



सेंट्रल कोलफिल्ड्स लिमिटेड
Central Coalfields Limited
(A subsidiary of Coal India Limited)

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Impact Assessment Study of CCL CSR Activities

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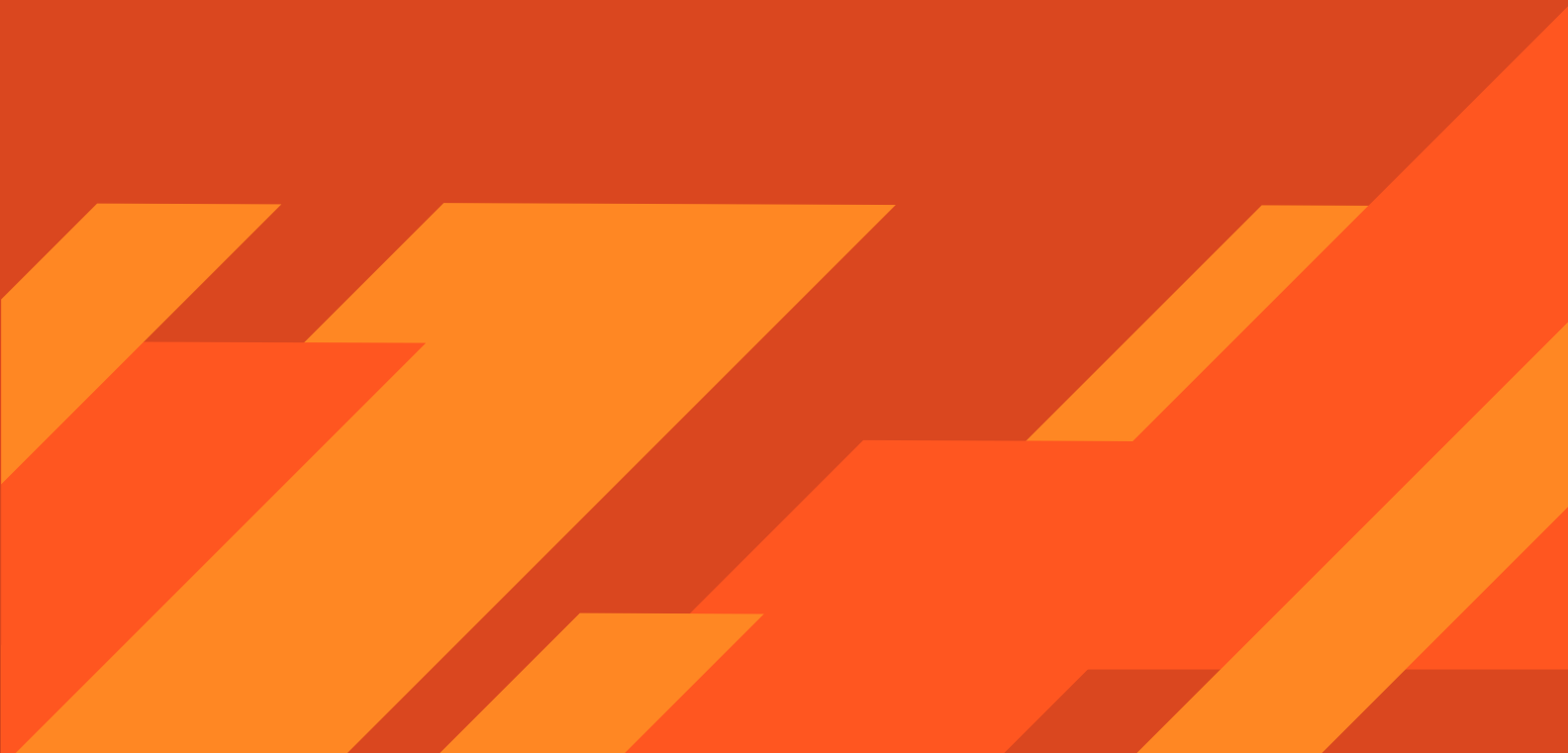
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1

Executive Summary



Impact Assessment is a means of measuring the effectiveness of organizational activities and judging the significance of changes brought about by those activities. Being able to assess and articulate impact is a powerful means of communicating, internally and externally. Impact is seen as the positive and negative, intended or unintended long-term results produced either directly or indirectly. Impact should be seen as the contribution of the intervention to the overall goal. This impact assessment report provides the qualitative and quantitative impact of the following four projects on the lives of the target beneficiaries along with success stories (case studies) wherever applicable:

1. CCL ke Lal/ CCL Ki Laadli
2. Sports Academy, Ranchi- A CCL-State Govt of Jharkhand joint initiative
3. Health Related CSR Activities through Areas & HQ of CCL
4. Construction of Individual Household Latrine (IHHL) for Open Defecation Free (ODF) Communities

These projects are majorly categorized into infrastructure support, skill development, Education, Health and WaSH domains. Complying with the Companies Act 2013 as per Section 135 and focusing on Schedule VII thematic activities, the work for the project activity involved evaluation of the project wise impact, identification of qualitative and quantitative changes in the lives of beneficiaries, identification of gaps (if any) between the needs and resources available and finally suggesting measures of improvement (if any) for these projects. The methodology to undertake the proposed assignment adopted both primary and secondary methods. The TERI team conducted need based primary surveys/interactions/Discussions and developed and validated the data acquired. It also analyzed the reports prepared under each project to assess and/or develop the checklist to cover the scope of work.

1. **CCL ke Lal/ CCL Ki Laadli:** "CCL Ke Lal& CCL Ki Laadli" is a unique initiative for preparing meritorious students for their admission in premier Engineering Colleges like IITs/NITs etc through specialised coaching for engineering entrance exam under CSR in CCL. Till date, 8 batches of CCL KE LAL and 4 Batches of CCL KI LAADLI have passed out successfully from the scheme. Currently, 2 batches of CCL ke Lal/Laadli are undergoing the coaching under this scheme. Approx. 230 students have been benefitted from the scheme under Ranchi main centre and 3 VC Centres (Barkakana, NK, Dhor).

The impact assessment of this project highlighted the uncountable benefits that the students have availed under this scheme and the relevance of this project to be in function for many upcoming years. One of the immediate impact/success of the CCL Ke Lal/Laadli academy is that 100% of the surveyed beneficiaries believed that enrolment in this academy will help (Current batch)/helped (Pass out batch) them in qualifying their entrance exams and they shared with confidence that the teachers at the coaching facility are best for academic performance, competency development, and career progression. Apart from interaction direct beneficiaries, the discussion with the project coordinator and faculty from CCL also gave insights of this scheme and the approach to this project along with some suggestive measures to be added in the near future. To showcase the achievement through live example from this scheme a discussion was carried out with an 'achiever' of this scheme along with his life changing journey due to this scheme, during which he shared that this

scheme by CCL helped him chase and pursue his dreams. Out of 96 CCL KE LAL passed out during 2012 to 2020, 19 students have qualified for IIT, 59 students have qualified for NIT and 6 in other Engineering colleges. Out of total 37 passed out CCL KI LAADLIs, 9 have qualified for NIT/Other engineering colleges.

While CCL Ke Lal/Laadli is a noble scheme to provide learning platform and associated living conditions for the students, following are the improvement measures to be considered for smooth functioning of the scheme:

- » **Better outreach and advertisement** of the scheme amongst larger target audience so that more students can benefit from the scheme.
- » **Mind refreshing activities** for students to help them relax their brains and re-energize them for further academic challenges.
- » **Cleanliness** should be maintained at both boys' and girls' hostel facilities to provide hygienic environment for learning.
- » **CCL Ke Lal/Laadli Scheme should be a continued** as an essential program/scheme for benefit of the target audience in long run.

2. **Sports Academy, Ranchi- A CCL-State Govt of Jharkhand joint initiative:** The Sports Academy project, Hotwar Ranchi is a jointly funded venture of CCL and State Govt of Jharkhand in the ratio 50:50. The endeavour is a welfare activity towards the society for the benefit of common residents of Jharkhand for developing harmonious environment around coal mines by promoting Sports and education among PAPs and local residents of Jharkhand. The initiative is aimed to pick the talented boys/girls from rural areas from remote locations of Jharkhand, provide sports training to these underprivileged children. Sustainability towards a strong foothold in a career in sports discipline, representation of contingent in Major national and international events, livelihood for Sportsmen are the cardinal objectives of this Project. At Sports Academy, the focus is on overall development of the children and to provide them with state-of-the-art infrastructure, access to quality par excellence training and education.

