

Impact Assessment Report

Holistic Rural Development Projects (HRDP) - North 2 Region

P0345 - Gorakhpur, Uttar Pradesh



November 2025

Project Summary - P0345 - People's Action for National Integration

TOTAL BENEFICIARIES
3,000 households, and 8 schools
and 13 Anganwadis

Sample: 516 quantitative respondents (households, community groups, and institutions, and **18 qualitative interactions** (FGDs, KIIs, IDIs, and SGDs)

What Worked and What Did Not

WHAT WORKED?	What Needs Attention
✓ Irrigation units and solar pumps enabled multiple cropping and reduced manual effort ✓ Solar irrigation units replaced diesel pumps, cutting costs and promoting clean energy ✓ School renovations, separate girls' toilets, and clean facilities increased girls' enrolment and regularity ✓ Women's participation in VDCs and livelihood groups improved economic conditions. ✓ Visible HDFC Parivartan branding strengthened community recognition	✗ Sustained adoption of improved agricultural practices will require continued technical guidance and capacity reinforcement. ✗ Waterlogging during livelihood interventions underscored the need for more robust climate-responsive planning. ✗ Technical and maintenance gaps in solar lights to ensure long-term sustainability.

Key Recommendations

- 

Involve community in tackling infrastructure infuctionality and impact.
- 

Increase demo plots and follow-up trainings before sowing seasons for better adoptaion.
- 

Instal more solar light in village and focus on maintenance gap.
- 

Regular Training should be provided to teacher on smart class tool and Interactive pedagogy.
- 

Include menstrual hygiene management , nutrition and preventive health session in school and community.

4.8

Dimension	Score
Relevance	4.7
Coherence	5.0
Efficiency	4.7
Effectiveness	4.8
Impact	4.6
Sustainability	4.7
Branding	5.0

≥ 4.6	Excellent
3.6 to 4.5	Good
2.6 to 3.5	Moderate
≤ 2.5	Poor

Relevance (Excellent) 4.7	SDLE 4.8 NRM 4.7 PoE 4.8 H&H 4.5 Over 90% of respondents across all streams rated the interventions as ‘essential’ and of high priority, underscoring their strong alignment with community needs and local development priorities. SDLE: Farmers highly valued quality seeds (92%), tools (98%), and improved farming techniques (91%). Trainings on natural farming, composting, drip irrigation, and pest control enabled a shift from traditional to more productive agriculture. Village Resource Centers, Tool Banks, borewells, and solar pumps boosted incomes and diversified livelihoods— <i>“Now we do vegetable farming, use sprinklers, sell vegetables, and earn money.”</i> NRM: Solar lights and smokeless stoves addressed key energy and safety challenges. Solar streetlights (94% adequate), home solar units (99%), and biomass stoves (97%) were well-received, though some large villages requested additional lights— <i>“Only one light is installed; if there were more, it would cover the area properly.”</i> POE: School upgrades—functional toilets, clean drinking water, benches, libraries, and smart classes—were rated highly adequate (90–95%) and improved attendance, hygiene, and learning environments, especially for girls. Interactive learning tools like BALA paintings and science kits made classrooms more engaging. H&H: Health camps filled critical healthcare gaps, with nearly 100% of respondents finding them useful and 96% satisfied with medicines. Focused screenings, hygiene awareness, and preventive care—especially for women and adolescents—led to increased health-seeking behavior: <i>“Earlier no one came; now people get themselves checked.”</i>
	SDLE 5.0 NRM 5.0 PoE 5.0 H&H 5.0 The interventions demonstrated strong internal coherence, aligning closely with the HRDP thematic framework and HDFC Bank’s CSR priorities across key focus areas, including livelihood, water, sanitation, education, and clean energy. All activities were implemented through well-defined standard operating procedures, budgetary controls, and approval processes, ensuring consistency in quality, accountability, and execution across project locations.

