2.2 Background of the intervention

In Wayanad, the Integrated Child Development Services (ICDS) programme is crucial for addressing issues related to health and nutrition, especially among children and women. However, infrastructure support for ICDS in Wayanad requires significant improvement to meet the programme's full potential. The possibilities for enhancing this aspect include:

1. **Building and Upgrading Anganwadi Centres** Modernizing existing centres and constructing new ones with better facilities will provide a more conducive environment for child care and maternal education.

2. **Enhancing Transportation and Accessibility** Improving Road connectivity to remote Anganwadi centres will ensure better service delivery and easier access for beneficiaries.
3. **Providing Adequate Water and Sanitation Facilities** Essential for maintaining hygiene and health standards, especially crucial in preventing diseases among young children.
4. **Technological Integration:** Introducing digital tools for monitoring child growth, managing data, and providing tele-consultation services can streamline operations and improve service delivery.
5. **Capacity Building of Anganwadi Workers:** Regular training and workshops will equip workers with updated knowledge and skills for effective program implementation.

By focusing on these areas, Wayanad can leverage the Aspirational Districts Programme to enhance its ICDS infrastructure, ultimately contributing to the holistic development of the district and improving the quality of life for its most vulnerable populations.

2.3 Need for the Project

Wayanad, 12th district in Kerala and 112th Aspirational District in the nation formed on 01.11.1980. The Program viz Aspirational District Program is launched by NITI Ayog in the context of Low Human Development Index that India has. Wayanad has the highest number of tribal population in the state where a major of its tribal children are suffering from malnutrition and under growth both physically and intellectually.

The 1,000 days between a woman's pregnancy and the child's 2nd birthday are most critical and crucial period of a child's mental growth. Malnutrition and disease during this period can play havoc and may lead to impairment of physical and mental growth. During pregnancy, under-nutrition can have a devastating impact on the healthy growth and development of a child. Babies who are malnourished in the womb have a higher risk of dying at infancy and are more likely to face lifelong cognitive and physical deficits and chronic health problems. For children under the age of two, under nutrition can weaken the child's immune system and can be life threatening also.

Anganwadi Centres (AWCs) are the cornerstone of the Integrated Child Development Services (ICDS) scheme, crucial for nurturing the health, nutrition, and early education of children under six, pregnant women, and lactating mothers, particularly in rural and semi-urban areas. In Wayanad, with 874 AWCs, the existence of 74 centres in rented buildings poses significant challenges that underline the need for dedicated buildings.

Firstly, owning buildings ensures long-term sustainability and stability. Rented spaces often come with uncertainties like rental hikes, eviction, or unsuitable infrastructure, which can disrupt the continuity and quality of services provided. A dedicated building, designed specifically for an Anganwadi, ensures a stable environment conducive to the holistic development of children.

Secondly, custom-built Anganwadi centres can be better equipped to provide a range of services envisioned by ICDS. These include child-friendly spaces for early learning, proper kitchens for cooking nutritious meals, and facilities for basic healthcare services. This environment is essential for the physical, cognitive, and emotional development of young children.

Moreover, having their own buildings can enhance the operational efficiency of AWCs. It provides a sense of permanence and legitimacy, thereby encouraging more community participation and support. It also aids in better resource allocation, as funds otherwise spent on rents can be redirected towards program enhancement.

Lastly, the existence of well-constructed Anganwadi buildings can be a tangible symbol of the government's commitment to child welfare and development. It not only uplifts the community's perception of these centres but also contributes to the overall socio-economic development of the region.

Thus, the construction of dedicated buildings for Anganwadi centres in Wayanad is not just a necessity but a fundamental step towards enhancing the effectiveness and reach of child development services in the region. To achieve the goals effectively and efficiently AWCs must have the basic amenities like necessary infrastructure, child friendly and electrified class room, indoor and outdoor play area, baby friendly toilet, kitchen, dining and safe drinking water facility.

2.4 The Project

The project proposed to set up Smart Anganwadi in each Block Panchayaths such as Kalpetta, Sulthan Batheri, Mananthavadi and Panamaram at an estimated cost of Rs.120 Lakh. The project will be implemented by the District Program Officer ICDS through District Nirmithi Kendra Wayanad. The project aims at attracting children to the anganwadies, helps the holistic development of the child, providing health awareness classes to pregnant and lactating mothers and thereby decrease the maternal child death rates, identify severely malnourished children and timely introduction of complementary foods at six months and children at age of 6-24 months. Creating awareness for hygienic feeding practices, full immunization and Vitamin supplementation with de-worming. It can also act as sub centre of health services.

2.4.1 About Cochin Shipyard Ltd

Cochin Shipyard Limited (CSL) stands as a prominent shipbuilding and repair yard in India, renowned for its robust infrastructure blending economy, scale, and flexibility. The yard holds ISO 9001 accreditation and boasts an exclusive area dedicated to offshore construction and future expansion. As one of India's top 10 public sector undertakings, CSL has consistently earned the government's "excellent" rating four times in a row, showcasing its commitment to meeting targets under the MOU system.

With specialized industry knowledge and ample resources, CSL has continually achieved new heights in shipbuilding and repair. The adoption of the Japanese Integrated Hull Outfitting and Painting system (IHOP) for new construction places CSL at the forefront, providing a distinct advantage in accommodation module fabrication and topside modification.

Beyond its core operations, CSL actively engages in Corporate Social Responsibility (CSR), considering it an integral part of its organizational DNA. The company has successfully cultivated a positive corporate image among internal and external stakeholders through impactful CSR interventions. These initiatives contribute to the well-being of society, reflecting the commitment of CSL to responsible corporate citizenship.

CSL's CSR endeavors span diverse areas such as health, education, sanitation, and non-conventional energy. The company extends consistent support to women, children, and underprivileged sections of society. Employees actively participate in CSR projects, demonstrating a strong sense of pride and ownership in contributing to the community.

The CSR initiatives of CSL align with national developmental plans, such as Swachh Bharat Abhiyan and Skill India Mission, showcasing solidarity with the government's vision for social and environmental transformation. By giving back to both people and nature, CSL reinforces its role as a socially responsible corporate entity, emphasizing a positive trajectory toward being a people-friendly corporate citizen. Through its CSR initiatives, CSL not only uplifts the less privileged but also communicates a powerful message for societal and environmental well-being, exemplifying a forward-looking approach in line with the developmental goals of India.

2.4.2 CSL'S CSR SUPPORT

In the District Level Review meeting of Aspirational District Programme held on 08.07.2019 the Prabhari Officer pointed out the weak performing indicators of the Aspirational District of Wayanad in which Health & Nutrition and Education are the prominent ones. On the outlook the District Collector Wayanad, vide letter No. 391/2019/AsDP/DPO/WYD dated 22.03.2019 requested CSR support for construction of building for Anganwadies in Wayanad District and submit list of 15 anganwadies having no own building.