According to the impact assessment of sports academy, this initiative has helped a number of sports cadets in fulfilling their dream of becoming sports person with recognition. The academy provides the cadets with multiple facilities and benefits. In addition to these, a stipend of Rs 500/- is deposited in their bank accounts every month in pre and post covid-19 scenario. During Covid-19 times, a stipend of Rs 3000/- along with e-tablets was provided to the beneficiaries. This was done to ensure that the beneficiaries have access to the facilities available at the sports academy in terms of education, diet and coaching even when there was a complete lockdown situation in the state. In all, the cadets at the academy have won 765 medals (bronze, silver and gold) These cadets give the credit of their achievements to the sports academy initiative, their coaches and the support provided them. They are of opinion that if they were not enrolled in this academy, they would not have been able to pursue their dream as a sports person.

The management and coaches also support the cadets in their endeavours and motivate them to perform their best. From the assessment it has been depicted and deciphered that post establishment of the sports academy in Ranchi, the gap between resource need and availability has been bridged and the status of sports have improved for the state of Jharkhand and in overall sports ecosystem.

Further, following are a few suggestive measures gathered from the feedback of the cadets:

- » As the Covid-19 situation has comparatively eased up, the **physiotherapy sessions** to be continued at sports academy for the cadets.
- » The **availability and supply of equipment** should be kept in check to provide readily available coaching for the cadets.
- » The **advertisement** should be done much regularly so that more cadets can be admitted in the academy and avail the much-required coaching and supporting facilities at sports academy.
- » Academy should adopt a **scientific approach** in introducing new dimensions along with establishment of scientific research centre in the academy that will focus on sport science to help maximise performance and endurance in preparation for events and competitions while lessening the risk of injury.

3. Health Related CSR Activities through Areas & HQ of CCL: One of the important and necessary CSR activity run by CCL is the provision of health facilities through different means to multiple target audience. The health-related CSR Activities taken up under CCL are categorized under 6 major heads viz. Operation Jyoti, Jan Arogya Kendra (JAK), CSR Dispensaries, Village Health Camps, School Health Camp and Specialized Camps. Initiated in 2013, so far, around 4000 camps have been organized in 12 years (48 villages) under the CCL CSR health related initiatives which has benefitted approximately 842933 beneficiaries. As per prevalent practice, at least one health camp is organized in each of these adopted villages every month by the concerned area. For the medical health camps, in-house medical team of doctors and nurses are engaged in such health camps. These facilities are provided at different fronts and multiple levels to reach out to maximum beneficiaries in the designated project areas (command areas).

The beneficiaries are satisfied with the facilities being provided to them and extend their regards towards this initiative. They opine that these facilities should be continued so that the financially weak communities can avail medical help effectively. The indirect stakeholders in these interventions (medical staff) shared that the health-related interventions have proved to be beneficial to the beneficiary and the doctors work with enthusiasm and determination. However, the doctors gave the following inputs for increasing the effectiveness of these initiatives:

- » The villages adopted by CSR dispensary and CCL tie-up hospital should either be **increased or changed at regular basis**. This is due to the fact that since the health camps are held up regularly, the beneficiaries are less at times and thus the camp is less productive in certain months.

- » **Awareness and mobilization drives** should be organized in schools as a part of health camps so that students are aware of the ailments common at their age and proper medical help can be extended to the students for the same.
- » Since some beneficiaries are not comfortable in visiting the camps, certain products such as **nutrition powders, anti-septic creams, sanitary napkins, hygiene kits** etc. should be provided to them for better communication.
- » **Basic level diagnostic facility and treatment** should be made available in the regular camps for accurate assessment of the ailments.
- » There should be a **regular feedback mechanism** wherein the medical staff can provide their inputs to the higher CCL medical authorities for regular improvisation of the medical help initiatives under CCL CSR activities.
- » **Shortage of equipment, staff and other resources should be addressed** on-time to avoid gaps in the medical help under these initiatives.
- » The **frequency and coverage of the specialized medical camps** should be increased for effectiveness towards larger target groups.

4. **Construction of Individual House hold Latrine (IHHL) for Open Defecation Free (ODF) Communities:** In the light of Swachh Bharat Mission (SBM) and relating to the basic sanitation related needs of impoverished communities, construction of IHHL is interpreted as a valid sustainable development activity as per the revised DPE CSR Guidelines 2014. Therefore, to implement the same, CCL constructed IHHL in 3 districts of Jharkhand state viz. Ranchi-East (4481 IHHL), Bokaro (5846 IHHL) and Hazaribagh (687 IHHL).

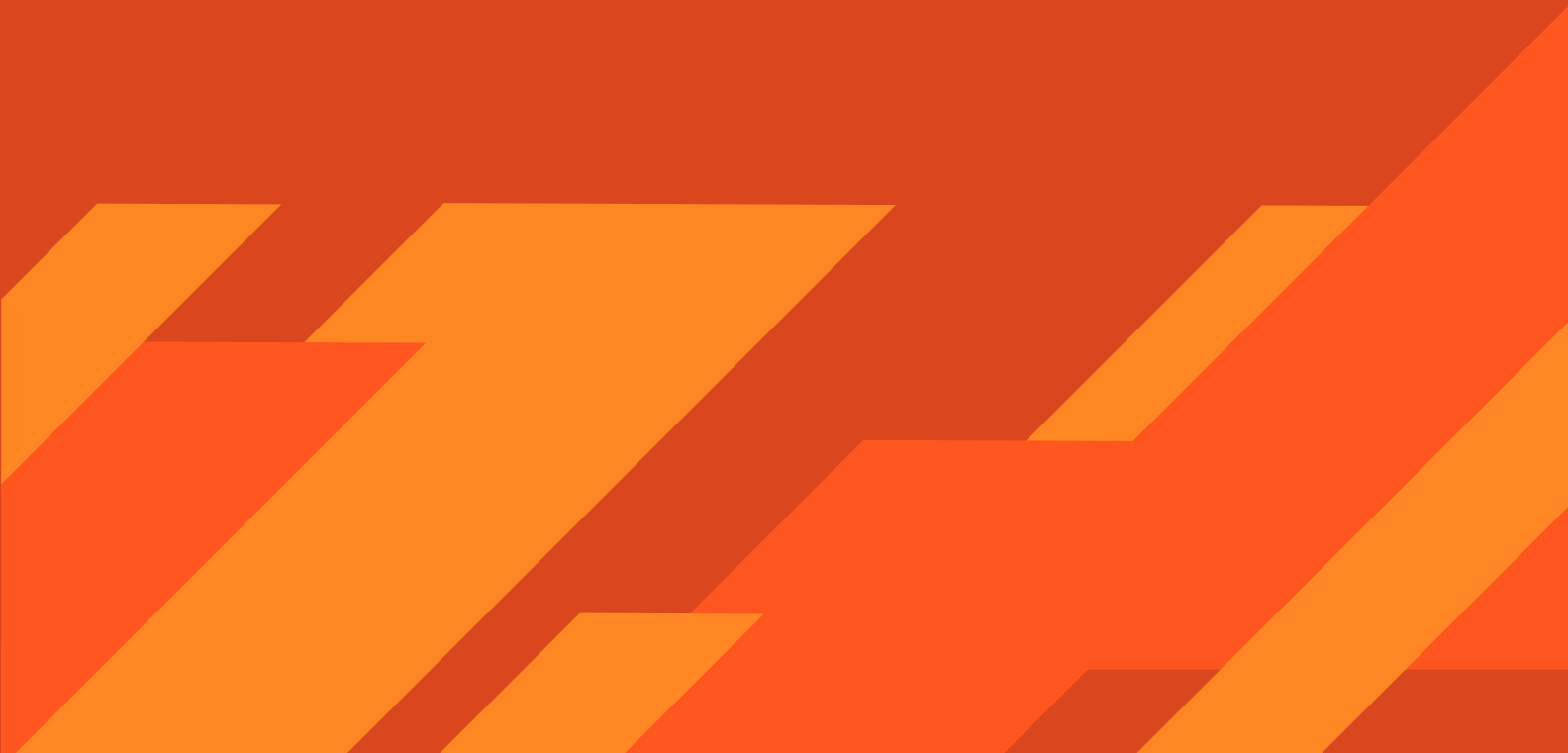
All the beneficiaries of this project are of opinion this was an absolute need in their areas and by provision of this they have gained multiple benefits such as provision of safety and comfort, menstrual hygiene, protection against diseases, saves time and prevent land and water pollution. The community are much aware of the relevance of these structures and hence there are positive behavioural changes amongst the beneficiaries. At present, all the beneficiaries are utilizing the IHHL constructed at their houses and hence the objectives of Open Defecation Free Communities have been achieved to an extent in the respective areas. As per the beneficiaries, the IHHL has provided them with a number benefits such as provision of safety and comfort, menstrual hygiene, protection against diseases, saves time, prevention of land and water pollution. The construction of IHHL for ODF is one of the important steps to provide good sanitation and to control the open defecation habit. It is amongst the most important public service beside education. Following are suggestive measures for this initiative:

