

Impact Assessment of Restoration and Maintenance of the Public Park Project by Jindal Stainless Foundation













Impact Assessment of Needbased Scholarship Program by Jindal Stainless Foundation











About the Program

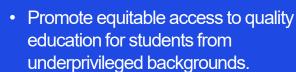
Jindal Stainless Foundation (JSF), the CSR arm of Jindal Stainless Limited (JSL), launched a need-based scholarship program to promote equitable access to quality education. The initiative provides financial support to students from economically weaker sections, enabling them to pursue uninterrupted schooling at OP Jindal Modern School (OPJMS), Hisar, a well-established CBSE-affiliated institution known for its academic excellence and holistic development approach.

Features of the scholarship

- 80% tuition fee support for students with an annual family income of up to ₹3 lakh.
- 70% tuition fee support for students with an annual family income between ₹3 lakh and ₹5 lakh.
- Coverage of annual tuition and transport fees, ensuring that financial barriers do not hinder school attendance.

Objectives

The primary objectives of the Needbased Scholarship Program were to:



- Alleviate financial burdens on families by covering major educational expenses.
- Ensure regular attendance and continuity in education by supporting cost of education and transport







Project Location



Approach and Methodology

Objective

- ❖ To assess the effectiveness, relevance, impact, sustainability, and community perception of the project using the OECD-DAC evaluation framework.
- ❖ To validate the outcomes of the program achieved and to help the JSL team in understanding the strength of its CSR project and the impact created through the project.

Methodology

- Primary Research KPMG Team interacted with 160 stakeholders, including students, parents, school administration and JSL CSR team.
- Secondary Research Project documents were reviewed during the desk review like MoU and beneficiary list to understand the project's design and implementation.
- Complementary discussions with the JSL team provided deeper insights into the project's monitoring mechanisms and operational processes.



Stakeholder	Type of stakeholder	Sample Size covered
Students	Primary	86
Parents	Primary	20
School Principal	Secondary	1
School Administrator	Secondary	1
JSL CSR team	Secondary	2
TOTAL		110

Findings: OECD DAC Findings

Relevance	The program directly addresses financial barriers that contribute to school dropouts, especially among low-income families. With 58% of parents citing financial hardship as a key challenge before receiving support, the scholarship aligns well with community needs and national priorities for equitable access to quality education.
Coherence	The program aligns with SDG 4 (Quality Education), SDG 1 (No Poverty), and SDG 10 (Reduced Inequalities), and complements national schemes like RTE (Right to Education Act), NEP 2020 (National Education Policy 2020), NMMSS (National Means-cum-Merit Scholarship Scheme), and Pre-Matric Scholarships - promoting inclusive education without duplication.
Effectiveness	The program has significantly improved student engagement and academic motivation. 99% of students reported enjoying school, and 100% of parents found the scholarship very effective in enhancing academic performance. A positive learning environment and strong safety measures further contribute to consistent attendance and holistic development.
Efficiency	The scholarship was disbursed on time and fully utilized, with 100% of parents reporting smooth access. School administrators confirmed timely implementation, and no duplication of support was observed. These findings reflect optimal resource use and strong operational management, ensuring cost-effective delivery of educational benefits.
Sustainability	The program supports long-term educational continuity by easing financial burdens and motivating students to stay engaged in their education. While 100% of students expressed intent to continue schooling, 75% of parents shared confidence in sustained progress. This combined economic relief, and motivational uplift highlights the program's potential for lasting transformation at both individual and community levels.



Several students expressed appreciation for motivational speeches and the encouragement provided by the teachers, which helped them stay engaged and motivated even when they are not actively learning.

Impact Findings



Improved Educational Access and Reduced Financial Burden

• 92% of parents reported that the scholarship significantly eased the financial burden of their child's education. As reported during FGDs by the parents, this support enabled continued school attendance and reduced dropout risks.