A site visit was conducted by the CSL CSR team with officials from Planning Department, Social Justice Department and Nirmithi Kendra, Wayand. The team visited 11 Anganwadi Centres and selected only 4 Anganwadi Centers for building construction viz. Karayothinkal at Thavinjal, Varadoor at Kaniyambetta, Ambatheacre at Noolpuzha and Kappamkolli at Meppadi.

The duly filled application received from the District Collector Wayand was discussed in the 37th CSL CSR Executive Committee held on 11.07.2019, recommended by the 37th CSR SD Committee of the Board of CSL held on 13.08.2019 and approved 120 Lakhs by the 250th Board of CSL held on 13.08.2019.

2.4.3 The Agreement

A tripartite agreement was executed on 27.09.2019 between CSL, represented by Shri P N Sambath Kumar AGM (CSR & Admn) & head CSR, District Collector Wayanad represented by District Programme Officer, ICDS Wayanad and Executive Secretary, District Nirmithi Kendra.

An estimate for the project was prepared and submitted by the Implementing Agency and the officials of CSL endorsed the same within the approved budget for the project. The Implementing agency agreed to complete the project within 12 months from the date of signing of the agreement and shall undertake the project through District Nirmithi Kendra, Wayanad. They had agreed to undertake all up-keep and maintenance of the facilities.

2.4.4 About ICDS Project

Integrated Child Development Services (ICDS) is a flagship program in India aimed at promoting holistic development for children under the age of 6 years, pregnant women, and lactating mothers. The program is primarily implemented by the Ministry of Women and Child Development at the national level, and at the state level, it is carried out through various agencies, including ICDS Cells

ICDS is a part of the Kerala State Women and Child Development Department which was established in 2017 as per GO(MS) No. 24/17/SJD 30.06.2017 bifurcating the Social Justice Department. The department starts functioning on 24.11.17 for ensuring the holistic, physical, psychological, cognitive and emotional developments of women and children. They provides policy guidance, designs targeted programs and projects for women and children, strengthens capacity development for gender and child rights mainstreaming, coordinates, monitors and evaluates effective service delivery, all for the empowerment of women and children. The department use ICDS activities to work in grass root level in order to make the projects beneficiary oriented.

ICDS addresses the needs of children under the age of six years. The health and nutrition needs of the child cannot be addressed in isolation from those of the mother. Therefore the program also targets pregnant women, nursing mothers and adolescent girls. The scheme seeks to provide an integrated package of services to the target group through the Anganwadi Centres through a package of services comprising: 1. Supplementary Nutrition 2. Immunization 3. Health Check-up 4. Referral Service 5. Health and nutrition education 6. Pre-School education

Services related to Health and are provided by Department of Health and Family Welfare & NHM. For better governance in the delivery of the Scheme, convergence is, therefore, one of the key features of the Anganwadi Services Scheme. This convergence is in-built in the Scheme which provides a platform in the form of Anganwadi Centres for providing all services under the Scheme.

2.4.5 About Kerala State Nirmithi Kendra (KESNIK)

KESNIK is a pioneering organization initiated in 1989 by Dr. C.V. Ananda Bose IAS senior civil servant and a housing expert for the practice and propagation of Cost Effective and Environment Friendly construction techniques.

Cost Effective Environment Friendly (CEEF) technology propounded by KESNIK became a practical alternative to the high-priced existing processes and served as a relief to thousands in dilemma. Nirmithi utilizes locally available materials thereby economizing costs without compromising on the durability and strength of the structure.

2.4.6 Execution

ICDS take up the project through District Nirmithi Kendra Wayanad. Land for the proposed building has already been identified with proper document devoid of disputes and agreed to complete within one year. They completed the work of one Anganwadi in the financial year itself.

Vide Letter No. 630/2019/AsDP/DPO/WYD dated 29.10.2019 received from the District Collector, and amount of Rs.80 Lakhs only was paid to the official bank account of District Collector Wayanad as advance. On receipt of the progress report and letter from District Collector dated 21.10.2020 an amount of Rs.16 Lakhs was released as second instalment on 03.12.2020.

On 22.09.2021 The District Collector Wayanad, forwarded the Utilisation certificate, Completion certificate, and Expenditure statement after completion of the project, and the same was inaugurated by Shri Jose V J, Director(Finance), Cochin Shipyard Ltd on 08.07.2021. In view of the above an amount of Rs.23.35 Lakhs was paid to the District Collector as the final instalment and treated the project as completed.

2.4.7 Completion

The Project was completed in the month of July 2021. Each Anganwadis are built in such a way that it can cater to a minimum of 20 children having modern building, amenities and child friendly environment. These centres have facilities for all the functions of a regular Anganwadi- class room, dining area, kitchen, immunization room, a hall for mothers, adolescent girls' meet etc. In addition, there is a reading room for the elderly and a small kitchen garden. The whole built up area is disabled-friendly.

The Director (Finance), CSL, AGM CSR and Dy Managers of CSR Cell visited the Anganwadis and inaugurated by Director (Finance) on 08.07.2021. The function was enriched with the presence of LSG representatives, District Planning Officer, Officials from District Nirmithi Kendra, Wayanad, ICDS officials and CSL Officials.

Section 3. IMPACT ASSESSMENT

The CSR impact has been gauged using indicators adapted from two frameworks namely EvalNet and IRECS.

The impact assessment model developed by OECD DAC Network on Development Evaluation, (EvalNet is a comprehensive methodology for assessing development interventions. EvalNet has established six key evaluation criteria to systematically analyze and measure the success and impact of various development initiatives. These criteria serve as a framework for evaluating the performance of projects and programs across different contexts. The six evaluation criteria are relevance, coherence, effectiveness, efficiency, impact, and sustainability. Relevance is a fundamental criterion that assesses the alignment of a development intervention with the needs and priorities of the target population. It evaluates whether the intervention addresses the identified challenges and contributes to the overall development goals. Coherence examines the consistency and coordination of the intervention with other development efforts, ensuring that it fits seamlessly into the broader development context.

Effectiveness measures the extent to which the intervention achieves its intended objectives and produces the desired outcomes. This criterion delves into the implementation process, assessing how well the intervention translates intentions into tangible results. Efficiency focuses on the optimization of resources, evaluating the cost-effectiveness of the intervention in delivering the expected outcomes. Impact evaluates the broader and often long-term effects of the intervention on the target population and the overall development context. It assesses whether the intervention has led to positive changes, improvements, or transformative effects. Sustainability gauges the ability of the intervention to endure over time, considering factors such as institutional capacity, community ownership, and the lasting effects on the local environment.