- » **Regular feedback** should be taken from the social gatekeepers of the project areas to understand the condition of IHHL in the area.
- » **Frequent awareness and mobilization** of community for importance of ODF should be done to promote this principle of cleanliness and hygiene.

The overall impact assessment of these projects has shown positive influence on the lives of the beneficiaries. Some suggestive measures (wherever applicable) have been mentioned for each project to improve the operation and functionality of these so that benefits are much effective for the target audience.

2

Background and Rationale



International Association for Impact Assessment defines Impact assessment (IA) as a structured process for considering the implications, for people and their environment, of proposed actions while there is still an opportunity to modify the proposals. It is applied at all levels of decision-making, from policies to specific projects. It involves establishing a “theory of change” i.e. a description of the cascade of cause and effect leading from an intervention to its desired effects. The essence of impact analysis is to establish such a supposed chain of causation (“theory”) from intervention to impact and to measure or describe the changes induced along that chain.

TERI’s Understanding about the study

As a research and implementation organization, TERI understands that the ultimate test of the success of any CSR and Sustainability project is the social, economic or environmental impact thereof. Every such activity is planned and implemented with some anticipated impact on society or environment. Impact assessment of the projects undertaken will help to determine the extent to which the community has been benefitted from the CSR activities implemented in the areas like education, health and improving the economic status of the communities, thereby providing an understanding of the effectiveness of the existing programmes/activities. It would therefore propose the changes that need to be undertaken thereafter. Therefore, the aim of the Impact Assessment Study is to create accurate parameters in assessing the impact of CSR activities and improving the quality of CSR projects, scope of replication and effective planning.

3

Objectives & Scope of Work



The main objective of this study was to conduct a comprehensive impact assessment of the four CSR projects under infrastructure support, skill development, Education, Health and WaSH domains to understand and report the cascading effects in terms of social, economic and environmental impacts of interventions/activities in each of the projects.

Complying with the Companies Act 2013 as per Section 135 and focusing on Schedule VII thematic activities, the work for the project activity i.e. 3 months, involved:

- Evaluation of the project wise impact vis-à-vis intended project objectives
- Identification of qualitative and quantitative changes in the lives of beneficiaries
- Identification of gaps, if any between the needs and resources available
- Suggesting measures of improvement, if any, in similar future interventions

Table 1: List of project/activity under scope of work

S. No	Location	Name of the Project	Project Cost (Rs. in Lakhs)	Year of Commencement	Year of Completion	Minimum Sample Size	Project Domain
	CCL Command Areas	CCL ke Lal/ CCL Ki Laadli		CCL Ke Lal - 2012	Ongoing	25 beneficiaries	Education, skill development and livelihoods
		2014-15	16.98	CCL Ki Laadli - 2016			
		2015-16	27.58				
		2016-17	47.53				
		2017-18	154.41				
		2018-19	84.32				
		2019-20	65.94				
	Hotwar, Ranchi	Operation and Maintenance of Sports Academy, Hotwar (under MoU with Govt of Jharkhand on 50:50 basis)		2015-16	Ongoing	50 beneficiaries	Infrastructure support and skill development
		2016-17	911.50				
		2018-19	655.00				
		2019-20	1461.60				

Table 1: List of project/activity under scope of work

S. No	Location	Name of the Project	Project Cost (Rs. in Lakhs)	Year of Commencement	Year of Completion	Minimum Sample Size	Project Domain
	CCL Command Areas	Health Related CSR Activities through Areas & HQ of CCL		2014-15	Ongoing	300 beneficiaries	Health
		2014-15	40.07				
		2015-16	21.70				
		2016-17	39.34				
		2017-18	47.27				
		2018-19	16.68				
		2019-20	23.27				
	Ranchi, Bokaro, Hazaribagh & Chatra	Construction of Individual House hold Latrine (IHHL) for Open Defecation Free (ODF) Communities	1342.00	2017-18	2019-20	300 households	WaSH infrastructure support

The above-mentioned projects include all major activities like education, community development, health, skills and other Schedule VII activities. Hence to carry out the proposed assignment under the project, task specific methodologies was undertaken.

4

Approach and Methodology



The methodology to undertake the proposed assignment adopted both primary and secondary methods. While TERI team conducted need based primary surveys/interactions/Discussions and developed and validated the data acquired, it also analyzed the reports prepared under each project to assess and/or develop the checklist in the aforementioned section.

1. Evaluation of the project wise impact visav is intended project objectives:

- » **Analyzing the intended project objectives:** Respective inception and project reports were studied and analysed to understand and enlist the proposed objective(s) under each project.
- » **Assess the project wise impact:** The environmental, social and economic impacts of each project on the beneficiaries were assessed by:
 - i. Assessing the available project reports to enlist the on-paper impacts showcased by the implementing agency.
 - ii. Assessing the on-ground impacts of each project:
- » **Stakeholder profiling and mapping:** The direct/indirect beneficiaries of each project along with the project implementation and monitoring team from the implementing agency and CCL, respectively, were identified and interviewed (need based). The beneficiaries were selected from the detailed list provided by CCL authorities.
- » **Beneficiaries sampling plan (data collection & analysis):**
 - a. As mentioned in the evaluation criteria, the beneficiaries (equal to or more than minimum sample size) specified under each respective project were covered/surveyed.
 - b. Amongst the direct/indirect beneficiaries identified under each project (assessed from the respective project reports), beneficiaries were selected using purposive/convenient sampling to conduct the primary survey (Questionnaire based survey/personal interviews/focused group discussions). Here, individuals who were easy to reach were interviewed. Please refer to annexure for questionnaires prepared for each respective project.
 - c. **Data entry:** The data collected from the field in the form of questionnaires/personal interviews was entered in the MS Excel format.
 - d. **Data analysis:** Data analysis was done to understand the contextual analysis of the survey for existing scenario.
- » **Other stakeholders' feedback:** To validate the on-paper reported impacts, personal interviews were conducted with the major stakeholders who were directly involved in the implementation and monitoring of the project.

2. Identification of qualitative and quantitative changes in the lives of beneficiaries:

Analysis of the pre-project/baseline scenario:

- i. The pre-project scenario in the study area under each project was analyzed.
- ii. In case, pre-project/baseline report was unavailable/not sufficient, survey/personal interviews of the direct/indirect beneficiaries and other stakeholders were conducted; this was an added part in the survey mentioned in the earlier section.
 - » Post this analysis, the post/during project intervention impacts were enlisted (acquired from above mentioned methodology section).
 - » Further, a comparative analysis of the pre and post project changes was undertaken and reported to CCL.

3. Identification of gaps, if any between the needs and resources available:

- » As a part of the aforementioned survey, the beneficiaries were also asked about their requirements, in terms of the interventions/facilities extended under each project.
- » These requirements were analyzed against the resources/facilities provided under the project (data from the project reports, primary survey and interviews).
- » Gaps (if any) were identified through this comparative analysis and have been included in this reported to CCL in a comprehensive form for each project.

4. Suggesting measures of improvement, if any, in similar future interventions:

- » Based on the above-mentioned comparative analysis, improvement measures and required interventions have been suggested for completed projects so that their replication/escalation can be efficient.
- » Improvement interventions have been suggested for the on-going projects as well, so that the upcoming/pending activities care improvised.

