

Executive Summary for Impact Assessment of KSL CSR projects

CSR Project (Parvarish): Implemented by Kotak Education Foundation

KSL's education project focused on Prioritizing early childhood education and learning in under-resourced communities of Mumbai. Parvarish took cognizance of improving developmental understanding among parents in the domain of literacy and numeracy to ensure quality foundational learning among children of primary and pre-primary ages.

The research gives an objective account from a sample size of 261 respondents that is representative of a universe of 3501 beneficiaries.

Based on the impact assessment study conducted by Soulace:

Major findings of the study:

- The project caters to the needs of developing capacity among parents of under-resourced communities and empowering them toward more holistic parenting.
- The project has been strategic in building awareness among mothers of diverse ages; however, fathers still need to be engaged further.
- The project works towards enhancing foundational learning, numeracy, and literacy along with socio-emotional interactions between parents and children.
- 73.8% of respondents recorded that they benefited from the project where their day-to-day interactions with their children became better.
- Thematic-based training focusing on numeracy, literacy, love language, parenting, and home was offered to the parents. The project built enhanced channels of communication, safer homes, and better socio-emotional ecosystems for children in their early years.

It can be observed that 78.5% of respondents understood the purpose of Parvarish, and 84.6% have adopted positive parenting practices with their children.

The impact evaluation conducted shows that Parvarish has been highly successful in achieving its objectives.

CSR Project (Hamara Gaon Elementary Education Program & Beyond Elementary Education Program) Implemented by Pratham Education Foundation:

KSL's education and livelihood project, aimed to improve the elementary education & beyond elementary education.

In elementary education, the focus was to strengthen the foundational skills in Language & maths in students of elementary grade.

Project Location: Jaipur, Hyderabad, Vizag, Patna, Lucknow, Pimpri, Nashik, Nagpur

Sample of 380 students

Based on the impact assessment study conducted by Samhita Social Ventures:

Improvement Levels:

There has been a drastic improvement in the learning levels of the students.

The national ASER test reported at the time the programme was started that slightly over 50% students from Grade 5 in rural India could read simple text at Grade 2 level while only about 28% reached subtraction levels in arithmetic. Here it was seen that over 71% of the children who underwent the Hamara Gaon programme in the Kotak-supported communities could read a story while more than 83% are at or beyond subtraction level in arithmetic.

Beyond Elementary Education:

Beyond elementary education, the focus was to support young women pass their 10th std. examination who once had dropped out from the education system. It engaged 354 women and girls across Patna, Hyderabad and Jaipur.

Sample of 193 women and girls

1. Over 93% of the respondents reported attending the Second Chance classes regularly
2. Nearly 91% of the surveyed attendees reported appearing for the board exams as part of their engagement with the Second Chance project.
3. Of the respondents surveyed, more than 90% appeared for the Secondary School Examination.
4. 76% passed in the first attempt, while 16% had gotten compartments in a subject and were planning to reappear for the same. This is a highly positive impact with direct causal correlation with the SC project
5. Nearly 70% of the total respondents had cleared their boards at the time of the survey.