Coherence (Excellent) 5.0	The project aligned well with national and state development priorities, ensuring close coordination with local governance systems and institutional frameworks. Collaboration with Panchayati Raj Institutions and local departments helped improve cooperation, policy alignment, and smooth implementation on the ground. All focused areas, NRM, SDLE, POE, and H&H—demonstrated strong internal and external coherence, aligning closely with the HRDP framework, HDFC Bank's CSR priorities, and local community needs. Interventions, including solar irrigation and clean energy, seed banks, livelihood support, school infrastructure upgrades, smart classrooms, and health and hygiene camps, addressed key community needs. Collaboration with PRIs, local departments, and community groups ensured ownership, coordination, and long-term impact and sustainability.
Efficiency (Excellent) 4.7	    Between 80% and 95% of respondents across POE, SDLE, NRM, and H&H confirmed timely support and rated intervention quality as good to very good. While delivery and standards were consistently strong, some components—especially NRM—require improved maintenance and post-installation support to ensure long-term use. SDLE: Farmers affirmed the high quality and relevance of inputs: 92% found seeds effective, 93% praised new farm techniques, 89% valued tools, and 82% rated water pumps as useful. Trainings helped shift from chemical to natural farming—<i>"They showed how to make compost from waste instead of fertilizers"</i>—resulting in better yields and sustainable practices. NRM: 91% reported timely solar streetlight installation, with most rating their quality as excellent. Biomass units also received high satisfaction (85% efficient). Strong monitoring and planning contributed to recognition, including the Parivartan Award for the solar irrigation initiative. However, some beneficiaries highlighted the need for periodic technical maintenance. POE: School upgrades were highly effective—95% found facilities useful, toilets addressed critical needs, and smart classes and libraries enhanced learning. Teachers noted, <i>"Children now read books and take more interest in studies."</i> Minor issues pertained to maintenance of taps and doors. H&H: Water tanks and health camps were well received—85% found tanks very effective and 76% rated camp quality very good. Medicines were timely and appropriate, helping villagers seek treatment—<i>"Before, no one came; now people get themselves checked."</i>
Effectiveness (Good) 4.8	    Farmers actively embraced new agricultural practices such as composting, trellis farming, and organic spraying. 92% said the seeds worked well, and 93% found the new methods highly effective in improving yields and income. The shift to solar-powered irrigation and collective learning helped reduce input costs, increase productivity, and promote teamwork among farmers. Women's participation grew stronger as they took up goat rearing, vegetable cultivation, and other livelihood activities, gaining both income and confidence. Community groups and PRI played a vital role in bringing people together, encouraging participation, and ensuring smooth coordination and transparency throughout the project. While the solar streetlights were widely appreciated, battery and maintenance issues were commonly raised, pointing to the need for better follow-up and technical support. Separate toilets, BaLA paintings, and better classrooms made schools cleaner, safer, and more child-friendly — teachers shared that attendance, especially among girls, has improved, and students are now more confident and eager to learn.

Impact (Good) 4.6	 SDLE 4.7  NRM 4.8  PoE 4.3  H&H 4.6 Nearly 90% of respondents confirmed that the interventions created long-term benefits such as time and cost savings, reduced disease incidence, and improved natural resources. SDLE: Agriculture and enterprise initiatives led to permanent livelihood gains. 97% learned new farming practices, and 100% now grow more crop varieties—<i>"After the training, our income increased... the yield is good now."</i> Trellis farming, composting, and organic inputs boosted harvests and cut costs. Women achieved economic independence—<i>"Earlier we didn't have any work; now we are earning and have become self-dependent."</i> NRM: Solar streetlights and biomass stoves dramatically improved daily life. All respondents said solar lights made evenings safer—<i>"Earlier there was darkness; now there is light, and people can move safely."</i> Women noted greater security and children study at night. Biomass chulhas reduced smoke—<i>"The smokeless stove is very helpful; we no longer need kerosene lamps."</i> Water facilities ensured reliable access, making chores easier and faster. POE: Education interventions transformed learning environments. Teachers reported improved motivation and students' active participation, supported by smart classrooms, libraries, and science kits—<i>"Earlier we used to tell them about the microscope; now we show them practically."</i> Better sanitation and infrastructure increased attendance, especially for girls—<i>"The girls who used to skip school now come regularly."</i> H&H: Health and hygiene improvements enhanced well-being. 97% gained access to clean drinking water, and families now spend less time and money fetching it. Health camps changed attitudes—<i>"Earlier people ignored check-ups; now they get themselves checked."</i> Nutrition awareness reduced illness among girls—<i>"We have fallen ill very little in three years."</i>
Sustainability (Good) 4.7	 SDLE 4.8  NRM 4.7  PoE 4.7  H&H 4.5 Over 90% of respondents agreed that sustainability measures were built into the interventions; however, long-term viability will depend on stronger community ownership, technical servicing, and financial support systems. NRM: Clean energy solutions demonstrated high sustainability—94% for solar streetlights, 99% for home solar units, and 100% for smokeless chulhas. Villagers reported safer night mobility and reduced dependence on kerosene—<i>"Earlier it was dark; now solar lights make it bright everywhere"</i>—and cleaner cooking practices—<i>"The smokeless stove causes no harm and uses less wood."</i> SDLE: Agricultural initiatives showed strong continuity, with 100% confirming irrigation infrastructure remains useful and 97% continuing improved farming techniques. Farmers now rely on compost and better seeds, while women-led enterprises like goat rearing and vending carts promoted lasting self-employment—<i>"Earlier we didn't know how to prepare the field... now self-employment has started."</i> POE: Education upgrades are sustained and widely used; 100% affirmed that toilets, libraries, smart classrooms, and learning aids continue to function effectively. Teachers shared that improved infrastructure and materials made schools more child-friendly—<i>"Earlier children sat on the floor; now they have benches, clean water, and proper toilets."</i> H&H: Health initiatives remain beneficial, with continued use of hygiene practices, screening, and check-ups—<i>"Earlier no one came for health camps; now people get themselves checked."</i> Nutrition and anemia interventions especially benefited adolescent girls.
Branding (Excellent) 5.0	 SDLE 5.0  NRM 5.0  PoE 5.0  H&H 5.0 The project was widely recognized and appreciated across all villages, with people easily identifying with the support provided under HDFC Bank and PANI. Each village had visible boards and nameplates—around five in every location—and every initiative, from schools and health camps to agriculture and water facilities, proudly displayed the project's branding. As one respondent shared, <i>"Everyone knows that HDFC has done this work. The boards are still visible in our village."</i> Even