The above stated methodology intended to ensure attainment of all the goals envisaged in achieving the defined agenda in scientific and time bound manner.

Challenges and mitigation strategy

In the current scenario of Covid-19 pandemic, certain field activities inclusive of one-to-one interaction for the primary survey of the direct/indirect beneficiaries and the personal interview of the officials from the implementing agency and CCL was assumed to become stagnant. As a strategy to ascertain the target functionalities so that the project activities were completed within the proposed timeline, the agency conducted the primary survey via telephonic interviews with the help of local officials (as required).

5

CCL Ke Lal/ CCL Ki Laadli

Background

“CCL KE LAL & CCL KI LAADLI” is a unique initiative for preparing meritorious students for their admission in premier Engineering Colleges like IITs/NITs etc through specialised coaching for engineering entrance exam under CSR in CCL. This initiative is in accordance with the activity covered under point (ii) of Schedule VII of Companies Act 2013: “promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects”.

The scheme was launched in 2012 for students passing 10th Board examination selected from PAPs /Villagers living within command area of CCL having parents’ annual income less than Rs. 6,00,000/- Annually by conducting an entrance examination and considering the marks obtained by them in Std X board. This scheme provides a hand holding support to students who cannot afford expensive coaching fees and quality formal education by providing coaching facility (Physics, Chemistry, Mathematics), fooding, medical, education and residential facility.

Till date 8 batches of CCL KE LAL and 4 Batches of CCL KI LAADLI have passed out successfully from the scheme. Currently, 2 batches of CCL ke Lal/Laadli are undergoing the coaching under this scheme. Approx. 230 students have been benefitted from the scheme under Ranchi main centre and 3 VC Centres (Barkakana, NK, Dhori). Out of 96 CCL KE LAL passed out during 2012 to 2020, 19 students have qualified for IIT, 59 students have qualified for NIT and 6 in other Engineering colleges. Out of total 37 passed out CCL KI LAADLIs, 9 have qualified for NIT/Other engineering colleges.

Table 2: Operational Cost of CCL Ke Lal/ CCL Ki Laadli

Location	Year of the Project	Project Cost (Rs. in Lakhs)
CCL Command Areas	2014-15	16.98
	2015-16	27.58
	2016-17	47.53
	2017-18	154.41
	2018-19	84.32
	2019-20	65.94

Profiling of the beneficiaries

As mentioned in the evaluation criteria, the minimum sample size for this project was 25 beneficiaries. However, to attain a normal distribution analysis, TERI interviewed 35 beneficiaries with equal ratio of male and female students. These beneficiaries include students from current and pass out batches. In addition to this, a ‘success story’ of this initiative was also captured to bring out a detailed qualitative impact of this initiative on an individual beneficiary’s life.

As per the essence of the program, the beneficiaries surveyed (current batches) were of classes 11 and 12th, and of age group 16-18. In addition, the beneficiaries of the pass out batches were in the age group 19-22. There was no caste based reservation until 2020-22 batch & selection was based solely on merit. The caste reservation was introduced in the scheme in 2021-23 batch (ST: 26%, SC:10% & OBC: 14%).

Amongst the interviewed beneficiaries, minority caste groups have found a healthy representation in the scheme (25% General, 56% OBC & 19% ST) (Fig 1). The reservation system was introduced in the initiative with the aim of helping out students coming from the backward, minor deprived classes.

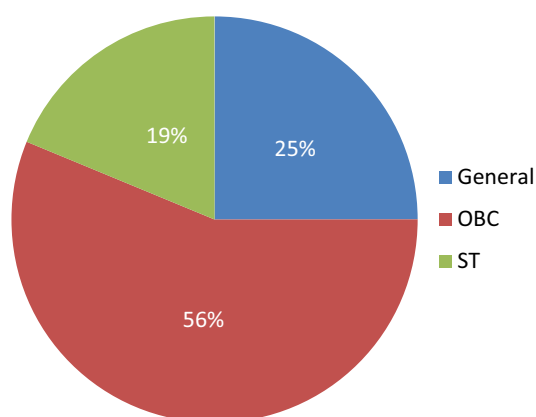


FIGURE 1: Caste Categories of surveyed beneficiaries

Assessment of CCL Ke Lal/ CCL Ki Laadli

It was deciphered from the survey that the popularization mechanism for this initiative is in the form of school teachers and seniors, online advertisement and alumni of the scheme. Almost 75% of the beneficiaries gained the information for this initiative through school teachers and seniors, while the rest of the beneficiaries, 19% and 6% received the information via scheme alumni and online advertisement, respectively (Fig 2). This was due to non-availability of internet with majority of the beneficiaries.

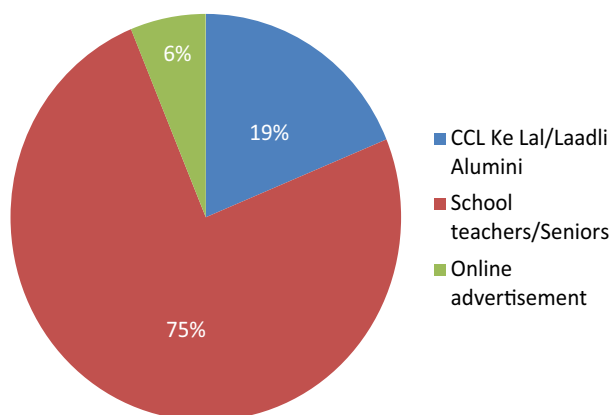


FIGURE 2: Mode of information for CCL Ke Lal/ CCL Ki Laadli scheme

While the selection criteria for the current batch beneficiaries was the marks obtained in their X Standard due to Covid-19, the pre-requisite for earlier batches was to clear a well-designed entrance exam to obtain benefits under the scheme. Both the categories of the beneficiaries opined that the selection procedure for enrolment in this academy was transparent and justified and strictly followed the norms set by the higher authorities.

The beneficiaries of this scheme were admitted in DAV, Gandhi Nagar, Ranchi (under their tie-up with CCL) for higher secondary education. Apart from the coaching facility, the beneficiaries in this academy have access to hostel (separate for male and female students) and mess facility. While the boys' hostel is adjacent to the coaching facility building, the girls' hostel is at a distance from the facility (built adjacent to the staff quarters for CCL employs). There is a special bus service made available for the female students that provides them conveyance facility from their hostel to school, school to hostel, and a round trip of hostel to coaching facility. With all the amenities present, these hostels are secure and provide ambient environment for students to learn at their best. These facilities are well spaced and have appropriate number of rooms for students. In addition to these, there are full-fledged mess facilities for the resident students in these hostels. There are libraries along with reading area in each hostel with all latest entrance exam related books available.





FIGURE 3: Glimpses of girls' and boys' hostel facilities under CCL Ke Lal/Laadli Scheme

One of the immediate impact/success of this CCL Ke Lal/Laadli academy is that 100% of the surveyed beneficiaries believed that enrolment in this academy will help (Current batch)/helped (Pass out batch) them in qualifying their entrance exams. Amongst these, only 20% of the beneficiaries believed that they would have been able to pursue their dream college even if they were not enrolled in this academy, while rest of the 80% believed that it would not have been possible to achieve this with enrolling in this scheme. This was due to the confidence, great learning & living conditions and availability of all resources (learning material) that was provided under this scheme that was otherwise not possible due to their economic background. Further, the subscription to All India test series (which is subscribed by students of reputed coaching institutes in India) was arranged under this scheme that elated their confidence and helped them analyse their strengths and weaknesses in this aspect.



FIGURE 4: Coaching center facility under CCL Ke Lal/Laadli Scheme

As per inputs from almost all the beneficiaries, the teachers at the coaching facility are best for academic performance, competency development, and career progression. They are knowledgeable, great communicators and listeners with empathy for the students. They provide the students with updated knowledge for the entrance exams along with learning material for effective and efficient performance.

While the beneficiaries highly regard and appreciate this scheme under CCL CSR activities, they communicated that there should be provision of some mind-refreshing activities at the hostel facility to revitalize their energies at frequent intervals. In case of the girls' hostel, the students can be allowed to take walks in the outer area of the facility owing to the secured conditions of the same.

