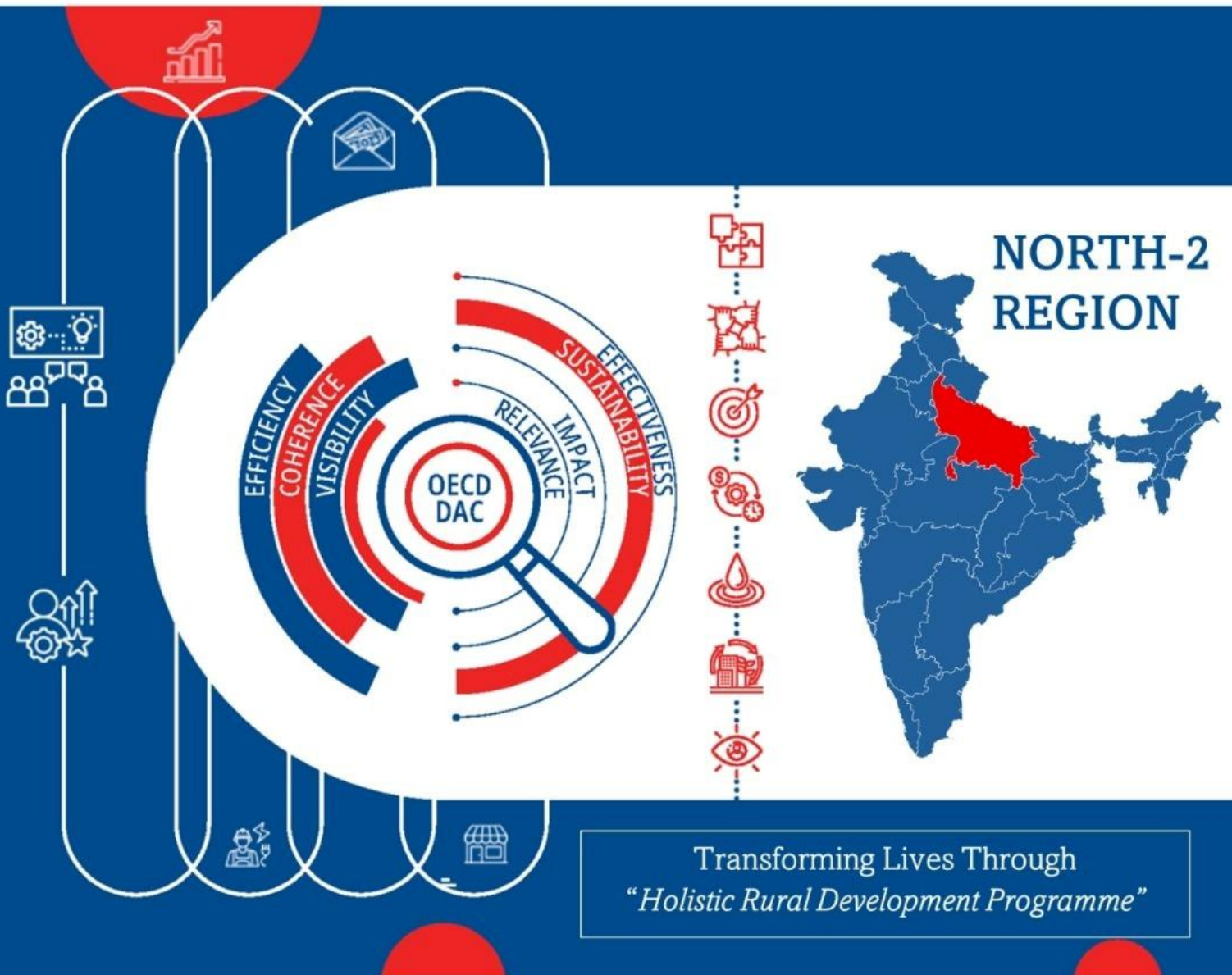




IMPACT ASSESSMENT REPORT

Towards A Better Tomorrow

FY 2025-26
(JANUARY)

Submitted By 



DevInsights®
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PROJECT LEVEL FINDINGS – P0446

Project Summary - P0446 - PANI

LOCATION
15 Villages of Ayodhya District, Uttar Pradesh

DURATION
October, 2021 to September, 2024

TOTAL BENEFICIARIES
941 households, 13 schools, and 22 Anganwadis

Methodology and Sample



Methodology: Cross-sectional mixed-method design, using HDFC Bank CSR's DMS framework