The Impact-Reach-Efficiency-Certainty-Sustainability (IRECS) framework provides a structured approach for assessing the effectiveness and sustainability of development projects or interventions. Impact refers to the intended and unintended consequences of the project on the target beneficiaries and broader community. It examines whether the project has achieved its desired outcomes and assesses its overall effectiveness in bringing about positive change. Reach evaluates the extent to which the project has reached its intended beneficiaries and whether it has successfully engaged with marginalized or vulnerable groups. It considers factors such as geographical coverage, demographic characteristics, and accessibility of services. Efficiency measures the project's ability to achieve its objectives using the least number of resources. It examines the cost-effectiveness of the intervention, resource allocation, and operational efficiency to ensure optimal use of resources. Certainty assesses the reliability and validity of data used to measure impact and outcomes. It considers the quality of monitoring and evaluation methods, data collection processes, and the credibility of findings to ensure accurate assessments of project performance. Sustainability examines the project's long-term viability and its ability to maintain positive outcomes beyond the intervention period. It assesses factors such as institutional capacity, community ownership, and the integration of project activities into existing systems to promote lasting impact.

The present study has adopted the indicators of relevance, inclusivity, convergence/coherence, effectiveness, efficiency, impact, and sustainability drawing from the two frameworks under consideration. Systematically evaluating impact using the selected indicators would enable organizations to assess the overall effectiveness and sustainability of their interventions, make informed decisions, and improve future programming to maximize positive social, economic, and environmental outcomes.

3.1 Evaluation Criteria 1: Relevance

Table:1 Evaluation of development impact in terms of 'relevance' criteria

Identified Challenges	Mapping of Interventions
Lack of infrastructure of anganwadis – Mapped anganwadis (15 nos.) used to work in dilapidated buildings	Supporting infrastructure of buildings to four anganwadis among the anganwadis mapped with a deficiency in infrastructure
Low number of stakeholders, particularly kids and adolescent girls because of dilapidated buildings	New age facilities and ambiance has boosted the morale of staff and stakeholders that has visible marked increase in enrolling themselves with anganwadis.
Overall Development Goals	Mapping of Interventions
SDG-2 Goal 2 is about creating a world free of hunger by 2030.	Nutrition is one of the focuses of the intervention by ICDS. Nutritional intake is being ensured through kids feeding, supplies to expecting/lactating mothers. The supporting infrastructure for anganwadis including a clean kitchen, closed store room, and dining area is included as part of the Anganwadi project supported by CSL.
SDG-3 Ensuring healthy lives and promoting the well-being of all at all ages is essential to sustainable development	Health and Sanitation is another focal intervention of ICDS among the stakeholders. Sanitation & hygiene classes are facilitated by the rooms earmarked in anganwadis for adolescent girls. Specialised reading room/area is designated for the adolescent girls.
SDG-4 Obtaining quality education is the foundation to improving people's lives and sustainable development.	Kids and adolescent girls are provided with basic primary education and lessons of healthy living by imparting routine and health awareness sessions. They are also encouraged to boost creativity by involving in craft and handicrafts making. Adolescent girls are involved as volunteers in community interventions too.

3.2 Evaluation Criteria 2: Coherence and convergence

Coherence examines the consistency and coordination of the intervention with other development efforts, ensuring that it fits seamlessly into the broader development context.

In the realm of developmental initiatives, coherence is not merely beneficial but essential for sustainable impact. Cochin Shipyard Limited's (CSL) CSR project, aimed at enhancing the infrastructure of Anganwadis in Wayanad's tribal areas, exemplifies this principle by aligning seamlessly with the broader objectives of the Anganwadi scheme. This scheme, inherently a convergence model, collaborates closely with the ICDS which in turn ropes in civil supplies and health departments to deliver nutritional support and healthcare services to children, adolescents, expecting, and lactating mothers.

CSL's initiative, by upgrading the physical infrastructure of Anganwadis, has created an enabling environment that complements and amplifies the effectiveness of these existing governmental schemes. The improved facilities ensure a safe and conducive space for the distribution of nutritional supplies. For instance, the enhanced kitchen and storage facilities in the refurbished Anganwadis ensure that the nutritional foods provided by the civil supplies department are stored properly and prepared in hygienic conditions, directly impacting the nutritional intake of children and mothers.

Moreover, the initiative has facilitated better implementation of health-related programs. The upgraded Anganwadis now can host regular health check-ups and vaccination drives in collaboration with the health department. This not only ensures better healthcare delivery but also increases community trust and participation in these programs.

Importantly, the addition of recreational and educational facilities, like play area and arts & crafts areas, aligns with the broader developmental goal of holistic child development. These facilities address the cognitive and emotional growth of children, which is crucial for their overall well-being and complements their physical health and nutritional needs.

In this context, CSL's intervention does not stand in isolation but rather interweaves with the existing fabric of the Anganwadi scheme. It enhances the scheme's reach and efficacy by providing a robust infrastructure, thereby ensuring a holistic approach to child development and maternal care. This synergy exemplifies how corporate interventions can effectively dovetail with government initiatives, leading to a cohesive and comprehensive developmental impact.

3.3 Evaluation Criteria 3: Inclusivity

'Inclusivity' is paramount in development projects as it ensures that all members of society, regardless of their background or circumstances, have equitable access to opportunities and resources. By embracing inclusivity, projects can address the diverse needs and perspectives within communities, fostering social cohesion and resilience. Moreover, inclusive development promotes sustainable outcomes by

leveraging the full potential of every individual, thereby maximizing collective progress. It not only reduces disparities and marginalization but also fosters innovation and creativity through diverse participation. Ultimately, prioritizing inclusivity in development projects is not just a moral imperative but also a strategic approach to building thriving and resilient societies. The project identifies the inclusivity of children, women, and marginalised weaker sections including tribal populations in Wayanad district.

By setting up Smart Anganwadis in each Block Panchayat, the project ensures that children and mothers from rural and remote areas have access to essential childcare and maternal health services. This promotes inclusivity by bridging the gap between urban and rural healthcare facilities. The project focuses on the holistic development of children, catering to their physical, mental, and emotional well-being. By offering a range of services including healthcare, nutrition, and early childhood education, it ensures that children from all socio-economic backgrounds receive equal opportunities for growth and development.

By providing specific services targeting pregnant and lactating mothers, as well as severely malnourished children, the project prioritizes the needs of vulnerable groups within the community. This targeted approach ensures that those most in need of support receive the necessary attention and care, promoting inclusivity by addressing disparities in healthcare access. The project incorporates health awareness classes and education on hygienic feeding practices, immunization, and vitamin supplementation. By empowering mothers with knowledge and skills, it enables them to make informed decisions about their own and their children's health, regardless of their socioeconomic status or background.

The CSR project includes the following target groups as part of their intervention

1. **Children:** This includes infants, toddlers, and young children up to the age of 6 years who would benefit from early childhood care and education provided by the Smart Anganwadis. These children are the primary beneficiaries of services aimed at promoting their holistic development, including nutrition, health, and early learning opportunities.
2. **Adolescent Girls:** Adolescent girls are a critical target group for promoting health and well-being. They may receive education and support related to menstrual hygiene, nutrition, reproductive health, and life skills through specialized programs or sessions tailored to their needs.
3. **Pregnant and Lactating Mothers:** This group encompasses women who are pregnant or breastfeeding, requiring specialized healthcare services, nutrition support, and maternal health education to ensure the well-being of both mothers and their infants. Health awareness classes, antenatal care, and postnatal support are essential components of services targeted towards this group.
4. **Severely Malnourished Children:** Identified as a specific subgroup within the child population, severely malnourished children require focused interventions to address their nutritional deficiencies and promote healthy growth and development. Targeted screening, nutritional supplementation, and counseling services are vital for addressing the needs of this vulnerable group.
5. **Families Living in Rural and Remote Areas:** Families residing in rural and remote areas, particularly tribal populations who are located in Block Panchayats

such as Kalpetta, Sulthan Bathery, Mananthavadi, and Panamaram, are the primary beneficiaries of improved access to healthcare and childcare services through the establishment of Smart Anganwadis. These families often face challenges in accessing quality healthcare due to geographical barriers and limited resources, making them a priority target group for inclusive interventions.