Enhanced Academic Engagement

• Students have shown improved discipline, focus, motivation, and enthusiasm toward learning as reported by parents, highlighting the program's role in shaping positive academic behavior and educational commitment, with noticeable gains in confidence and participation in school activities.





- Students actively participated in extra-curricular activities, sports (69%), music and dance (56%), and arts and crafts (40%) which significantly contributing to their overall development. Participation in sports has led to notable achievements and laurels for some students. Additionally, students reported actively participating in the school's annual function, NCC programs, and school clubs, and enjoying access to facilities like the library and swimming pool, all supported by the school's robust infrastructure.
- Students shared that involvement in these activities improved their physical fitness, teamwork, and leadership skills, contributing to their overall personality development.

Future Aspirations



- Parents consistently reported noticeable improvements in their children's confidence and enthusiasm toward studies. **75%** of parents observed that their children felt "much more confident" in their academic pursuits after receiving the scholarship
- Parents now have higher aspirations for their children's future, with many hoping for a career in civil services and science, indicating the program's role in shaping long-term opportunities.



After COVID, my job changed, and I started tailoring to support the family. The scholarship helped us keep our daughter in school when continuing her education seemed impossible.

- (Parent, M,37)

Way Forward

01. Expand Institutional Partnerships

Collaborate with additional schools across regions to diversify educational access and scale the program's impact.

02. Introduce Baseline and Longitudinal Tracking

Implement baseline assessments and annual progress tracking to measure academic and behavioral outcomes more accurately.

03. Digitize Application and Monitoring Systems

Develop a digital platform for application processing, scholarship tracking, and feedback collection to improve efficiency and transparency.

04. Develop a Financial **Sustainability Plan**

Explore diversified funding sources, including CSR partnerships, donor contributions, and institutional co-funding, to ensure long-term viability.

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Impact Assessment of the Museum of Art & Photography project by Jindal Stainless Foundation











About the Program

Globally, museums play a crucial role in preserving cultural heritage, fostering education, and promoting social cohesion. In India, the museum landscape is evolving, with increasing emphasis on inclusivity and accessibility. MAP stands out as a pioneering institution in Bangalore, addressing cultural gaps and providing a platform for artistic expression and community engagement. JSL's CSR partnership has been instrumental in realizing this vision, contributing to the museum's infrastructure, programming, and outreach efforts.

The Impact Assessment of the Museum of Art & Photography (MAP), supported by Jindal Stainless Limited (JSL) through its CSR initiative, reveals a transformative cultural intervention in Bangalore. The project has successfully created an inclusive, accessible, and innovative space for art, education, and community engagement.

01 Objectives

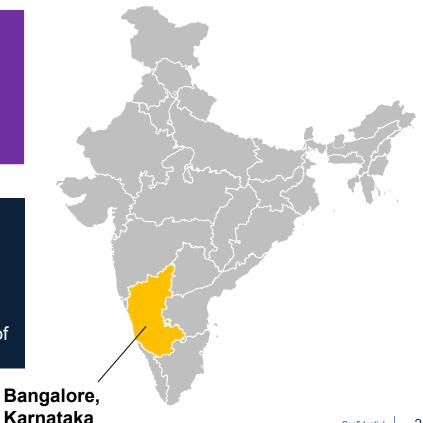
- 1. Accessibility: Ensure that the museum is inclusive and accessible to all, including people with disabilities, through thoughtful infrastructure and programming.
- 2. Education: Develop and deliver educational programs that engage students, educators, and the public in meaningful cultural learning.
- 3. Conservation: Preserve and showcase India's rich artistic and photographic heritage through curated exhibitions and archival practices.
- 4. Innovation: Integrate digital tools and interactive technologies to enhance visitor experience and expand the museum's reach beyond its physical location.
- 5. Community Engagement: Foster a sense of ownership and participation among local communities by offering inclusive events, workshops, and outreach initiatives.