Sample: 498 quantitative respondents (households, community groups, and institutions, and 18 qualitative interactions (FGDs, KIIs, IDIs, and SGDs)



Project Location: Ayodhya district, Uttar Pradesh

Key Interventions

SDLE - Capacity building and farmer training, Enterprise-related livelihood infrastructure, Livestock and goat rearing support, Poultry units, Farm tools and irrigation support Organic and vermicomposting, water harvesting

NRM -Biomass unit, Solar home lighting systems, Solar streetlights

POE - Smart classrooms, Libraries, School sanitation facilities, Drinking water facilities

H&H -Health Camp, Jal Minar

IMPACT AT GLANCE

Training to Tangible Farm Gains

94% of respondents reported applying training learnings directly on their farms, resulting in healthier practices and increased crop production. Improved water and farm infrastructure was acknowledged by 76%, supporting better irrigation and greener fields. Community feedback consistently highlighted higher incomes, reduced expenses, and better market returns especially from vegetable cultivation.



01

Lighting the Path to Safety, Learning, and Livelihoods

Clean energy use led to significant efficiency gains, with 87% of households—especially women—reporting major time savings and positive shifts in daily routines. Beyond lighting, communities linked renewable energy access to livelihood improvements, citing better irrigation practices and reduced irrigation costs.



02

Building Confident, Engaged Learners

86.7% of respondents observed stronger classroom interaction, collaboration, and student confidence, reflected in children staying back to read and actively participating in learning. 80% of teachers reported greater comfort using interactive and activity-based methods, while 73% have integrated digital and smart-class tools into daily teaching.



03

Advancing Preventive Health and Clean Living

100% of respondents reported improved access to safe drinking water throughout the day, while 95% confirmed that health camps enabled free diagnosis and early detection of illnesses. Community feedback highlights not only functional infrastructure but also shared ownership and maintenance of water facilities.



04

Overall Project Score

4.2

Theme Wise Impact Scores



Key Achievements

94% adoption of capacity-building and training inputs, with beneficiaries across SDLE and POE applying new knowledge in farming practices and classroom teaching, leading to improved productivity, confidence, and service quality.

86% respondents reporting improved safety, dignity, and well-being, driven by street lighting, sanitation facilities, and accessible health services, particularly benefiting women, children, and elderly populations.

100% priority and near-universal sufficiency across core services, demonstrating strong alignment with community needs in livelihoods, clean energy, education infrastructure, and health & hygiene.

76% beneficiaries reporting improved livelihoods and income stability, supported by enterprise infrastructure, irrigation, farm tools, and diversified agriculture, enabling a shift away from daily wage dependence.

What Worked and What Did Not

What Worked	What Needs Attention
✓ Provision of quality seeds, vermicomposting, and modern farming training led to higher crop productivity and diversification into vegetables and cash crops. ✓ Women's participation in vegetable cultivation and micro-enterprises improved financial independence and household decision-making power. ✓ Formation of Irrigation Development Committees and community groups supported collective maintenance and accountability. ✓ Drinking water facilities, RO systems, and handwashing stations reduced health concerns and improved hygiene habits both in school and at home. ✓ Jal Minar, water filters, and clean drinking water access reduced water-borne illnesses.	✗ Unequal benefit perception created occasional dissatisfaction among non-beneficiary households. ✗ Limited number of solar home lights exceeds supply in many villages. ✗ Water purifiers, solar batteries, and smart class equipment frequently faced breakdowns, with delayed repairs and expired warranties shifting financial burden to schools or communities. ✗ Lack of separate library rooms and dedicated smart classrooms leads to disturbance during class transitions. ✗ Persistent dirty water issues and drainage problems in certain villages.