6. **Community Members:** The project also targets the broader community, including parents, caregivers, and community leaders, by providing health awareness classes, promoting hygienic practices, and encouraging community participation in healthcare initiatives. This holistic approach ensures that the entire community benefits from improved health outcomes and well-being.

3.4 Evaluation Criteria 4: Effectiveness

Effectiveness measures the extent to which the intervention achieves its intended objectives and produces the desired outcomes. This criterion delves into the implementation process, assessing how well the intervention translates intentions into tangible results.

Table: 2 Assessment of effectiveness of Anganwadi project of CSL

Overall Objectives	Implementing agency	Developmental impact
<p>Nutritional Support: Ensure consistent and improved nutrition supplies to children, adolescent girls, and mothers in the targeted communities through the Anganwadi centers.</p> <p>Healthcare Services: Strengthen the health component of the Anganwadi scheme by providing necessary infrastructure and resources to support health check-ups, immunization, and healthcare education.</p> <p>Community Involvement Foster community engagement and inclusion by creating a conducive environment within Anganwadi centres, promoting overall well-being and development.</p>	<p>The implementation of this initiative is a collaborative effort between Cochin Shipyard Limited (CSL), Wayanad District Administration and District Nirmiti Kendra. CSL acts as a catalyst, providing financial and infrastructural support, while Nirmiti Kendra takes care of building the infrastructure required for the project. ICDS under the district administration coordinates the day today functioning with help of the civil supplies and health departments contribute their expertise and resources in the effective execution of the Anganwadi scheme.</p> <p>Cochin Shipyard Limited (CSL): Responsible for funding and providing necessary infrastructure improvements to the Anganwadi centres.</p> <p>Nirmiti Kendra: Responsible for setting up infrastructure</p> <p>ICDS: Responsible for implementation of the Anganwadi scheme under women and child development department.</p> <p>Civil Supplies Department: Overseeing the distribution and management of nutrition supplies, ensuring their timely availability and quality.</p> <p>Health Department: Facilitating health check-ups, immunization drives, and health education programs to enhance the overall well-being of the community.</p> <p>Cochin Shipyard's CSR initiative focuses on providing essential infrastructure support to Anganwadi centers, transforming them into vibrant hubs for community development.</p>	<p>Building Renovation: Upgradation of existing structures and construction of new facilities to create a conducive learning and community space.</p> <p>Recreational Spaces: The addition of indoor parks and playgrounds to promote physical activity, social interaction, and overall well-being.</p> <p>Resource Centres: Establishing resource centres within Anganwadis to facilitate health and nutrition awareness programs, making valuable information accessible to the community.</p> <p>Improved Nutrition: Enhanced and consistent nutrition supplies contribute to the overall growth and development of children, adolescent girls, and mothers.</p> <p>Healthcare Access: Strengthened healthcare services ensure timely interventions, reducing the prevalence of preventable diseases and promoting health awareness.</p> <p>Educational Enrichment: Infrastructure improvements, such as the addition of parks and recreational areas, not only enhance the learning environment for children but also contribute to their overall enthusiasm for attending Anganwadi centres.</p> <p>Women Empowerment: Programs specifically designed for adolescent girls, like arts and crafts exhibitions, contribute to skill development, empowerment, and a sense of belonging.</p>

3.5 Evaluation Criteria 5: Efficiency

Efficiency focuses on the optimization of resources, evaluating the cost-effectiveness of the intervention in delivering the expected outcomes.

The following parameters were identified to gauge the efficiency of the interventions. The district Nirmithi Kendra was responsible for implementation of the project.

Table: 3 Indicators of efficiency

Date of sanction	27.09.2019
Estimated time for completion as per sanction	12 months
Date of release of first instalment	Rs. 80 lakhs (advance) paid on 29.10.2019 Rs. 16 lakhs (second instalment) 21.10.2020
Date of final instalment	Rs. 23.35 lakhs (final instalment) 8.07.2021
Date of Completion & submission of utilisation certificate & commencement of operations	22.09.2021
Amount sanctioned	Rs. 120 lakhs
Amount utilised	Rs. 119.35 lakhs

Due to Covid-19, lockdown which was unprecedented, the project was delayed beyond 12 months. Third wave of covid was hit in Kerala by February 2021, after which most of the economic activities took momentum. In spite of the delay, the project was completed within the sanctioned amount for the project.

3.6 Evaluation Criteria 6: Impact Evaluation

Impact evaluates the broader and often long-term effects of the intervention on the target population and the overall development context. It assesses whether the intervention has led to positive changes, improvements, or transformative effects.

Table 4. Impact Mapping of Anganwadi project of CSL

Inputs	Activity	Output	Outcome	Impact
Financial resources invested by CSL Routine nutritional, health and educational interventions by ICDS	Identification of 15 Anganwadis under ICDS that do not have appropriate infrastructure Selection of anganwadis for the proposed intervention Initiation of buildings and appropriate infrastructure	4 smart Anganwadis in the designated areas in Wayanad district Facilities include a kitchen, store room, classrooms, play area, reading area, and toilets Facilities for the three types of stakeholders: kids, lactating/pregnant mothers and adolescent girls	Improvement in fall in rates of <ul style="list-style-type: none"> Kids Lactating/expecting mothers Adolescent girls <p>The intended objective of health and nutrition and education to the aforementioned stakeholders received an impetus due to improved fall in rates.</p> <p>Many of the anganwadis in Wayanad district were funded by various agencies after CSL's intervention. 10 anganwadis were constructed using CSR funds of companies. 30 anganwadis were refurbished using NGOs funds and 17 anganwadis were developed in the same model by NITI Ayog. Another 10 anganwadis are proposed to be setup in 2024-25 using CSR funds.</p>	Improvement in attendance of <ul style="list-style-type: none"> Kids Lactating/expecting mothers Adolescent girls <p>Improved satisfaction of stakeholders</p> <p>Impetus to achieving better nutrition, health and education for kids and adolescent girls</p>

Table 5: Improvement in average attendance levels of stakeholders in Anganwadis.