02 Location

** Bangalore, Karnataka

03 Visitors

1,00,000 visitors were reported to be visiting MAP during the very first year of its opening in December 2022.



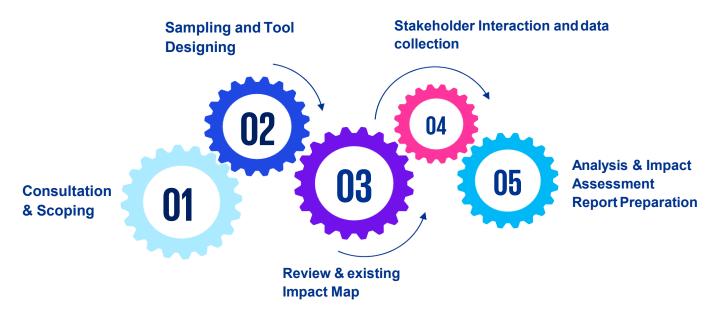
Approach and Methodology

Objective

- ❖ To assess the effectiveness, relevance, impact, sustainability, and community perception of the project using the OECD-DAC evaluation framework.
- ❖ To validate the outcomes achieved over the implementation period (December 2022 till present) and help the JSL team to understand the strength of the CSR project and the impact created by them.

Methodology

- Primary Research KPMG Team interacted with 86 stakeholders (Primary as well as Secondary) like museum visitors, school teacher, artists/education facilitators, MAP team, and JSL team
- Secondary Research Desk Review of key documents, including the MoU, annual reports etc.



Stakeholder	Type of stakeholder	Sample Size covered
Museum Visitors	Primary	68
The teacher from a		
school that visited		
the museum	Primary	1
Artist/Education		
facilitator	Primary	7
MAP team	Secondary	8
JSL team	Secondary	2
Total		86

Findings: OECD DAC Findings

Relevance	The program is found highly relevant as it fills the gap by serving as a cultural anchor that not only preserves artistic and historical narratives but also makes the museum accessible to a broad and diverse audience.
Coherence	The program aligns with SDGs 4, 9, 10, 11, and 17 by promoting inclusive education, resilient infrastructure, and accessible cultural spaces through public-private collaboration. It also supports government schemes like NEP 2020, Samagra Shiksha Abhiyan, Kala Utsav, and CCRT, fostering creative, experiential, and equitable learning.
Effectiveness	MAP has emerged as a cultural catalyst in Bangalore, with 92% of visitors affirming its role in promoting Indian art and heritage. Its inclusive design features ramps, braille signage, and gender-neutral restrooms, earning high accessibility ratings from 90% of visitors. With 38% return visitors and strong engagement across age groups, MAP fosters lasting cultural connections. Its educational outreach complements the school curriculum and reaches under-resourced communities, making art and learning accessible to all.
Efficiency	The MAP project demonstrated strong efficiency, with timely execution, budget adherence, and no duplication of efforts. The collaboration between JSL and the Art and Photography Foundation ensured smooth delivery of materials and maintenance support, reflecting effective planning and resource management.
Sustainability	MAP demonstrates sustainability through durable, low-maintenance stainless steel structures provided by JSL, which supports both environmental and architectural resilience. Social sustainability is ensured via continued patron support and inclusive access, with entry fees waived for underprivileged students to promote equitable cultural engagement.

With unwavering support in construction and funding, JSL has shaped not just the external façade of the building, but also its soul, through elegant library cabinets, gleaming stainless-steel rails, vibrant restaurants, and ongoing maintenance that ensures excellence endures..

Impact Findings



Improvement in cultural preservation and learning

The respondents reported that the MAP serves as a dynamic space for promoting and preserving Indian art, blending traditional and contemporary expressions to foster cultural understanding. They further added that MAP offers immersive learning for students and first-time visitors, while providing artists a platform to showcase diverse and underrepresented narratives.