Recommendations

- 

Involve VDCs/SHGs in regular checks of village infrastructure, train local caretakers for minor repairs, and use a small repair fund to keep assets functional.
- 

Set up demo plots before sowing seasons and provide pre-sowing refresher trainings with follow-up field visits during the crop cycle.
- 

Install more solar street lights in priority areas and ensure clear maintenance responsibility with local caretakers and vendors.
- 

Conduct regular refresher trainings for teachers on smart class tools and interactive teaching, with fixed usage schedules in schools.
- 

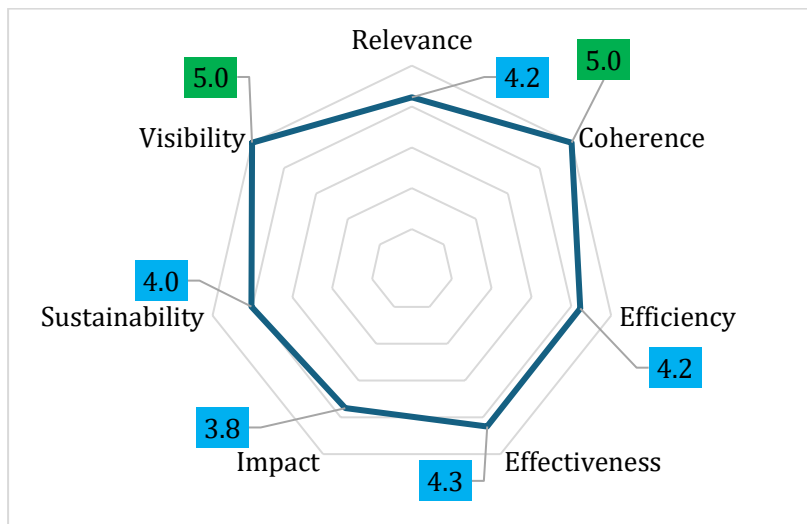
Integrate menstrual hygiene management, nutrition, and preventive health sessions in schools and community meetings, with local volunteers supporting follow-up.

P0446- People's Action for National Integration - SDLE, NRM, H&H, PoE

OVERALL PROJECT SCORE

4.2

OECD Parameter wise Scoring



LEGEND:

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

Findings by OECD Criteria

Relevance (Good) 4.2	NRM- 100% of respondents prioritized biomass and clean cooking support, as many families recalled how <i>"life was very hard without electricity"</i> and how they earlier depended on lamps and traditional stoves that affected both health and comfort; however, 67% felt the support was sufficient, suggesting that while the change is appreciated, some households still hope for wider coverage. Similarly, 100% of respondents considered solar home lighting a priority, with emotional reflections such as <i>"children used to study in the light of the cooking stove"</i> and homes managing without electricity, and a strong 90.5% reported the support as sufficient, showing that solar lighting has brought dignity, better study conditions, and a sense of relief to everyday life. The trend continues with 100% prioritizing solar streetlights, as villagers shared that <i>"earlier things were not good, but now many good changes are happening... ten solar lights have been installed,"</i> and 96% felt the provision was adequate, highlighting improved safety, mobility, and community confidence after dark. SDLE- 80% of respondents prioritized training programmes and 100% reported them as sufficient, showing how strongly communities value learning opportunities after years of relying only on traditional farming knowledge. Many villagers shared heartfelt experiences such as <i>"earlier we were not given any training, and we used to buy medicines"</i>
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	<i>without knowing how to use them,”</i> explaining that exposure to new practices like vermicomposting, vegetable cultivation, and water harvesting gradually built their confidence and improved farm productivity. Alongside this, 93% of respondents prioritised enterprise-related infrastructure and 97% found it sufficient, with people noting that support such as electricity connections, livestock and goat rearing assistance, poultry units, handcarts, and small shops helped families move away from daily wage struggles and create steadier sources of income. Several community members expressed that livelihoods “are now running well” compared to earlier days marked by uncertainty and hardship. In addition, 88% prioritised broader livelihood infrastructure while 75.6% felt it was sufficient, indicating clear appreciation but also a lingering need for expansion in some areas. POE- 96% of respondents prioritised teacher training, while 70% reported it as sufficient, indicating strong appreciation but a continued need for ongoing support. Teachers shared that <i>“earlier we used traditional methods and faced difficulties understanding new approaches, but we learned gradually,”</i> showing willingness to adapt despite limited rural resources. Verbatims also highlight that training became more effective when supported by infrastructure improvements, as schools earlier lacked basic facilities such as clean toilets, libraries, computers, and proper classrooms. H&H- 100% of respondents prioritised and 100% reported sufficiency of health and hygiene support, showing complete community approval. Villagers shared that <i>“health camps were organized, doctors conducted check-ups and medicines were provided,”</i> which marked a major improvement from earlier times when there were little awareness, unsafe water, and poor cleanliness leading to frequent illness. Regular health screenings, referrals for critical cases, and the construction of jal minars for safe drinking water helped improve hygiene practices, reduce disease, and build a stronger culture of preventive health in rural communities.
 Coherence (Excellent) 5.0	Internal Coherence: Across the discussions, participants expressed that the project felt well-connected and thoughtfully structured rather than scattered. Activities related to NRM, livelihoods, education, and health were experienced as parts of one larger rural development effort instead of isolated initiatives. As one stakeholder shared, <i>“the project fully aligns with the CSR policy because all activities are linked with our defined goals and sub-goals,”</i> while another noted that <i>“agriculture and NRM activities were part of integrated rural development objectives.”</i> These reflections show that the goals were clear and that beneficiary selection and implementation followed a common direction, making the interventions appear organized, purposeful, and mutually supportive. External Coherence: External coherence was also clearly visible, as respondents described how the project worked <i>with</i> existing government systems instead of repeating the same work. Many emphasized statements such as <i>“there was no overlapping and no duplication”</i> and <i>“if any activity</i>