Stakeholders	2020-21	2021-22	2022-23	2023-24	Growth Rate (%)
Kids: 6 months - 3yrs	127	124	139	127	0.0
Kids: 3 -6 yrs	110	115	54	59	-46.4
Pregnant Women	58	59	70	55	-5.2
Lactating Mothers	62	59	70	67	8.1
Adolescent Girls	33	30	40	154	366.7
Total	390	387	373	462	18.5

Source: ICDP, Wayanad District Administration (Data of selected four Anganwadis)

Overall, there was an increase of 18.5% in the attendance levels of stakeholders. Closely examining the stakeholder-wise distribution, it was found that positive growth in attendance was observed for adolescent girls and lactating mothers which could be attributed to improvement in facilities at the Anganwadis. However, dwindling rates were observed in the case of kids of 6 months to 3 years and pregnant women.

Table 6: Average attendance levels of stakeholders in Anganwadi-wise break-up

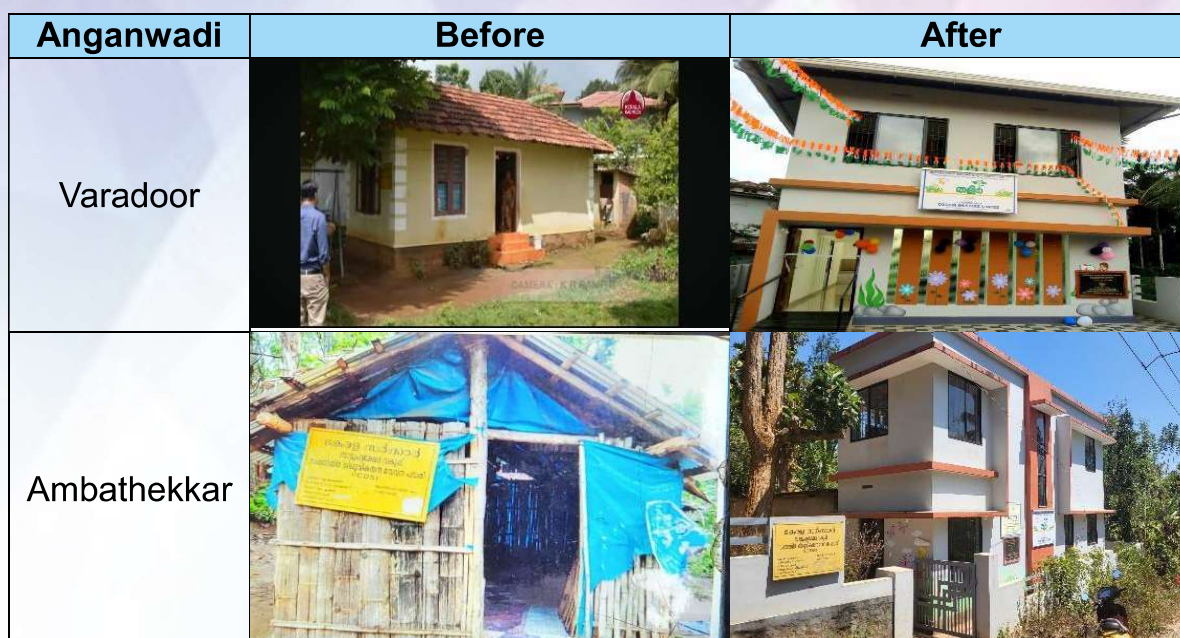
Panchayath	Year	Name	6 Months - 3yrs	3-6 yrs	PW	LM	AG	Total
Kaniyambetta	2020-21	Varadoor	35	12	18	10	9	35
	2021-22		33	23	12	14	9	33
	2022-23		40	19	22	11	5	40
	2023-24		40	20	19	26	34	40
Thavinjal	2020-21	Karayothinkal	18	11	2	5	1	18
	2021-22		15	11	2	3	0	15
	2022-23		14	9	2	3	15	14
	2023-24		7	8	0	2	12	7
Noolpuzha	2020-21	Ambathekkar	9	13	3	5	15	9
	2021-22		10	12	4	3	13	10
	2022-23		13	10	5	3	12	13
	2023-24		12	9	3	2	15	12
Meppadi	2020-21	Kappamkolli	65	74	35	42	8	65
	2021-22		66	69	41	39	8	66
	2022-23		72	16	41	53	8	72
	2023-24		68	22	33	37	93	68

Source: ICDP, Wayanad district administration

PW: Pregnant Women, LM: Lactating Mothers, AG: Adolescent Girls

Two, out of the four anganwadis showed an increase in fall in rates of stakeholders. At Varadoor, an increase was observed in the case of kids, and lactating mothers followed by an overwhelming response of adolescent girls. Despite providing all facilities, two of the anganwadis were experiencing a decrease in beneficiaries. Karayothinkal and Ambathekkar is situated at extremely remote places which may be the reason for the lower number of stakeholders. Further, the population density when compared to other panchayaths is also on the lesser side. Also, it was reported that during harvesting of coffee in plantations, mothers usually carry children with them as their working time would not match with that of anganwadis.

Table 7. Impact on infrastructure: Comparison with the pre-intervention scenario



3.6.1 Stakeholder's Perspectives

The respondents who participated in the survey comprised three categories viz, parents of kids enrolled at anganwadis, pregnant women/ lactating mothers, and adolescent girls. While kids were the full-time beneficiaries of the anganwadis, pregnant women/lactating mothers are associated with nutrition supplies and adolescent girls visit anganwadis during their spare time after school.

Table 8 Distribution of respondents in terms of age

Age class	Frequency	Percentage
Parents of Kids		
Less than 20	2	2.6
20-30	30	38.5
30-40	43	55.4
Above 40	3	3.9
Total	78	100
Pregnant/Lactating Mothers		
Age	Frequency	Percentage
25 years	2	12.5
26 years	6	37.5
30 years	4	25
32 years	4	25
TOTAL	16	100
Adolescent Girls		
Age	Frequency	Percentage
14 years	10	29.4
15 years	7	20.6
16 years	14	41.2
17 years	3	8.8
TOTAL	34	100

Source: Primary data collected through the field survey

The parents of kids who responded mostly (95%) fell in the age group of 20-40 years. Out of the pregnant/lactating mothers, most of the respondents were aged below 30 years. Most of the adolescent girls fell into the category of less than 16 years.

Table 9. Distribution of respondents in terms of education

Education	No. of Respondents	
	Parents	Pregnant/Lactating mothers
Below matriculation	8 (10.26)	-
Matriculation	16 (20.51)	2 (12.5)
Higher Secondary	30 (38.46)	8 (50)
Graduation and above	24 (30.77)	6 (37.5)
Total	78 (100)	16 (100)

Source: Primary data collected through the field survey: Figures in parenthesis show percentage to total

It was found that only a few of the respondents were educated till graduation and above (30.77% among parents and 37.5% among pregnant/lactating mothers). None of them was found to be illiterate.