Point of Views by Indirect Stakeholders

Program Coordinator- Mr. Mario Ekka, Assistant Manager Human Resources

Handling this program since 2019, Mr. Ekka conveys that the major goal of this program is to reach the children at the grassroots level and benefit the individuals truly in need of support through such programs. He has seen different improvements and implementations in the scheme for its betterment. He informed that since the year 2019-20, there have been two groups, group 1 includes children whose education is sponsored and group 2 includes children who pay a minimal fee amount for lodging and boarding at the hostel facility. Further, in 2020-21, the scheme witnessed introduction of caste based reservation and BPL criterion for selection of candidates.

Faculty:

- Physics: **Mr. Jitendar Kumar** (Manager, CCL) - IIT Kharagpur Mechanical Engineering
- Chemistry: **Mr. Naman Srivastav** (Deputy Manager, CCL) - IIT BHU (Varanasi)
- Mathematics: **Mr. Om Prakash** (Deputy Manager, CCL) - IIT Dhanbad; **Mr. Akhilesh Kumar** - IIT BHU

The faculty chosen for delivering coaching under this scheme are IIT alumni working at CCL. They are selected through a strict scrutiny process under which they clear a written exam and interview with higher authorities. The criterion for the faculty to be an IIT alumni is to inculcate learnings from experiences in the students. These faculty keep themselves updated with the latest additions in IIT curriculum to impart best knowledge to the students. The faculty feel extremely proud that they are able to contribute in this noble scheme that provides well-deserved students with these amenities. They also conveyed that the students under scheme are always the top scoring students at their school. Apart from the providing coaching, the faculty are constant motivators for the students and create opportunities for them in terms of test series, quizzes, exams etc. According to them, this scheme is a marvellous platform for these students as they are provided facilities that would otherwise cost them 5-6 lakhs per year and hence would not be feasible for them to avail.

During the initial years of the scheme, there was a provision of 'faculty honorarium' that act as a motivating factor for the faculty for the hard work that they put in for teaching students under this scheme despite their working hours at CCL. Therefore, a respectable honorarium should be ensured to the faculty to provide a sense of confidence in the faculty that CCL recognizes their undocumented efforts for this noble cause.

Coaching facility and Boys' Hostel Caretaker- Mr. Debashish

In charge of the boy's hostel since 2015, Mr. Debashish has done a PG Diploma in personal management. He is an empathetic person and feels extremely proud to witness small differences in the students' lives post their admission in the scheme. He constantly motivates these students and takes care of all the facilities required for the betterment of the facility.

Success Story (Case Study)

MATUL BAGHEL, Assistant Manager, CCL



FIGURE 5: Mr. Matul Baghel, achiever of CCL Ke Lal/Laadli Scheme

Coming from a small family in NK Area, Jharkhand, Mr. Baghel proved that education can transform lives. With his grandfather and father working in CCL and earning monthly income of Rs 3,350/-, it was difficult to feed the family of 7. In his early years of education, Mr. Baghel used to visit the CCL mining areas with his father and it when he realized that he wanted to pursue engineering in mining when he grows up. Mr. Baghel in his interview extended his happiness for his good luck that he was able to avail the benefit of the CCL Ke Lal scheme (as called in the year 2013-15). When he heard about this scheme from his father, he dedicated 2 months of self-study before the entrance exam of the scheme to prepare for the same. With his dedication and determination Mr. Baghel secured 1st position in the 2013-15 batch of CCL Ke Lal scheme. He was then admitted to DAV Gandhinagar under this scheme to avail schooling facility.

With all the facility available to him in terms of coaching, lodging, boarding and guidance Mr. Baghel studied meticulously and secured a commendable rank in JEE exam along with 94% in 12th Std board exams. To fulfil his dream, he did his B.Tech in mining and engineering from NIT Raipur wherein the college fee was sponsored by CCL under the scholarship policy of coal India. In 2019, he applied for a vacancy in CCL and in 2021 he got posted as an assistant manager at NK area.

Mr. Baghel shared that CCL helped him chase and pursue his dreams. He believes that persistence, consistence, hard work and support from CCL Ke Lal scheme became the key factors in achieving his current success. He quoted- "CCL taught me to dream and helped me in achieving my dreams".

Lastly Mr. Baghel shared his feedback for improvement of the mechanism of the scheme for better outreach and success. He conveyed that better advertisement strategy is required to mass outreach and schools at all levels should be made aware of this scheme so that the students prepare for the enrolment and avail this scheme for their better future.

Suggestive measures for CCL Ke Lal/Laadli Scheme

While CCL Ke Lal/Laadli is a noble scheme to provide learning platform and associated living conditions for the students, following are the improvement measures to be considered for smooth functioning of the scheme:

- Better outreach and advertisement of the scheme amongst larger target audience so that more students can benefit from the scheme.
- Mind refreshing activities for students to help them relax their brains and re-energize them for further academic challenges.
- Cleanliness should be maintained at both boys' and girls' hostel facilities to provide hygienic environment for learning.
- CCL Ke Lal/Laadli Scheme should be a continued as an essential program/scheme for benefit of the target audience in long run.

6

Sports Academy- A CCL-State Govt of Jharkhand joint initiative



Background

Sports is an important socio-economic component for development of a country and contributes in nation building. Jharkhand has an immense sports potential hidden in its rural pockets. But due to lack of infrastructure facility and coaching, the raw talent present at grass root level cannot afford quality training in sports. To overcome this, a noble thought to infuse sports at local level and to select and nurture raw talent present in children was planned and executed in the form of opening up of Sports Academy in Jharkhand.

As the Government of Jharkhand alone cannot do it all, CSR initiative to refurbish 34th National Games Infrastructure at Hotwar, Ranchi and Start a Sports Academy partnering with State was welcomed. The Sports Academy project, Hotwar Ranchi is a jointly funded venture of Central Coalfields Limited (CCL) and State Govt of Jharkhand in the ratio 50:50.

The endeavour is a welfare activity towards the society for the benefit of common residents of Jharkhand for developing harmonious environment around coal mines by promoting Sports and education among PAPs and local residents of Jharkhand. The initiative is aimed to pick the talented boys/girls from rural areas from remote locations of Jharkhand, provide Sports training to these underprivileged children. Sustainability towards a strong foothold in a career in sports discipline, representation of contingent in Major national and International events, livelihood for Sportsmen are the cardinal objectives of this Project.

An MoU was signed between Central Coalfields Ltd and Govt of Jharkhand in September'2015 to establish a Sports Academy with scope for establishing a sports University in future. A society named Jharkhand State Sports Promotion Society (JSSPS) was registered with Governing Council/Executive Council comprising members from Director level officials from State and CCL. The Academy is presently managed by a Local Management Committee (LMC) of the JSSPS which comprises of CCL officials. The project is monitored by State as well as CCL. The project is working on preparing a feeder line for various National and International Sporting events through development of players in a systematic and scientific manner.

The thrust area for Jharkhand State Sports Promotion Society (JSSPS) is excellence in the field of Sports. Towards this, a Mega Talent Hunt programme is organised every year to attract the most talented children in the age group of 8 to 12 years from across the various districts of Jharkhand. Extensive trials by a group of expert technicians, sportsmen and coaches select the most meritorious children to join the prestigious Sports Academies. This activity has now become a part of the Events Calendar for the State of Jharkhand.

At Sports Academy, the focus is on overall development of the children and to provide them with state-of-the-art infrastructure, access to quality par excellence training and education. Each 'Sports Cadet' is imbued with true values of patriotism, integrity, honesty and leading by example. The various facilities in the world class maintained indoor and outdoor stadiums has an outreach to around 5 Lakh prospective beneficiaries across Jharkhand which has made the academy a valued entity within a short span of time. With a persistent and focused approach to scientifically evaluate and train the children, the academy strives to achieve the coveted dream of winning Olympic Gold Medals.