	was already planned by the government, we modified or did not do it.” Verbatims also highlighted practical coordination, for example “farmers were linked with agriculture schemes” and “beneficiaries were referred to nearby government hospitals.” This consistent collaboration with district and block officials helped communities feel that the project filled real gaps rather than competing with existing services, making the support more practical, credible, and sustainable.
 Efficiency (Good) 4.2	NRM- The interventions were largely seen as timely and well-managed, with 95.5% efficiency for biomass support, 100% for solar home lights, and 96.3% for solar streetlights, showing that most activities reached villages without major delays. Community voices reflect careful planning, as stakeholders shared that “locations were identified through Village Development Committees and written agreements were done with landowners,” which helped ensure smooth execution. The scale of support hundreds of families receiving solar lights, smokeless chulhas, and group irrigation units—also gave people confidence that the work was organized and inclusive. In terms of quality, satisfaction was positive though slightly moderate (73% for biomass and 79% for solar home lights), with beneficiaries noting “positive feedback for solar lights” and that regular visits and standard costing helped maintain standards, suggesting that while small improvements are possible, communities generally felt the support was useful, functional, and delivered with genuine effort. SDLE- Training provided was reported 100% in timeliness and 100% in quality, with beneficiaries sharing positive reflections such as “complete technical training was given, and farmers were trained on preparation of organic manure and vegetable cultivation,” indicating that the sessions were both well-scheduled and practically useful for strengthening livelihoods. Enterprise infrastructure was reported 100% timely but 46.8% in quality, with candid feedback like “FFS was not very successful and beneficiary selection or season-based planning could have been better,” showing that while activities reached communities on time, their effectiveness varied in some areas. Broader livelihood infrastructure recorded 92.9% timeliness and 73% quality, supported by remarks such as “tools like irrigation pipes, spray machines and power weeders were made available,” though a few stakeholders also mentioned minor procurement delays and utilization gaps. POE- Teacher training and school interventions were reported 93% in timeliness and 54% in quality, showing that most activities were completed on schedule, but quality perceptions were moderate. Stakeholders noted that “all school interventions were completed within the planned timeline,” with visible improvements such as renovated sanitation units, drinking water facilities, smart classes, libraries, science labs, seating arrangements, and teaching–learning materials. H&H- Health camps and related health infrastructure were reported 100% in timeliness and 100% in quality, reflecting complete community satisfaction with both delivery and standards. Stakeholders shared that “health camps were planned and conducted with no deviation,” including bi-