	after more than a year, the logos and signs remain, serving as a reminder of the work done. Branding was also visible on agriculture tool banks, solar streetlights, and IEC materials, helping people connect the improvements in their daily lives—like brighter streets, better schools, and improved farming—with the continued support of HDFC Bank’s Parivartan program.
--	--

Key Impacts & Evidence of Change

- **Empowered Women and United Communities:** Women who once stayed in the background are now earning a living, managing goats, or selling milk. With lighter workloads and new skills, they feel more independent and respected.
- **Smarter Farming Practices:** Farmers now speak with confidence about their fields. With solar irrigation, trellis farming, and natural composting, they have reduced costs while improving yields.
"Earlier, it took seven days to irrigate a field manually. Now, with the mini-farm system, we irrigate one acre in just two hours."
- **Education and Confidence in Children:** Schools today look brighter and feel livelier. Classrooms have colorful BALA paintings, science labs, and clean toilets — spaces where children feel safe, curious, and eager to learn. Teachers shared that girls who once skipped school during menstruation now attend regularly without hesitation.
- **Governance and Local Leadership:** PRIs emerged as active partners in this journey, supporting water conservation, school improvements, and asset upkeep. Their involvement has strengthened local ownership, turning development into a shared responsibility to sustain progress.
- **Sustainable and Lasting Change:** Everywhere, there’s a sense of pride and progress. The trees planted now offer shade, the school walls tell stories, and the solar lights glow each night as a reminder of how small changes can bring big transformations.

Key Factors influencing Performance

High Performance Drivers • Integrated and Holistic Impact- Each intervention strengthened the other —for example, solar lighting supported evening learning and safety. • Women’s Leadership and Participation- Their visibility and confidence in community decision-making have grown significantly. • Strengthened Learning Environment- Teachers and students report greater enthusiasm, curiosity, and attendance, especially among girls. • Community Ownership- Local problem-solving shows growing self-reliance and pride in shared assets. • Strong Local Institutions and Convergence - Partnerships with PRIs and line departments helped align local priorities and ensure continuity.	Low Performance Drivers • Maintenance Mechanisms and Accountability - Lack of clear ownership sometimes resulted in neglect of common assets. • Limited Continuity and Follow-Up - Post-installation monitoring and maintenance support were inconsistent. • Uneven Asset Utilization - Some facilities (science labs, taps, or kits) were underused due to limited training or space constraints.
--	---