Democratizing Art and Inclusion



- MAP is seen as a bridge between traditional and modern India, offering a platform for dialogue across class, caste, and cultural lines.
- The Young Visitors described MAP as a space that inspires youth, encouraging them to explore art beyond textbooks and digital screens
- MAP fosters inclusive public spaces by engaging diverse communities and offering accessible, culturally rich programs. Innovative features support artists and visitors with disabilities, ensuring meaningful participation for all.

Improved creative growth and professional recognition



- MAP has played a key role in artists' professional growth, with 86% reporting personal and creative development through its supportive infrastructure and audience engagement. Its inclusive platform has enabled 43% of artists to reimagine their work and expand their practice in ways not previously possible.
- Artists and staff highlighted that Exhibits and programs have brought visibility to lesser-known Indian artists, especially women and rural creators.

Innovation and Extended Reach



- MAP blends sustainable design and digital innovation through its durable stainless-steel structures, supported by JSL, and its virtual platform. This combination extends MAP's reach globally while staying rooted in local culture, making it a forward-thinking cultural institution.
- Global artists described MAP's digital platform and video series as extending its reach globally, including screenings in London.

"

The iconic MAP building stands as a testament to JSL's vision, with its striking stainless-steel structure drawing national and international admiration. In its first year alone, the museum welcomed over 100,000 visitors, making it a major cultural landmark.

Way Forward

01. Strengthen School Partnerships

Develop long-term partnerships with government and low-income private schools to integrate MAP's educational offerings into their curriculum.

02. Launch Artist-in-Residence Programs

Create structured residencies that allow artists to co-create with communities, conduct workshops, and contribute to MAP's evolving exhibitions.

03. Expand Accessibility Innovations

Introduce mobile exhibitions and traveling art vans to reach underserved areas and enhance accessibility features such as real-time captioning and regional language guides.

04. Institutionalize Feedback Loops

Implement regular feedback mechanisms through digital kiosks, mobile apps, and post-visit surveys to inform programming and visitor services.

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About the Program

The Park Redevelopment Program was launched in response to several persistent challenges within the O.P. Jindal Memorial Park in Hisar. Prior to the intervention, the park suffered from inadequate sanitation facilities, insufficient lighting, and a lack of inclusive recreational infrastructure, which limited its usability and appeal to the community. The issues not only affected visitors' experience but also posed safety and accessibility concerns. The redevelopment initiative was designed to transform the approximately 24-acre park into a vibrant, inclusive, and sustainable green space.

01 Objectives

The primary objectives of the Park Redevelopment Program were to:

- 1. Enhance and maintain the park's infrastructure by providing clean drinking water, sanitation facilities, and high mast lighting.
- 2. Promote community well-being by creating accessible walkways, play areas, and fitness zones, encouraging daily activity and inclusive recreation for all age groups.
- 3. Foster environmental sustainability through afforestation, waste management, and water conservation initiatives.
- 4. Encourage community engagement by promoting active participation from women, children, and the elderly, while enhancing mobility and accessibility for all.

02 Location

Hisar, Haryana

03 Beneficiaries

More than 6,000 visitors benefit annually through the program supported by JSL as a part of CSR from Aug 2018- Mar 2023.



Approach and Methodology

Objective

- To assess the effectiveness, relevance, impact, sustainability, and community perception of the project using the OECD-DAC evaluation framework.
- ❖ To validate the outcomes achieved over the six-year implementation period and to help the JSL team understand the strength of the CSR projects and the impact created by them.

Methodology

- Primary Research KPMG Team interacted with 94 stakeholders, including visitors, caretakers, NGO representatives, local government representatives, and JSL CSR team
- Secondary Research Certain documents were reviewed during the desk review, like the MoU, quarterly program reports, annual reports by the implementation agency, and research papers found during secondary research to understand the project's design, implementation, and monitoring framework.