	annual hemoglobin testing for adolescent girls, identification of critical cases, and provision of diet charts. Verbatims also highlight strong appreciation for safe drinking water facilities, noting that <i>"jal minars with solar-operated 5000-litre tanks and water filters were installed,"</i> which significantly improved hygiene and access to clean water.
 Effectiveness (Good) 	NRM- <i>"Solar lights stay lit at night and irrigation has started properly; now electricity and water are available,"</i> reflecting continued community benefit, 89% current functionality was reported for solar streetlights and 82.8% for solar home lights, showing that most renewable energy installations remain active and useful in daily life. Villagers frequently shared that crop production improved and that <i>"in one to two hours the entire field gets irrigated,"</i> highlighting tangible livelihood gains. For biomass and related facilities, <i>"problems have reduced and villagers try to fix small issues themselves,"</i> aligns with a 66.7% current functionality, indicating moderate but sustained usage. At the same time, verbatims such as <i>"sometimes machines break down"</i> and <i>"not everyone has received water facilities"</i> point to occasional technical faults and uneven coverage. SDLE- <i>"Now farming is going very well... we grow garlic, peas, potatoes and vegetables, and crop production has increased,"</i> reflects strong on-ground impact, with 94% current functionality reported for enterprise-related livelihood infrastructure, showing that most assets and support systems are still active and benefiting families. Farmers frequently shared that good-quality seeds, tractors, tool banks, livestock sheds, and regular training helped them save costs, increase income, and start small businesses or vegetable cultivation for both home use and sale. At the same time, <i>"sometimes motors break down, weather changes affect crops, and not everyone benefits equally,"</i> aligns with a comparatively lower 76% current functionality for broader livelihood infrastructure, indicating that while many facilities continue to function, technical issues, market fluctuations, and maintenance gaps do affect consistency. POE- <i>"After the smart class was introduced, children's interest and attendance increased significantly,"</i> reflects the continued positive impact of school interventions, with 78% current functionality reported for overall teacher training and education support, while smart classrooms and library facilities showed near-universal functionality 100% in most schools visited. Teachers and students repeatedly highlighted improvements such as renovated and separate toilets, hand-washing stations, LCD screens, science kits, seating arrangements, and cleaner environments, sharing that <i>"now children are studying more, attending regularly, and paying attention through digital learning."</i> H&H- <i>"Health camps were organized properly, doctors conducted check-ups and explained everything clearly,"</i> reflects strong and continued community benefit, with 100% current functionality reported for health camps and 100% for health and hygiene infrastructure. Verbatims consistently highlight that regular camps, blood pressure and sugar testing, medicine distribution, and repeated awareness visits have increased people's understanding of cleanliness and preventive care <i>"people have</i>

	become more aware about health issues and sanitation has improved.” The installation of solar-based jal minars further strengthened access to safe drinking water and built trust within villages.
 Impact (Good) 3.8	NRM- “Earlier we used lamps and life was very hard without electricity; now when people walk at night, they can see clearly,” strongly reflects improved safety, with 94% of respondents stating that well-lit areas have made them feel more secure. Educational benefits are equally visible, as community members shared that “children who want to study can now do so at night,” aligning with 91% reporting that solar home lights have helped children study after dark. In addition, verbatims such as “almost half of the time has been saved; it feels natural and comfortable now,” and “there has definitely been a change in daily routine,” correspond with 87% of households observing significant time savings for women due to clean energy use. Beyond lighting, respondents frequently linked renewable energy to broader livelihood gains “now we irrigate our fields properly,” “irrigation costs reduced”. SDLE- “After the training started, we learned... green and healthy farming is visible now and crop production has increased,” strongly supports the finding that 94% of respondents adopted training knowledge on their farms for better output, indicating high practical application of skills. Improvements in water and farm infrastructure are reflected in statements such as “now people irrigate their fields properly and fields are greener,” aligning with 76% reporting good infrastructure for better water availability. At the same time, gradual expansion in farming scale is visible through verbatims like “farmers who earlier grew only wheat or paddy started growing vegetables and income increased,” which corresponds with 54% being able to cultivate more land and 57% growing a greater number of crops annually. Community voices repeatedly highlight income growth and diversification, with remarks such as “vegetables fetch better prices in the market,” “expenses have reduced,” and “livelihoods have almost doubled”. POE- “Children now speak confidently, stay back after school to read, and are becoming digital,” reflects stronger classroom interaction and engagement, with 86.7% of respondents observing a noticeable increase in collaborative learning and student-led discussions. Similarly, teachers shared that “teaching has become easier and children are more active and concentrated,” aligning with 80% reporting greater comfort in using diverse teaching methods such as group work, demonstrations, and activities. In addition, verbatims like “children have learned how to operate smart classes and come home telling what they learned,” support the finding that 73% of teachers have extensively integrated new-age teaching techniques into their daily teaching. H&H- 100% of respondents reported improved access to drinking water and availability of water throughout the day, while 95% stated that health camps helped diagnose illnesses free of cost, indicating a strong positive shift in both infrastructure access and preventive healthcare. Community voices reflect that “access to clean and filtered drinking water improved” and “the water tank is working properly, and