Post establishment of sports academy, there have been an excitement in the sports

Salient features of the project:

1. **MOU-** MOU was signed between Central Coalfields Ltd and State Govt of Jharkhand in September'2015 to establish a Sports Academy.
2. In April, 2016, the Sports Academy was established in 34th National Games infrastructure (Mega Sports Complex at Khelgaon, Hotwar, Ranchi). 78 Children (Sports Cadets) were selected in 1st Batch.
3. **Present Strength (as on March, 2021)-** 437 (Boys: 231, Girls: 206). Due to COVID -19 protocols 50% cadets are trained through online mode.
4. About 96% of the Sports Cadets belong to SC/ST and other backward communities.
5. **Facilities to Sports Cadets-**
 - » Coaching in 10 selected disciplines through coaches of national repute
 - » Basic facilities such as boarding, lodging, Medical, and most importantly world class training is being provided free of cost
 - » Education through Open Schooling
 - » Separate hostels for boys and girls
 - » Cashless shop, Injury management centre, Wi-fi campus, Indoor air-conditioned playing arenas, outdoor training facilities e.g. Hill & Sand Training Centre etc.
 - » Tablet to each sports cadet for online training/ E-Learning with various Applications to foster modern style of education
 - » Medical and Accidental Insurance
6. **Selection Procedure:** The selection criteria of one of the largest Talent hunt programme is:
 - a. Age Group: 8-12 Years
 - b. Command Zone: All 24 districts of Jharkhand.
 - c. A transparent and fair selection trial selects the most meritorious children to join the Sports Academy. Team of experts carry out simple Motor Ability Tests across the 24 Districts of Jharkhand and bring in the best children for further training. The selection process is completely transparent in the sense that the entire process of selection gets video graphed which is preserved for reference by any interested party. By evening, on the day of test, the result of trials is uploaded on the website of the academy - www.jharkhandcclsports.in.
 - d. Participation: Year wise participation of children and selection are as under:

Table 3: Year-wise Participation and Selection for Sports Academy

Year	No. of Applications received	No. of Children selected
2016-17	4200	78
2017-18	18500	100
2018-19	1.89 Lakh	170
2019-20	3.24 Lakh	100

7. **Stipend to Sports Cadets:** Each one is given a scholarship of Rs. 500 per month with annual increment of 5%. In addition, Cash transfer of Rs. 3000/- to Cadets in Bank account for Fooding / Ration Expenses in COVID-19 through DBT/ Bank A/C w.e.f October 2020.

8. Sports Discipline:

Table 4: Operational and upcoming sports Disciplines at Sports Academy

Operational Sports Discipline (10)		Upcoming Sports Discipline (Phase-wise- 5 nos.)
Athletics	Archery	Badminton
Football	Taekwondo	Table Tennis
Weightlifting	Cycling	Lawn Tennis
Swimming	Shooting	Judo
Wrestling	Boxing	Gymnastics

Table 5: Financial Summary of Sports Academy

Location	Project Year	Project cost (Rs. In lakhs)
Hotwar, Ranchi	2016-17	911.50
	2018-19	655.00
	2019-20	1461.60

Profiling of Stakeholders

As mentioned in the evaluation criteria, the minimum sample size for this project was 50 beneficiaries. However, to accounting the possible errors in the survey, TERI interviewed 70 beneficiaries with equal ratio of male and female cadets. These beneficiaries included respondents from different sports disciplines. In addition to this, 3 'success stories' of this initiative were also captured to bring out a detailed qualitative impact of this initiative on an individual beneficiary's life.



FIGURE 6: TERI team conducting beneficiary survey

With equal ratio of male and female cadets, the beneficiaries were of the age group 14-16 (these beneficiaries were in the age group 8-12 years old when they got enrolled in the sports academy). Currently, they are all enrolled in the open school of learning (tie up with sports academy) so that they can balance sports along with their education. Quite a many beneficiary surveyed are performing well in their academic areas as well.

While there is no reservation of any kind in the enrolment procedure for sports academy, almost all the caste categories are covered and have provided benefits for these groups (Fig 7). Therefore, this platform has unknowingly provided a platform for the minority groups to avail benefits and pursue their dreams.

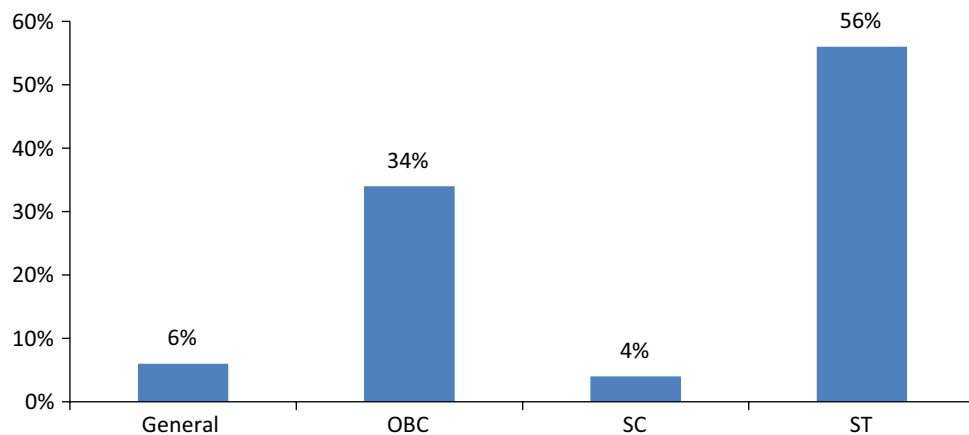


FIGURE 7: Caste categories of beneficiaries

When asked about the mechanism of advertisement through which they got familiar with the sports academy, it was mentioned that newspapers, school coaches and cadets enrolled in sports academy (batch 1 &2) were the majority sources. The beneficiaries surveyed were from 1st (2016), 2nd (2017) and 3rd batch (2018). Also, the beneficiaries covered under this survey are from different sports discipline to gather multi-disciplinary perspective (Fig 8).

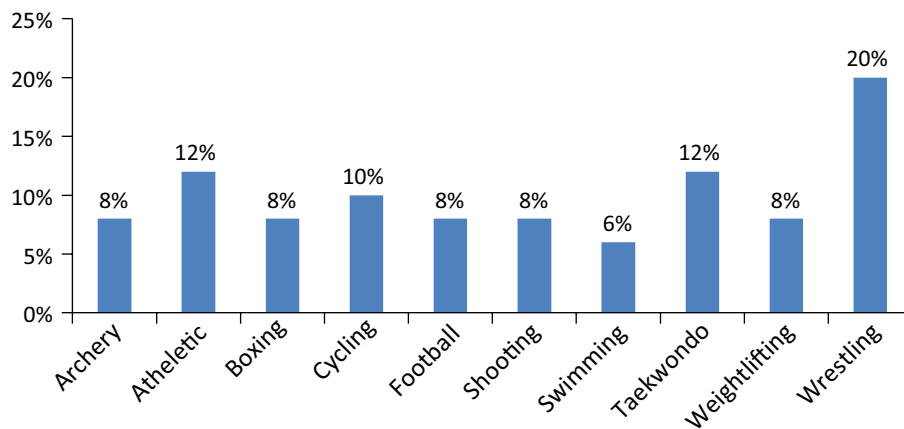


FIGURE 8: Sports disciplines of the covered beneficiaries

Assessment of Sports Academy, Ranchi

As mentioned in the background section, the beneficiaries enrolled in the sports academy are provided with a variety of benefits. According to all the surveyed beneficiaries, all these benefits are readily available to them. Almost 75% of the beneficiaries shared that if it was not for sports academy initiative, these facilities would not have been available to them due to their weak economic background.

In addition to these, a stipend of Rs 500/- is deposited in their bank accounts every month in pre and post covid-19 scenario. During Covid-19 times, a stipend of Rs 3000/- along with e-tablets was provided to the beneficiaries. This was done to ensure that the beneficiaries have access to the facilities available at the sports academy in terms of education, diet and coaching even when there was a complete lockdown situation in the state.

The coaches personally made sure that each individual is following the same routine as per the sports academy schedule and helped them with online training via e-tablets. This helped them maintain continuity during covid-19 times, which proved to be a vital key to progression in their performance. It also helped their respective families to sustain in the pandemic times.

An astonishing fact about the cadets of sports academy is that unless they were enrolled in there, none of them had foreseen sports as their priority careers. While only 5% of these beneficiaries played specific sport (football, volleyball, cricket etc.), 25% of these did not do any sports related activity until their enrolment in sports academy. The remaining 70% of these beneficiaries were involved in sports at their



FIGURE 9: Glimpses of different sports disciplines at Sports Academy

schools as an extra-curricular activity. This was the case before their enrolment at sports academy. Once they were admitted, they were involved in multiple sports discipline to ascertain their interests in their respective expertise sports discipline. All of them affirmed that the selection procedure at sports academy is completely transparent, fair and justified.