Table 10: Distribution of respondents in terms of their poverty line

Status of the poverty line	No. of Respondents		
	Parents	Pregnant / Lactating Mothers	Adolescent Girls
APL	30 (38.5)	6 (37.5)	11 (32.4)
BPL	48 (61.5)	10 (62.5)	23 (67.6)
Total	78 (100)	16	34 (100)

Source: Primary data collected through the field survey: Figures in parenthesis show percentage to total

It was found that anganwadis benefitted 61.5 % of families falling in the BPL category among the kids. Also, 62.5% of families among pregnant/lactating mothers and 67.6% among adolescent girls belonged to the BPL category. It could be observed that the deprived population are mostly benefitting from the facility.

Table 11: Distribution of respondents in terms of their opinion towards the status of Anganwadi in the past and present years

Response	Parents		Pregnant/ Lactating mothers		Adolescent girls	
	Past status	Present Status	Past status	Present Status	Past status	Present Status
Very good	-	78 (100)		16(100)	-	34(100)
Good	17 (21.74)		-		5 (14.7)	
Fair	11 (14.10)		2 (12.5)		7 (20.6)	
Poor	24 (30.77)		10 (62.5)		13 (38.2)	
Very poor	26 (33.33)		4 (25)		9 (26.5)	
Total	78 (100)		16 (100)		34 (100)	

Source: Primary data collected through the field survey: Figures in parenthesis show percentage of total

A question was raised to respondents about the past status of anganwadis particularly about infrastructure. 64% of the parents of kids and adolescent girls, and 88% of pregnant/lactating mothers rated past status of anganwadis as “poor to very poor”. However, the present status was overwhelmingly rated as “very good” by cent percent of respondents belonging to all categories.

Table 12: Distribution of respondents in terms of their opinion towards the present status of Anganwadi facility-wise assessment

Improvement in Facilities	Mean score (Maximum Score =5)	
	Parents	Adolescent girls
Improvements in play area	5	5
Improvements in kitchen	4.85	4.44
Improvements in restrooms	4.09	4.21
Sufficiency of buildings	4.67	4.47

Source: Primary data collected through the field survey

Regarding facility-wise improvements, respondents were asked to rate the facilities including play area, kitchen, restrooms, and sufficiency of buildings. Examining the mean score of the preference rating assigned by respondents, the play area was found to be the highest-rated facility followed by the kitchen. The sufficiency of buildings was also found to be highly rated.

Table 13: Distribution of respondents in terms of attitude of kids towards going to Anganwadi

Attitude of kids	Frequency	Percentage
Enthusiastic	53	67.95
Interested	15	19.23
Satisfactory	10	12.82
Total	78	100

Source: Primary data collected through the field survey

Paramount enthusiasm was seen among the kids for going to the anganwadis (67.95%). The rest of them were interested or showed satisfaction with going to anganwadis.

Table 14: Distribution of adolescent girls in terms of attitude towards going to Anganwadi

Attitude of adolescent girls	Frequency	Percentage
Enthusiastic	14	41.2
Interested	8	23.5
Satisfactory	12	35.3
Total	34	100

Source: Primary data collected through the field survey

Majority of the adolescent girls also showed enthusiasm to go to anganwadis, which seemed to be a welcome situation.

Table 15: Distribution of respondents in terms of kid's motivation for going to Anganwadi

Motivation of kids	Mean score (Maximum Score=5)
Play	4.86
Eateries	4.63
Ambience	4.90

Source: Primary data collected through the field survey

Regarding what motivated kids to go to anganwadis, response was collected from stakeholders. Ambience was the primary factor (4.9), followed by play area and ambience in case of kids

Table 16: Distribution of adolescent girls in terms of their motivation for going to Anganwadi

Attitude of adolescent girls	Mean score (Maximum Score=5)
To meet friends	5
Regular awareness sessions	4.59
Good ambience	5
To engage in arts and crafts activities	4.32

Source: Primary data collected through the field survey

Regarding what motivated adolescents to go to anganwadis, response was collected from stakeholders. Ambience and meeting friends were the primary factors (5), followed by interest in awareness sessions and engaging in arts and craft.

Table 17: Distribution of respondents in terms of their opinion towards absenteeism in the Anganwadi

Reasons for absenteeism	No. of Respondents	
	Kids	Adolescent girls
Home sickness	5 (6.41)	2 (5.9)
Illness	73 (93.59)	27 (79.4)
Not interested	-	5 (14.7)
Total	78 (100)	34 (100)

Source: Primary data collected through the field survey

Regarding absenteeism, the major reason was illness for kids (94%) and adolescents, which seems to be a natural phenomenon. Homesickness and lack of interest were reported by a negligible number of respondents.

Table 18: Opinion regarding general functions of anganwadis by parents of kids

General opinion	Mean Score (Maximum Score=5)
Good infrastructure facilities	5
Efficient and friendly staff	4.63
Child gets disciplined	4.50
Conducts regular awareness/knowledge sessions	4.49
Child gets ample nutrition	5

Source: Primary data collected through the field survey

Regarding parent's opinion of why they would send their kids to anganwadis, the rating was obtained for features including infrastructure, staffing and benefits for kids. While all of the features were rated high by the respondents, the most preferred feature that attracted them was the infrastructure and nutrition aspect.

Table 19: Opinion regarding general functions of anganwadis by pregnant/lactating mothers

General opinions	Mean Score (Maximum Score=5)
Good infrastructure	5
Efficient and friendly staff	4.89

Source: Primary data collected through the field survey

Lactating mothers found infrastructure (5) and efficient and friendly staff (4.9) to be attractive.

Table 20: Opinion regarding general functions of anganwadis by adolescent girls

General opinions	Mean Score (Maximum Score=5)
Good infrastructure	4.74
Efficient and friendly staff	4.47
Conducts regular awareness/knowledge sessions	4.74
Get ample nutrition	5

Source: Primary data collected through the field survey

While all of the features were rated high by the adolescent girls, the most preferred feature that attracted them was the nutrition aspect, followed by infrastructure and conduct of regular awareness/knowledge sessions.

Suggestions

Regarding suggestions for improving the anganwadis, respondents raised the issue of understaffing. The anganwadis require more helper-level staff and require more kitchen appliances and toys for kids. Further, they pointed out the need for a separate dining area. Nutritional aspects could be further improved and health monitoring equipments at the anganwadis could be more helpful in effectively tracking the status of children. TV and smart classrooms could convert the anganwadis into “smart anganwadis”

3.7 Evaluation Criteria 7: Sustainability

Sustainability gauges the ability of the intervention to endure over time, considering factors such as institutional capacity, community ownership, and the lasting effects on the local environment.

Anganwadis face challenges posed by the growing popularity of private play schools. Play schools, often perceived as more modern and equipped with better facilities, can attract parents seeking what they believe to be a higher quality of early childhood education. To overcome these challenges and maintain the relevance and effectiveness of anganwadis, the CSR funding by CSL was helpful.



Fig 4 : Sustainability factors of Anganwadi project

Firstly, the funding has helped in enhancing the quality of services offered by anganwadis. This includes improving infrastructure, providing engaging educational materials, and ensuring a safe and stimulating environment for children. By upgrading facilities and incorporating modern teaching methods, anganwadis could compete more effectively with private play schools.