	people take care of it,” showing both functionality and ownership. Verbatims also highlight behavioral change, with many noting that “earlier cleanliness was not practiced, now people understand what should be done and what should be avoided,” and that “the entire village is much cleaner now.”
 Sustainability (Good) 	NRM- “Group irrigation units are fully managed by community user groups and practices have continued even after project closure,” reflects strong local ownership, with 87.4% sustainability reported for solar home lights and 83% for solar streetlights, indicating that most renewable energy assets continue to function through community effort. For biomass support, “community contributes financially for repairs and committees manage operation and maintenance,” aligns with a comparatively moderate 70% sustainability, showing that while usage continues, some gaps remain. Verbatims further highlight enabling factors such as “vendors were contracted with warranty and villagers were trained to clean and use the equipment properly,” and instances where “members themselves called the vendor and got faulty lights repaired.” SDLE- “Farmers continued organic farming practices and other farmers also replicated these methods after the project ended,” reflects very strong continuity of learning outcomes, with 100% sustainability reported for training initiatives. Communities frequently highlighted that the knowledge gained was practical and remained in use even after project closure. For enterprise-related infrastructure, “VDC groups, women collectives and farmers’ groups were formed and empowered to run interventions smoothly,” aligns with a high 93.6% sustainability, showing that collective ownership and market linkages supported continued livelihood activities. Broader livelihood infrastructure recorded 83% sustainability, supported by verbatims such as “Irrigation Development Committees manage operation and maintenance,” indicating that while most assets and practices are still functional, a few areas may require ongoing technical or financial support. POE- “School Management Committees were strengthened, and responsibility was given to schools for continued use of infrastructure,” reflects growing institutional ownership, with 78% overall sustainability reported for teacher training and education support, while libraries and smart classrooms showed 100% sustainability across most schools. Verbatims also highlight that by later project stages “people themselves contact the vendors if any complaint or support is needed,” indicating improved self-reliance at the school level. H&H- “Community maintains drinking water stations and user groups contribute to maintenance,” reflects very strong long-term ownership, with 100% sustainability reported for health and hygiene infrastructure. Verbatims consistently show that local systems such as Village Development Committees and beneficiary groups have been empowered to handle minor repairs and directly contact vendors whenever faults arise. Statements like “people themselves contact the

	<i>vendors and talk to them</i> ” indicate growing confidence and self-reliance within the community.
 Visibility (Excellent) 5.0	Visibility of the project was reported to be very strong and widely recognized across villages, with repeated verbatims indicating that community members clearly associated the facilities with HDFC Bank and the implementing organization. Respondents frequently mentioned that <i>“boards with the HDFC name were installed wherever work was done,”</i> and that through door-to-door visits, meetings, camps, and school interactions, people gradually became aware of the source of support. Teachers, students, Panchayats, self-help groups, and local NGOs acknowledged that smart classrooms, water facilities, irrigation systems, and health camps were linked to the project, with statements such as <i>“everyone in the village knows these facilities were provided by HDFC and the Paani Foundation.”</i> Implementing partners also confirmed that visibility guidelines were consistently followed, with logos displayed on boards, banners used in camps and campaigns, and the project name mentioned in meetings and official communications. Although a few villagers initially believed the benefits were government-provided, continuous engagement and visible signage helped build clear recognition over time, resulting in strong recall, credibility, and community trust in the brand.

Key Impacts & Evidence of Change

- **Improved Hygiene and Health:** Community members shared that *“children now use toilets and wash hands regularly,”* and illnesses have reduced. Clean drinking water and better sanitation have made villages noticeably cleaner and healthier.
- **Better Farming and Increased Income:** Farmers reported that *“crop production has increased and expenses have reduced,”* with many shifting to vegetable cultivation and earning more by selling in markets.
- **Women’s Participation and Community Ownership:** Respondents mentioned that *“women are now growing vegetables and participating actively,”* while communities take responsibility for maintaining facilities, showing lasting behavioral change and local ownership.
- **Higher School Attendance and Learning Interest:** Teachers observed that *“attendance has increased and children speak more confidently.”* Smart classes and better facilities have made schools more engaging, with children even staying back to reading.
- **Access to Energy and Irrigation:** Villagers noted that *“earlier we used lamps, now roads have lights and fields are irrigated properly,”* saving time, reducing costs, and improving daily routines.