Stakeholder	Type of stakeholder	Sample Size covered
Local Visitors of the park	Primary	84
Caretakers of the	Secondary	4
NGO representatives	Secondary	2
Local government representatives	Secondary	2
JSF CSR team	Secondary	2
Total		94

Findings: OECD DAC Findings

Relevance	The program is found highly relevant, aligning with government priorities and directly addressing community-identified issues like poor infrastructure, inclusive spaces, sanitation, etc. The intervention transformed the space into a vibrant, inclusive hub benefiting over 6,000 residents.
Coherence	The program aligns with SDGs 3, 6, 11, 13, and 15 by enhancing sanitation, green cover, public health, and climate resilience. It supports key government schemes like Swachh Bharat Mission, AMRUT, Smart Cities Mission, and Green India, in coordination with Nagar Nigam for sustainable urban development.
Effectiveness	The project successfully transformed the park into a clean, green, and inclusive space, enhancing public health and sustainability through initiatives like an RO plant providing safe drinking water and reducing plastic waste. With 95% of visitors using well-maintained toilet facilities and improved lighting boosting night-time visibility and safety for 48% of users, the park now offers a more hygienic, accessible, and enjoyable environment for all.
Efficiency	The project demonstrated high efficiency, with timely execution and regular monitoring by the implementation team. All activities were completed within the allocated budget, with no duplication of efforts, ensuring optimal use of resources. The park stands out as the only large-scale public green space in the area, with 60% of visitors affirming the adequacy of seating, reflecting effective planning and resource utilization.
Sustainability	The park's redevelopment fostered strong community ownership, with 25% of visitors actively contributing to upkeep and local groups supporting tree planting and cleanliness. Sustainability initiatives such as rainwater harvesting, high mast lighting, and expanded green cover ensure long-term resilience. Notably, 94% of visitors expressed a high intent to continue visiting the park.

Visitors highly appreciate the park's peaceful morning atmosphere, fresh air, and spacious areas for walking and yoga, contributing to noticeable improvements in their health and well-being.

Impact Findings



Enhanced Environment Sustainability

• 66% of respondents highlighted active community participation in tree plantation drives as a key outcome of the project. These efforts have expanded the park's green cover and boosted local biodiversity. The enhanced vegetation has also improved air quality, creating a cleaner and more refreshing environment for visitors.



Improvement in health and well-being

• 62% of respondents reported that the park has had a transformative impact on community health, with improvement in fitness levels. The park has become a hub for physical activity, including walking, yoga, sports training, coaching, and general exercise.



Inclusive and Vibrant Public Space

- The park is perceived as more inclusive by the visitors, especially for women, children, and the elderly, due to improved infrastructure and designated activity zones.
- The park supports cultural expression, with regular religious and musical gatherings contributing to a vibrant public space. Recreational facilities such as swings, courts, and open spaces are actively used for leisure and play, especially by families and children.

Improved Community Engagement



- · Visitor groups formed around activities like sports and morning walks have strengthened routine engagement and community identity. Youth participation in sports such as basketball, volleyball, and football has fostered informal peer networks and daily routines.
- Civic Participation and Ownership: 25% of respondents actively contribute to park upkeep through tree planting, cleanliness monitoring and reporting maintenance issues. Many others also practice responsible behavior, such as regular use of dustbins and informal participation in clean-up activities.



The environment in the morning, due to greenery, is pure to breathe. Enough space for walking and doing yoga has improved health problems to some extent.

Way Forward

01. Establish a Park **Management Committee**

Form a multi-stakeholder body including residents, municipal officials, and NGO partners to oversee park operations, safety, and programming.

02. Implement a Financial Sustainability Plan

Explore revenue-generating options such as hosting cultural events, fitness classes, or weekend markets. Municipal co-funding for maintenance.

03. Strengthen Safety and Surveillance

Install CCTV cameras, increase security personnel presence, and collaborate with local law enforcement to address drug use and safety concerns.

04 Promote Environmental Resilience

Maintain rainwater harvesting systems and expand native tree plantations to support ecological sustainability.

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