Recommendation

Focus Area	High Priority	Medium Priority	Low Priority
NRM	Immediate focus should be on repairing and maintaining existing solar lights and pumps, especially those with battery or charging issues. More solar lights are needed in inner hamlets, temples, and schools to improve safety, and local arrangements should be made for their protection and upkeep.	Solar coverage should be expanded to meet community demand, with basic maintenance training provided to villagers.	In the long run, successful solar irrigation and lighting models should be replicated in other HRDP areas.
SDLE	Organize regular, hands-on trainings for farmers and women before the sowing season, with seeds, tools, and fertilizers provided. Ensure follow-up visits and support for solar irrigation, livestock care, and vaccination camps to strengthen livelihoods.	Introduce small producer groups and cooperatives to help farmers and women market their produce collectively and get better prices.	Encourage new livelihood options such as floriculture, fish farming, handicrafts, and millet cultivation to diversify income and promote sustainable growth.
PoE	Improve school infrastructure by adding desks, benches, and classrooms, and ensure regular maintenance of smart classes, RO plants, and projectors. Provide teacher training and equip libraries and labs with adequate learning materials.	Provide better quality sports equipment, organize inter-school games, and add science kits and storybooks to make learning more engaging.	Introduce solar panels, drinking water arrangements, and small TVs for educational videos in schools and Anganwadi centres as part of future projects.
H&H	Organize more frequent health camps, especially in summer when illnesses are common, ensuring that those left out earlier can also participate. Provide good-quality medicines and ensure adequate supply during each camp.	Conduct regular health and hygiene awareness sessions, including menstrual hygiene education, to improve overall community health practices and encourage preventive care.	Plan follow-up health camps and routine check-ups in future projects to ensure continuity of care and sustained health benefits for the community.

CASE STUDY

Enhancing Livelihoods, Energy Access, and Women's Empowerment in Jangal Aurahi, Gorakhpur (P0345)

Figure 1: Women Empowerment and Livelihood Support – Jangal Aurahi, Gorakhpur



In **Jangal Aurahi village (Chhavni Tola, Gorakhpur district, Uttar Pradesh)**, **Shashikala Devi**, a 39-year-old woman from a five-member household, manages domestic responsibilities while also contributing to household income through a **small shop enterprise**. Her family primarily depended on **daily wage labour**, with limited and unstable income sources. Before the intervention, the household faced multiple challenges, including **lack of reliable lighting, low income, and limited livelihood opportunities**. The absence of electricity created barriers for **children's education, household work, and safety**, especially during nighttime. Additionally, limited income sources restricted the family's ability to meet daily needs.

Through the **HDFC Parivartan initiative**, implemented in partnership with **Paani Sansthan**, Shashikala Devi received **solar lighting support and poultry farming assistance**, along with indirect benefits such as **irrigation facilities (water pipelines/tanks)** and community-level development interventions. The **solar light** proved to be a highly impactful intervention. It enabled children to **study after dark**, improved household functioning during power outages, and enhanced overall quality of life. The project also supported her in **establishing and expanding a small shop**, which contributed to an **income increase of approximately 10–20%**.

Improving Household Energy Access and Livelihood Opportunities in Jangal Nakin, Gorakhpur (P0345)

Figure 2: Solar Lighting and Livelihood Diversification – Jangal Nakin, Gorakhpur



In **Jangal Nakin village (Gorakhpur district, Uttar Pradesh)**, **Savitri**, a 28-year-old woman from a five-member household, balances **household responsibilities, farming, and NREGA work** to support her family. Prior to the intervention, the household faced significant challenges, particularly related to **lack of electricity, limited livelihood options, and low-income stability**.

Through the **HDFC Parivartan initiative implemented by Paani Sansthan**, Savitri received **solar lighting support**, along with exposure to livelihood opportunities such as **goat rearing, poultry farming, and small-scale vending activities (e.g., pushcarts)**. Community meetings and awareness sessions played a crucial role in **knowledge dissemination and participation**. The introduction of **solar lighting** brought immediate and visible improvements. Households no longer depended on kerosene or candles, enabling children to **study effectively at night**, improving daily routines, and enhancing safety. The intervention also resulted in **significant cost savings**, with households reporting up to **80% reduction in electricity-related expenses**. Livelihood support initiatives enabled families to **diversify income sources**, with activities like

ANNEXURE

Methodology

Study design and Framework: A cross-sectional, mixed-methods design was adopted to generate robust, triangulated evidence on project **relevance, coherence, efficiency, effectiveness, impact, and sustainability**. The study followed HDFC Bank CSR's DMS framework and applied an **OECD-DAC-aligned analytical framework** contextualized for the **Holistic Rural Development Program (HRDP)**. Quantitative surveys were complemented with qualitative FGDs, KIIs, IDIs, and SGDs to assess outcomes and capture nuanced mechanisms of change across thematic areas such as **NRM, SDLE, H&H, and POE**.

Sampling and Coverage: The sampling approach balanced **statistical validity with fair representation** of geographies and intervention types for N2 projects (P0345).

- **Quantitative sample size** was determined using a 95% confidence level and 5% margin of error, with proportional allocation across households, community beneficiaries, and institutional actors.
- **Qualitative sampling** was purposive, ensuring that diverse stakeholders were represented for deeper insights.
- **P0345:** The study was conducted in **15 villages of Gorakhpur district, Uttar Pradesh**. The quantitative component used a finite-population sample size calculation at 95% confidence, and 5% margin of error.