Key Factors influencing Performance

High Performance Drivers

- **Practical Training and Handholding:** Community members shared that demonstrations and regular visits helped them clearly understand farming methods, hygiene practices, and smart classroom use, leading to confident adoption.
- **Active Infrastructure Use:** Frequent mentions that *"solar lights stay on," "water tanks are working,"* and *"children stay back to read"* show that facilities are regularly used and valued.
- **Behavioral Change:** Verbatims such as *"children now wash hands and use toilets properly"* and *"women are now growing vegetables"* reflect strong shifts in daily habits, awareness, and confidence.
- **Women's Economic Participation:** Women engaging in vegetable cultivation, livestock, and small enterprises improved household income and social recognition.
- **Community Ownership:** Statements like *"people themselves contact vendors and take care of facilities"* indicate growing self-reliance and peer learning.

Low Performance Drivers

- **Maintenance and Technical Delays:** In a few locations, non-functional water purifiers, irrigation motors, or delayed digital equipment repairs reduced satisfaction and regular use of facilities.
- **Uneven Benefit Reach:** Some households and farmers felt that benefits did not reach everyone equally, creating perception gaps within communities.
- **Weather and Market Dependency:** Agricultural income remained vulnerable to climate changes, pest issues, and fluctuating market prices despite improved practices.
- **Partial Utilisation of Certain Activities:** Initiatives such as Farmer Field Schools or tool banks were not sustained uniformly due to limited follow-up or refresher support.
- **Resource Gaps in Schools:** Shortage of furniture, lack of dedicated library rooms, and schools bearing minor maintenance costs affected optimal utilization in a few institutions.

Recommendations

Focus Area	High Priority	Medium Priority	Low Priority
NRM	Strengthen local maintenance and repair systems for solar pumps, irrigation units, and water structures through trained village technicians and repair funds. (Responsible: IA + Panchayat)	Further empower Village Development Committees with defined maintenance roles and small financial grants. (Responsible: IA + Panchayat)	Cross-village exposure visits for long-term peer learning. (Responsible: IA + Farmer Producer Groups)
SDLE	Ensure continuous follow-up and refresher training , especially for Farmer Field Schools and enterprise activities. (Responsible: IA + Training Partners) Strengthen market linkages and price access so farmers and micro-entrepreneurs gain stable income. (Responsible: IA + Agriculture Marketing Dept. + FPOs)	Improve inclusive beneficiary selection to reach marginal farmers and women consistently. (Responsible: IA + Panchayat + Community Leaders) Support tool bank and resource centre utilisation through monitoring and scheduled engagement. (Responsible: IA + Livelihood Resource Centre Committees)	Additional exposure visits and networking platforms. (Responsible: IA + FPOs)
POE	Establish school maintenance budgets for smart classes, water purifiers, and sanitation repairs. (Responsible: IA + School Management Committees)	Improve library and lab utilisation through structured schedules and activities. (Responsible: School Authorities + Teachers + SMCs)	Additional beautification or non-essential infrastructure once core facilities are stable. (Responsible: Panchayat + School Committees)
H&H	Continue periodic health camps and screenings , especially for anaemia, child health, and preventive care. (Responsible: IA)	Sustain behaviour change campaigns on sanitation, hand-washing, and waste management. (Responsible: IA) Train local hygiene volunteers or SHG members for first-level awareness and follow-up. (Responsible: IA)	Additional infrastructure beyond essential sanitation and water systems. (Responsible: Panchayat)

CASE STUDY

Strengthening Rural Livelihoods and Agricultural Practices in Sumerpur, Ayodhya, Uttar Pradesh (P0446)

Figure 1: Strengthening Rural Livelihood



(Peoples Action for National Integration (P0446))

In Sumerpur village of Ayodhya district, Iqalesh Kumar (35), a farmer supporting a family of eight through agriculture and livestock, reported that earlier farming practices were mostly traditional. Farmers had limited awareness of improved agricultural techniques, which affected crop productivity and overall farm outcomes. They were not fully aware of better irrigation practices or the use of organic inputs such as manure, which limited their ability to improve production. Access to modern farming equipment was also limited, making it difficult to manage agricultural activities efficiently and affecting daily farm operations.

In addition, access to safe drinking water was a major concern in the village. People had to spend significant time collecting water from available sources, which affected their daily routine, household responsibilities, and time available for agricultural work. This created additional challenges for families dependent on farming for their livelihoods.

Through support from HDFC Bank and PANI Sanstha, several interventions were introduced. Farmers received training on irrigation practices, use of organic manure, and vermicomposting. Agricultural equipment such as tractors, pump sets, spraying machines, irrigation pipes, and drip irrigation systems were provided. Some villagers also started poultry farming and small shops. A water tank was installed, which reduced the time required to collect drinking water and improved access for households.