Secondly, community engagement is crucial in sustaining the Anganwadi project. Establishing strong ties with parents and the local community can help raise awareness about the benefits of anganwadis. Communicating the unique advantages, such as a focus on holistic development, nutrition, and health services, can differentiate anganwadis from private play schools. Community involvement also fosters a sense of ownership and pride, encouraging parents to actively choose anganwadis for their children.

Thirdly, the convergence of various government departments is a contributing factor to sustainability. ICDS under the district administration coordinates the day today functioning with help of the civil supplies and health departments which contribute their expertise and resources in the effective execution of the Anganwadi scheme.

Financial accessibility is another key factor. Since low-income families may perceive private play schools as more expensive, anganwadis can emphasize their affordability or even offer fee structures based on income levels. Seeking financial support through government subsidies or community donations can help make anganwadis a more viable and attractive option for economically disadvantaged families.

Factors identified for ensuring sustainability

1. Convergence of Schemes: ICDS and CSR Projects

To ensure sustainability, integrating Integrated Child Development Services (ICDS) with Corporate Social Responsibility (CSR) projects is crucial. This convergence aligns resources, optimizing both schemes for enhanced operational efficiency and reliable supplies. By synergizing efforts, the impact on community welfare, particularly in childcare and development, becomes more significant.

2. Ensuring Maintenance Funds

Sustainable programs require a solid financial foundation. Ensuring maintenance funds guarantees the longevity of projects. Adequate financial provisions empower initiatives to address unforeseen challenges, maintain infrastructure, and adapt to evolving needs. Reliable funding ensures the continuity of essential services, contributing to the overall effectiveness and lasting impact of community-focused projects.

3. Ensuring Transportation for Kids

Child welfare involves not just educational and nutritional aspects but also safe transportation. Guaranteeing transportation for kids to access essential services like anganwadis ensures inclusivity and equal opportunities. This proactive approach will serve to overcome geographical barriers, facilitate better attendance, and promote holistic child development.

4. Ensuring Employee Satisfaction at Anganwadis

Employee satisfaction is paramount for the success and sustainability of anganwadis. Ensuring a positive work environment, fair compensation, and professional development opportunities are essential for staff retention and motivation. Satisfied employees are more likely to deliver quality services, fostering a nurturing atmosphere in anganwadis and contributing to the overall success of child development programs.

5. Technology Enabled Learning Environment:

Furthermore, incorporating technology into anganwadi programs can enhance their appeal. Utilizing educational apps, online resources, and interactive learning tools can bridge the perceived technological gap between anganwadis and private play schools. This modernization can contribute to a dynamic and engaging learning environment, aligning more closely with the expectations of parents.

6. Regular Monitoring and Assessment of Anganwadis

Continuous monitoring and assessment are critical for gauging the effectiveness of anganwadi programs. Regular evaluations identify areas for improvement, measure the impact of interventions, and ensure accountability. This ongoing scrutiny not only enhances program efficiency but also enables timely adjustments, adapting to changing community needs and maintaining the relevance and sustainability of anganwadis in the long run.

Conclusion

The intervention by Cochin Shipyard to provide infrastructure for the Anganwadi project has yielded significant social benefits and garnered positive feedback from stakeholders. By investing in the development of Anganwadi centers, Cochin Shipyard has contributed to the holistic well-being of communities, particularly benefiting children, pregnant and lactating mothers, and vulnerable populations. The improved infrastructure has enhanced the functioning of Anganwadis by providing conducive environments for early childhood education, healthcare services, and nutritional support. With upgraded facilities, Anganwadis can now accommodate more children, offer a wider range of activities and services, and create a safer and more hygienic space for learning and growth. This has resulted in increased attendance rates among children in selected anganwadis, improved health outcomes, and greater community engagement. Stakeholders, including local authorities, beneficiaries, and community members, have expressed appreciation for the initiative, highlighting its positive impact on the overall quality of life and social cohesion within the community. Cochin Shipyard's intervention exemplifies corporate social responsibility in action, demonstrating a commitment to sustainable development and inclusive growth. By investing in social infrastructure and partnering with local communities, Cochin Shipyard has not only improved the physical environment but has also fostered social capital and contributed to the long-term well-being of the community.

Section 4. QUALITATIVE STUDY

4.1 Case Studies from selected anganwadis

In the verdant outskirts of Wayanad, nestled among the tribal communities, a transformative initiative by Cochin Shipyard Limited (CSL) has reshaped the educational and social landscape. Focused on funding infrastructure development in local Anganwadis, CSL's Corporate Social Responsibility (CSR) effort has fostered an environment where learning and community engagement flourish. This case study narrates the impact of these changes through the stories of three key stakeholders: a tribal parent, a child, and an adolescent girl. To maintain anonymity of the participants of the study, the names in the cases has been replaced by fictitious names.

4.1.1 The Child's Perspective: A Playground of Dreams



Meena, a 4-year-old girl from a nearby village, used to be hesitant to attend the local Anganwadi. However, the transformation brought about by CSL's initiative changed her perspective. The once dull and cramped Anganwadi was now vibrant with colorful walls, child-friendly furniture, and an array of educational toys and books. Meena's excitement to attend the Anganwadi became evident, and she began to show a keen interest in learning and participating in activities.

Six-year-old Arjun's eyes light up when he talks about the playground at his Anganwadi. Before CSL's intervention, the Anganwadi had no recreational space, which often led to disinterest and irregular attendance among children. The introduction of a well-equipped park changed everything.

Arjun, who once reluctantly attended the Anganwadi, now eagerly awaits each day. "I love the slide and the swings," he beams. "My friends and I play every day, and we learn a lot of new things." The playground has become a symbol of joy and learning, igniting enthusiasm and consistent attendance among children.



4.1.2 Staff Enthusiasm

Sabira, an Anganwadi teacher, felt revitalized by the changes. The new resources and training provided by CSL's CSR program enabled her to create a more engaging and effective teaching environment. The increasing attendance and participation of children like Meena and adolescents like Anjali was a testament to this positive change.

4.1.3 The Adolescent Girl's Perspective: Crafting Futures

For 15-year-old Anjali, a tribal adolescent, the Anganwadi was a distant memory, a place for younger kids. However, the introduction of arts and crafts workshops and exhibitions brought a new dimension to her life. CSL's initiative included programs for adolescent girls, providing them with a platform to learn, express, and showcase their talents.



"I never knew I could paint until I attended the workshop here," Anjali shares. The arts and crafts exhibition, a culmination of their learning, gave her and her peers a sense of achievement and visibility. "It was not just about the art. It was about being seen and heard," she adds. This program fostered a nurturing space for adolescent girls, offering them opportunities for personal growth and community engagement.

Anjali, another 13-year-old girl, found the revamped Anganwadi a safe space for learning and personal development. The introduction of a small library became a turning point in her education. The CSR initiative also included workshops on health, hygiene, and life skills, crucial for adolescent girls in the community.