Table 1: Quantitative Sample Distribution and Respondent Category (P0345)

Thematic Area	Respondent Type	Target	Achieved
NRM	Community	30	49
	Household	99	99
SDLE	Household	151	170
	Group	94	100
POE	Principals/ teachers	20	21
H&H	Community	60	62
Asset Mapping		15	15
Grand Total		469	516

Table 2: Qualitative Sample and Respondent Category (P0345)

Stakeholder Type	Tool	Target	Achieved
NGO Partner (Implementation Manager)	KII	1	1
HDFC Project Manager	IDI	1	1
PRI Members	KII	4	4
Community Members	FGD	4	4
Farmer Groups	FGD	2	2
School Principals	KII	4	4
Students (8th–10th)	SGD	2	2
Total		18	18

Respondents and tools: The standardized **DMS tool of HDFC Bank CSR** was used to collect quantitative data, tailored to the project's different beneficiary categories: households/groups for skill development and livelihoods, community members for natural resource management, and school authorities (principals, teachers, students) for education interventions. Qualitative tools included **FGD, IDI, and KII guides** developed in line with the DMS and **OECD-DAC criteria**, capturing perspectives from community stakeholders, farmer groups, PRI members, implementing partners, and HDFC project manager.

Data analysis, and Reporting: Quantitative analysis employed descriptive statistics and score analysis as per the OECD-DAC dimension from the DMS; qualitative data were transcribed, coded and synthesized to produce composite scores per OECD-DAC dimension. Both quantitative and

qualitative scores are averaged (with different weightages to the indicators) to give a comprehensive project level score. Findings are presented as an integrated outcomes narrative with project-specific sub-analyses, supported by triangulated evidence from surveys, FGDs/IDIs, KIIs, and case studies.

Level Scoring- P0345 – Gorakhpur (Heat Map)

Overall Project Score = 4.7 (Good)								
Parameter/ Theme	Relevance	Coherence	Efficiency	Effectiveness	Impact	Sustainability	Branding	Overall Score
SDLE	4.8	5.0	4.8	4.9	4.7	4.8	5.0	4.8
NRM	4.7	5.0	4.7	4.7	4.8	4.7	5.0	4.8
POE	4.8	5.0	4.7	5.0	4.3	4.7	5.0	4.7
H&H	4.5	5.0	4.8	4.8	4.6	4.5	5.0	4.7
Overall Score	4.7	5.0	4.7	4.8	4.6	4.7	5.0	4.8

Legend:

>= 4.6	Excellent
3.6 to 4.5	Good
2.6 to 3.5	Moderate
<= 2.5	Poor

P0345 – Indicator Wise Scoring (Theme and Overall)						
OECD parameter	Indicator	SDLE	NRM	H&H	PoE	Overall score
Relevance	Beneficiaries need alignment	4.6	4.6	4.6	4.6	4.6
	Local context alignment	5.0	5.0	4.3	5.0	4.8
	Quality of design	5.0	5.0	4.6	5.0	4.9
Coherence	Internal Coherence	5.0	5.0	5.0	5.0	5.0
	External coherence	5.0	5.0	5.0	5.0	5.0
Efficiency	Timeliness-	4.7	4.9	4.7	4.9	4.8
	Quality	4.6	4.2	4.6	4.2	4.4
	Operational efficiency	5.0	5.0	5.0	5.0	5.0
	Project design	5.0	5.0	5.0	5.0	5.0
Effectiveness	Reach (target vs Achievement)	4.7	4.8	4.6	4.8	4.7
	Interim Result (Outputs & Short-term results)-	5.0	5.0	4.6	5.0	4.9
	Influencing factors (Enablers & Disablers)	5.0	5.0	5.0	5.0	5.0
	Differential results	5.0	5.0	5.0	5.0	5.0
	Adaptation over time-	5.0	5.0	4.6	5.0	4.9
Impact	Significance- (outcome)	4.9	3.7	4.7	3.7	4.2
	Transformational change-	5.0	5.0	4.6	5.0	4.9
	Unintended change-	4.0	5.0	4.3	5.0	4.6
Sustainability	Potential for continuity	4.7	4.5	4.5	4.5	4.6
	Sustainability in project design & strategy-	5.0	5.0	4.6	5.0	4.9
Branding	Visibility	5.0	5.0	5.0	5.0	5.0
Overall score		4.8	4.7	4.7	4.7	4.7