A Farmer's Journey from Uncertainty to Stability in Majhgaon, Ayodhya, Uttar Pradesh (P0446)

Figure 2: Farm tool and improved field productivity



(Peoples Action for National Integration (P0446))

In Majhgaon village of Ayodhya district, Uttar Pradesh, 35-year-old farmer Rajan Singh faced constant uncertainty. Water scarcity, unreliable electricity, and reliance on manual labour meant irrigation took three to four days, leading to stressed crops and low returns. Limited technical knowledge also resulted in inefficient use of seeds, fertilisers, and water. Village conditions further compounded challenges, as schools lacked safe toilets, clean drinking water, and adequate learning resources, contributing to poor health and irregular student attendance.

Change began through development initiatives supported by HDFC in partnership with PANI Sanstha. Farmers received training on improved agricultural practices, efficient water use, and crop planning, alongside infrastructure support such as locally suitable tractors and better electricity access, which reduced irrigation time from days to hours. Solar streetlights improved safety, while school upgrades—clean water, hygienic toilets, and a smart classroom—created a healthier learning environment. As a result, Rajan's crop yields increased by 70–80 percent and his household income rose by about 60 percent, significantly improving both livelihoods and overall village well-being.

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 (P0446).

- **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.

P0446: The study was conducted in **15 villages of Ayodhya 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 (P0446)

Thematic Area	Target	Achieved
SDLE	265	321
NRM	96	114
POE	30	32
H&H	60	71
Asset Mapping	15	15
Grand Total	466	553

Table 2: Qualitative Sample and Respondent Category (P0446)

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.

Project Level Scoring- P0446 – Ayodhya (Heat Map)

Overall Project Score = 4.2 (Good)								
Parameter/ Theme	Relevance	Coherence	Efficiency	Effectiveness	Impact	Sustainability	Visibility	Overall Score
SDLE	4.1	5.0	4.2	4.5	3.5	4.2	5.0	4.2
NRM	4.4	5.0	4.3	4.3	3.8	4.2	5.0	4.3
POE	4.2	5.0	4.2	4.2	3.9	3.7	5.0	4.2
H&H	4.2	5.0	4.2	4.0	3.8	4.0	5.0	4.1
Overall Score	4.2	5.0	4.2	4.3	3.8	4.0	5.0	4.2

Legend:

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

P0446 – Indicator Wise Scoring (Theme and Overall)						
OECD parameter	Indicator	SDLE	NRM	H&H	PoE	Overall score
Relevance	Beneficiaries need alignment	3.8	4.3	4.0	4.0	4.0
	Local context alignment	4.0	4.0	4.0	4.0	4.0
	Quality of design	5.0	5.0	5.0	5.0	5.0
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-	4.4	4.4	4.1	4.6	4.4
	Quality	3.5	3.9	3.9	3.4	3.7
	Operational efficiency	5.0	5.0	5.0	5.0	5.0
	Project design	4.0	4.0	4.0	4.0	4.0
Effectiveness	Reach (target vs Achievement)	5.0	5.0	4.0	5.0	4.8
	Interim Result (Outputs & Short-term results)-	3.5	4.0	3.9	3.9	3.8
	Influencing factors (Enablers & Disablers)	5.0	4.0	4.0	4.0	4.3
	Differential results	5.0	4.0	4.0	4.0	4.3
	Adaptation over time-	4.0	4.1	4.0	4.0	4.0
Impact	Significance- (outcome)	3.4	4.0	3.9	4.1	3.9
	Transformational change-	4.0	4.0	4.0	4.0	4.0
	Unintended change-	3.0	3.0	3.0	3.0	3.0
Sustainability	Potential for continuity	3.7	3.7	4.0	3.5	3.7
	Sustainability in project design & strategy-	5.0	5.0	4.0	4.0	4.5
Visibility	Visibility	5.0	5.0	5.0	5.0	5.0
Overall score		4.2	4.3	4.1	4.2	4.2



Fig 1 : Jal Minar - (P0446)- PANI



Fig 2 : BALA Painting (P0446)- PANI



Fig 3 : Smart Classroom (P0446) - PANI

PROJECT CODES AND THEIR IMPLEMENTATION PARTNERS

PROJECT CODES	IMPLEMENTATION PARTNER	STATES
P0446	Peoples Action for National Integration	Ayodhya



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