FIGURE 10: Awards won by sports academy, Ranchi

Since their admission in the sports academy, each cadet has won bronze, silver and gold medals (multiple in number) at zonal, state and national levels in their respective sports discipline. In all, the cadets at the academy have won 765 medals (bronze, silver and gold) These cadets give the credit of their achievements to the sports academy initiative, their coaches and the support provided them. They are of opinion that if they were not enrolled in this academy, they would not have been able to pursue their dream as a sports person.

The overall experience of the beneficiaries is positive. They lend their gratitude towards the sports academy initiative for providing them with the opportunity to identify their talent in sports and helping them to pursue their dream and achieve success in the same. Sports academy has helped in development of their overall personality (mental and physical health) and brought positive changes in their lives. According to the surveyed beneficiaries, their guardians have also gained confidence in their wards' career opportunities. In addition to this, by seeing the successful achievements of the cadets in sports academy, the community has now become affirmative for sports as a career option and they now motivate their wards to qualify and enrol in sports academy.

Apart from the positive feedback from the cadets, they have also mentioned that in the pre-covid-19 times, there was provision of physiotherapy sessions for the cadets to cope and help with injury, illness or disability through movement and exercise in their respective sports. This has been discontinued post covid-19. This should be put in action again for the betterment of the performance at sports academy. In addition to this, 50% of the cadets conveyed that at times there is delay of provision of equipment for their sports activity. This should be taken into consideration and the gap should be bridged.

From the assessment it has been depicted and deciphered that post establishment of the sports academy in Ranchi, the gap between resource need and availability has been bridged and the status of sports have improved for the state of Jharkhand and in overall sports ecosystem.

Point of Views by Indirect Stakeholders

Program Coordinator- Mr. Srikant Purwar, Manager, CCL

Mr. Purwar handles the overall management of the sports academy and is proud of the initiative taken under CCL CSR activity. He share that the main motive behind this initiative was to provide a platform to identify, nurture and showcase ones abilities in sports. This objective has been in the achievement front ever since its inception and is striving to provide the cadets with the best of opportunities and guidance. He shared that while there is a transparent and justified enrolment procedure for cadets, the coaches are also selected through a scrutinized process. In the pandemic times, there was no salary deductions amongst the sports academy employees and they also volunteered to provide support to the academy cadets and families by delivering ration to them. At present the tenure of coaches is 4 years with 3 months of extension and senior coaches have experience of 5-10 years. Mr. Purwar makes frequent (daily) visit to the academy to ensure its smooth functioning. He makes sure that the cadets are provided with all the documented facilities and are kept disciplined and motivated for their endeavours.

Manager Personnel, sports academy - Mr. Toppo

Mr. Toppo is a dedicated guide that takes care of sports academy at all fronts. He mentioned that post their enrolment, the cadets build up their personality and seek all the facilities and guidance to transform them into sportsperson. He shared that during Covid-19 times, the cadets were provided full-fledged support from sports academy and there were no salary deductions of the sports academy employees. He regularly interacts with all cadets and takes their feedback about their trainings and experience at sports academy. He makes sure to keep the cadets motivated and determined.

Coaches (Different sports discipline)

During interaction with all the coaches, it was accounted that they are highly dedicated towards their jobs and feel proud to be a part of the sports academy. They assess the calibre and needs of the cadets and provide them with appropriate training solutions in their respective sport disciplines. They make sure that the students are provided updated training and associated equipment along with showcasing the videos of the international sports events for the students to watch and learn.

Wardens of Girls' and Boys' hostel

The wardens make sure that the cadets have access to all the facilities at hostels and keep them disciplined. While the cadets have all the facilities, they are asked to perform the chores such as cleaning hostel rooms, laundry etc. on their own on Sundays so that the cadets learn self-sufficiency and independence in their curriculum.

Success Stories (Case Studies)

1. Mr. Sadanand Kumar, Athlete (Record holder & Gold medallist in 100 metre race at Khelo India Youth Games)



FIGURE 11: Mr. Sadanand Kumar, Record holder & Gold medallist

Hailing from Hazaribagh district, Jharkhand, Sadanand comes from an economically weak family. Unfortunately, Mr. Kumar lost his father at a young age and his mother is the soul bread earner for the family of four. Once selected in the sports academy, Sadanand was provided with all the required guidance and facilities along with his enrolment in school and caching from the eminent coaches. With all this, Sadanand Kumar made a name for the state in the 2ndKhelo

India Youth Games (KIYG) held at Sarju Saray Stadium, Guwahati, Assam. He created a history when he bagged gold in 100 metres in U-17 category. He recorded the timing of 10.95 second. This golden feat is Jharkhand's contribution in the 'Khelo India Mission' to establish India as a sporting superpower.

Mr. Kumar also shared that prior to admission in the academy, he had no access to the facilities available at sports academy and that was a difficulty in this curriculum. Post his admission, his personality got developed several folds and increased his confidence with the motivation and determination from the coaches and sports academy managing personnel. He aims to win gold medal for India in Olympics and provide better living conditions for his family back at home.

2. Ms. Chanchala Kumari, Wrestler (Qualified for world Championship at Budapest, Hunagry)



FIGURE 12: Ms Chanchala Kumari, Wrestler & National Level gold medalist

Coming from an economically weak family in Ormanjhi village, Ranchi, Chanchala Kumari represented India at the sub-junior World Wrestling Championship held in Budapest in Hungary in sub-junior category (40 kg). She is the first player from the state who represented the country in wrestling at an international event. Chanchala is a tribal student of the first batch of sports academy that stood first in the selection trial conducted in New Delhi.

Chanchala's coaches and the managing team at sports academy shared that she had the potential to scale heights and since the start of her career, she has been gradually taking high strides (She has already won a few medals at national meets).



FIGURE 13: Ms Chanchala Kumari's house at Ormanjhi, Ranchi

Chanchala's father Narendra Nath Pahan, who works as a plumber besides does farming for a living, said that their poor financial condition always worried him for providing education to his children. However, his daughter proved to be a diamond just not for the family, but also for the entire village by outshining at the national and international level in wrestling. He mentions that Chanchala has become an idol for many children in the village and he supports her in all her endeavours.

Ms. Kumari shared that sports academy has shaped her sports career and she feels elated to be where she is now. She is thankful for the sports academy initiative and wants to motivate more and more students to come forward and strive to be admitted in sports academy to follow their passion of sports. She hopes to qualify and win international medals for her country and provides all the facilities for her family.

3. Sabina Kumari, Cycling (National Gold Medallist in cycling)



FIGURE 14: Ms Sabina Kumari, National level gold medalist

Sabina Kumari is a 15-year-old cyclist at sports academy that has won gold medal in the 50th Junior National Track Cycling championship 2021 at Jaipur, Rajasthan. According to coach at sports academy, Sabina had first time entered in a national sports event and secured a gold medal, which boosted her confidence several folds.

Sabina hails from a tribal family in Chatra, Suiyatand and her father is a small farmer while her mother is a homemaker. She is a cadet of 3rd batch (2018) at sports academy. It was astonishing to know that before her enrolment at sports academy, she was not aware of her passion in cycling. She shared that it feels like a dream that today she is nationally known as a cyclist and can ride a high-tech cycle with ease and confidence. Ms. Kumari mentioned that if it was not for sports academy, she would not have reached at this level and would have been an average person all her life. She extended her gratitude towards sports academy and her coaches for making her realize her talent in sports,

providing her with all facilities and world class coaching to achieve great heights at this stage in her life. She dreams of winning gold medals at future national and international sports events.

Suggestive measures for sports academy

While sports academy is a worthwhile and life changing initiative for many under CCL CSR activities, following are a few suggestive measures gathered from the feedback of the cadets:

- As the Covid-19 situation has comparatively eased up, the physiotherapy sessions can be continued at sports academy for the cadets.
- The availability and supply of equipment should be kept in check to provide readily available coaching for the cadets.
- The advertisement should be done much regularly so that more cadets can be admitted in the academy and avail the much-required coaching and supporting facilities at sports academy.
- Academy should adopt a scientific approach in introducing new dimensions along with establishment of scientific research centre in the academy that will focus on sport science to help maximise performance and endurance in preparation for events and competitions while lessening the risk of injury.