4.1.4 Parent's Perspective

Sunita, Meena's mother, noticed a significant change in her daughter's attitude towards education. The improved facilities and the safety measures implemented at the Anganwadi alleviated her concerns, encouraging her to participate in parent-teacher meetings and become an active member of the community.

4.1.5 The Tribal Parent's Perspective: A Glimpse into Inclusion



Mohan, a father from the tribal community, had always viewed the local Anganwadi with a mixture of skepticism and hope. The dilapidated structure and lack of facilities made him hesitant to send his young daughter, Amrita. However, CSL's intervention brought a seismic shift. The newly constructed Anganwadi, equipped with better classrooms and essential amenities, changed his perception.

"The new building looked like it was part of a different world," Mohan recalls. "It wasn't just the structure, but the warmth and welcome from the staff that made us feel included." The inclusive approach adopted by the Anganwadi, encouraged by Cochin Shipyard's initiative, drew in more tribal families, fostering a sense of belonging and community.

Results and Impact

Cochin Shipyard's CSR initiative in refurbishing Anganwadis has been a beacon of hope and transformation. By focusing on infrastructure, recreational facilities, and inclusive programs, CSL has not only enhanced educational prospects but also strengthened community bonds. Mohan's acceptance, Arjun's enthusiasm, and Anjali's newfound passion stand as testaments to the profound impact of this initiative. The initiative led to a significant increase in attendance and engagement at the Anganwadis. Parents reported heightened interest in education among their children, and adolescent girls like Anjali found new opportunities for learning and personal growth. Teachers witnessed enhanced educational outcomes and were more motivated. This case study exemplifies how targeted CSR activities can catalyze significant socio-cultural changes, especially in marginalized communities, forging a path towards a more inclusive and vibrant future.

ANNEXURE 1

**Questionnaire: Impact Assessment Survey
CSR Funding by Cochin Shipyard Ltd**

Stakeholder 1: Mothers of Kids

Basic Details

1. Age
2. Education
3. Occupation
4. APL/BPL
5. Number of members in the family
6. Number of kids

Opinion regarding the improvement in facilities

1. Status of Anganwadi in the past
very poor, poor, fair, good, very good
2. Present status of infrastructure and its suitability to kids
 - a. Sufficiency of building
 - b. Play area
 - c. Kitchen
 - d. Rest rooms
3. State the attitude of the kid towards going to Anganwadi
Not at all enthusiastic, not interested, satisfactory, interested, enthusiastic
4. What is the reason for enthusiasm of the kids
 - a. To play
 - b. Eateries
 - c. Ambience
5. What are reasons for absenteeism
 - a. Home sickness
 - b. Illness
6. What are the general observations regarding the Anganwadi
 - a. Good infrastructure facilities
 - b. Efficient and friendly staff
 - c. Child gets disciplined
 - d. Conducts knowledge/awareness sessions regularly
 - e. Child gets ample nutrition
7. Have you observed any deficiencies in the anganwadi?
 - a. .
 - b. .
 - c. .
8. Do you have any suggestions to improve?
 - a. .
 - b. .
 - c. .

**Questionnaire: Impact Assessment Survey
CSR Funding by Cochin Shipyard Ltd**

Stakeholder 2: Expectant/Lactating Mothers

Basic Details

1. Age
2. Education
3. Occupation
4. APL/BPL
5. Number of members in the family
6. Number of kids

Opinion regarding the improvement in facilities

7. Status of Anganwadi in the past
 - a. very poor, poor, fair, good, very good
8. Present status of infrastructure and its suitability to kids
 - a. Sufficiency of building
 - b. Play area
 - c. Kitchen
 - d. Rest rooms
9. Will you send your kid to this anganwadi
Yes/No
10. If yes, what are the general observations regarding the Anganwadi
 - a. Good infrastructure facilities
 - b. Efficient and friendly staff
 - c. Child gets disciplined
 - d. Child gets ample nutrition
 - e. Conducts knowledge/awareness sessions regularly
 - f. Expectant /Lactating mothers are given nutrition and care
11. Have you observed any deficiencies in the anganwadi?
 - a. .
 - b. .
 - c. .
12. Do you have any suggestions to improve?
 - a. .
 - b. .
 - c. .

**Questionnaire: Impact Assessment Survey
CSR Funding by Cochin Shipyard Ltd**

Stakeholder 3: Adolescent Girls

Basic Details

1. Age
2. Education
3. Occupation
4. APL/BPL
5. Number of members in the family
6. Number of kids

Opinion regarding the improvement in facilities

7. Status of Anganwadi in the past
 - a. very poor, poor, fair, good, very good
8. Present status of infrastructure and its suitability to kids
 - a. Sufficiency of building
 - b. Play area
 - c. Kitchen
 - d. Rest rooms
9. State your attitude of the kid towards going to Anganwadi
 - a. Not at all enthusiastic, not interested, satisfactory, interested, enthusiastic
10. What is the reason for enthusiasm of the girls
 - a. To play
 - b. Ambience
 - c. Awareness sessions
 - d. To meet friends
 - e. To engage in craft
11. What are reasons for absenteeism
 - a. Home sickness
 - b. Illness
 - c. Not interested
12. What are the general observations regarding the Anganwadi
 - a. Good infrastructure facilities
 - b. Efficient and friendly staff
 - c. Discipline
 - d. Conducts knowledge/awareness sessions regularly
 - e. I get ample nutrition
13. Have you observed any deficiencies in the anganwadi?
 - a. .
 - b. .
14. Do you have any suggestions to improve?
 - a. .
 - b. .

ANNEXURE 2

Table. 1 Age group /social class wise classification of kids of selected four anganwadis in Wyanad district

Year	6M - 3Years (Kids)					3-6 Years (Kids)					Total Kids				
	SC	ST	OBC	Other	Total	SC	ST	OBC	Other	Total	SC	ST	OBC	Other	Total
2020-21	9	13	82	23	127	4	18	78	10	110	13	31	160	33	237
2021-22	8	14	79	23	124	6	15	83	11	115	14	29	162	34	239
2022-23	6	21	93	19	139	4	20	24	6	54	10	41	117	25	193
2023-24	8	24	83	11	127	2	17	32	8	59	10	41	115	19	186

Source: ICDP, Wayanad District Administration (Data of selected four Anganwadis)

Table.2 Age group /social class wise classification of other beneficiaries of selected four Anganwadis in Wyanad district

Year	Pregnant Women					Lactating Mothers					Adolescent Girls				
	SC	ST	OBC	Other	Total	SC	ST	OBC	Other	Total	SC	ST	OBC	Other	Total
2020-21	3	9	40	7	58	5	6	44	7	62	0	30	1	2	33
2021-22	4	7	43	5	59	3	8	43	5	59	0	27	1	2	30
2022-23	3	8	48	11	70	6	7	55	2	70	12	14	2	12	40
2023-24	3	5	43	4	55	1	5	50	11	67	16	26	100	12	154

Source: ICDP, Wayanad District Administration (Data of selected four Anganwadis)



SCHOOL OF MANAGEMENT STUDIES

COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY

Kochi 682 022