7

Health Related CSR Activities through Areas & HQ of CCL



Background

One of the important and necessary CSR activity run by CCL is the provision of health facilities through different means to multiple target audience. Following are the details of Health-related CSR Activities taken up under CCL:

- 1. Operation Jyoti:** Under this scheme the patients suffering with eye problems specially cataract are identified and provided necessary medical assistance. Free check-ups, cataract operations, post operational care, regular follow ups are provided to the BPL card holders and PAPs. The said facility is available in all the medical centres of CCL including Gandhinagar, Jan Arogya Kendra and CSR dispensaries in different areas. The patients are also provided with lens, drugs, specs etc.
- 2. Jan Arogya Kendra (JAK):** Jan Arogya Kendra is a CSR dispensary situated in Gandhinagar Colony, Ranchi which provides medical facility to the BPL card holders and PAPs free of cost under CSR. The patients are provided free medical check-ups and if they are detected with any health problems they are given medicines accordingly. If required the patients are also referred to Gandhinagar Hospital for further treatment. The cost incurred in the treatment of such referred patients is borne by Jan Arogya Kendra under CSR. The students studying under the scheme CCL Ke Lal/ Laadli, Sports Academy and Kayakalp Public school are also provided medical facilities under CSR through Jan Arogya Kendra. Distribution of artificial appliances to the registered patients is also done by Jan Arogya Kendra.
- 3. CSR Dispensaries:** CSR Dispensaries are situated in different areas of CCL. Similar to Jan Arogya Kendra the CSR dispensaries provide medical facilities to BPL families & PAPs residing in the command areas of CCL i.e. within 25 kms of operational unit. The patients requiring further treatment and medical assistance are also referred to Gandhinagar Hospital.
- 4. Village Health Camps:** Regular Check-up Camps are organized in around 60 villages falling in the command areas of CCL. In these camps the patients are provided free medical check-ups, medicines and possible treatment at the site location. Those requiring further treatment are referred to CSR dispensaries and Gandhinagar Hospital, Ranchi. Apart from these, awareness programs regarding cleanliness, Hand wash, personal hygiene, balanced diet & prevention of certain diseases are also conducted through these camps.
- 5. School Health Camp:** Similar to the village health camps regular camps are also organized in different schools situated in the command areas of CCL. These camps provide facilities like general health check-up and Vision Test up to class 12th as well as mental and physical growth.
- 6. Specialized Camps:** Apart from the regular camps special camps like ENT, Cancer detection, Diabetes & HTN, Cardiac, leprosy & Skin, Respiratory, Anaemia detection, Artificial limb etc. are also conducted in the command areas of CCL. The specialized camps are usually organized in the area dispensaries.

The details of camps and no. of beneficiaries of health camps organized under CSR are as below:

Table 6: Number of camps and beneficiaries under CCL CSR Health activities

Period	No. of camps	Beneficiaries
2013-14	288	111559
2014-15	316	119828
2015-16	509	94568
2016-17	793	139542
2017-18	760	125784
2018-19	645	101857
2019-20	689	149795
Total	4000	842933

Table 7: Designated areas and villages adopted under CCL CSR Health activities

S.No.	Area	Name of Villages adopted for Health-related interventions			
1	Argada	Dari	Kurkutta	Bundu	Kauwabera
2	Barkasayal	Dundwa	Chordhara	Urimari	Potanga
3	B&K	Jarwa Basti	Bermo Basti	Amlo	Khutwandhae
4	CWS Barkakana	Sidhwar	Chotkakana	Urlung	Pochra
5	Dhori	Angwali	Tarabera	Gunjardih	Tungari Kulhi
6	Hazaribagh	Jarwa Basti	Rauta	Panchmo	Ichakdih
7	Kathara	Hosir	Pipradih	Champi	Ganjudih
8	Kuju	Sugia	Banwar	Dudhmathi	Demta
9	NK	Ambatongri	Kusum Tola	Birsa Nagar	Kutaki
10	Piparwar	Kerigara	Purniray	Benti	Mangardaha
11	Rajhara	Bhasia	Pindakon	Belwadih	Nagra
12	Rajrappa	Sidhu Kanhu Nagar	New Chilam Tundri	Mile	Bhuchungdih
13	Magadh Amrapali	Binglat	Honhe	Marsilong	Arra
14	CH Naisarai	Marar	Binjhar	Manua	Hesala
15	CH Gandhinagar	Lupungtoli	Simertoli		Lal Khatanga / Shosho
16	CH Gandhinagar (A)	Cheshire Home	Brajkishore Netraheen Vidyalaya Bariyatu	Old Age Home Bariatu	

As per prevalent practice, at least one health camp is organized in each of these adopted villages every month by the concerned area. For the medical health camps, in-house medical team of Doctors and nurses are engaged in such health camps.

Table 8: Financial Summary of CCL CSR Health related activities

Location	Project year	Project Cost (Rs. in Lakhs)
CCL Command Areas	2014-15	40.07
	2015-16	21.70
	2016-17	39.34
	2017-18	47.27
	2018-19	16.68
	2019-20	23.27

Profiling of Stakeholders

As mentioned in the impact assessment evaluation criteria, the minimum sample size for the health-related activities under CCL CSR was 300. Therefore, TERI made sure to include beneficiaries from all the aforementioned health related activities to inspect their impact on the beneficiaries. In addition to this, TERI also interacted with the indirect stakeholders such as staff involved in organizing and managing these health-related CSR activities to understand their point of views and improvement measures (if any) in the activities they are involved in.

Assessment of Operation Jyoti

The treatment under operation Jyoti is available at the CCL CSR hospital and is available to the economically weak people such as BPL card holders. These beneficiaries are provided with specialized hospital cards so that they can avail the eye treatment at the hospital. During the health camps or at CSR dispensaries wherein the eye check-ups and treatment are not available, the patients are referred to the CCL CSR hospital wherein they can get the necessary check-up, treatment, post-operation care and medications free of cost.

The beneficiaries surveyed for operation Jyoti were in the age group 36-84. These beneficiaries got their treatment in the 2018 for eye related problems especially cataract along with post operational care in the hospital under CCL CSR tie-up (Gandhinagar Hospital). These beneficiaries are BPL card holders and could not afford this treatment and care on their own. According to these beneficiaries, this CSR initiative had been a great support for them and had helped them in the times of need. Almost all the beneficiaries mentioned that the treatment they received and the behaviour of the doctor and supporting staff was positive towards them. As a post treatment help, the beneficiaries were provided with regular check-ups and medicines (along with cataract spectacles, lenses, eye drops etc.). The beneficiaries shared that such facilities are required at large scale so that financially weak people can get proper treatment and care.

Assessment of Jan Arogya Kendra (JAK)& CSR Dispensaries

CCL has set up JAK and CSR dispensaries in multiple areas (Argada, Barkasayal, B&K, CWSBarkakana, Dhori, Hazaribagh, Kathara, Kuju, NK, Piparwar, Rajhara, Rajrappa, Magadh Amrapali, CH Naisarai, CH Gandhinagar, CH Gandhinagar (A)). Each of these areas have also adopted four villages to provide medical facilities. The beneficiaries surveyed for availing the JAK and CSR dispensaries facilities were from the financially weak families with their monthly family income in the range of Rs 5,000-10,000/- These beneficiaries were majorly in the age group of 10-60 with an almost equal ratio of males and females (Figure 15& Figure 16).

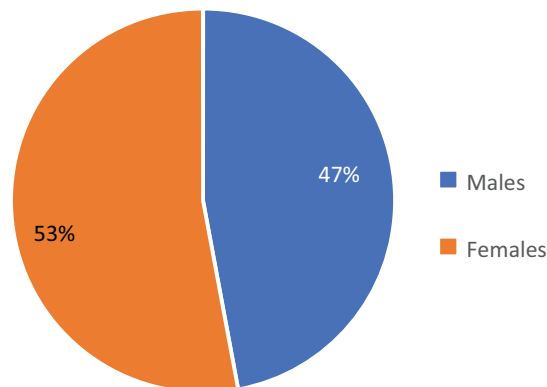


FIGURE 15: Gender ratio of beneficiaries covered in survey (JAK)

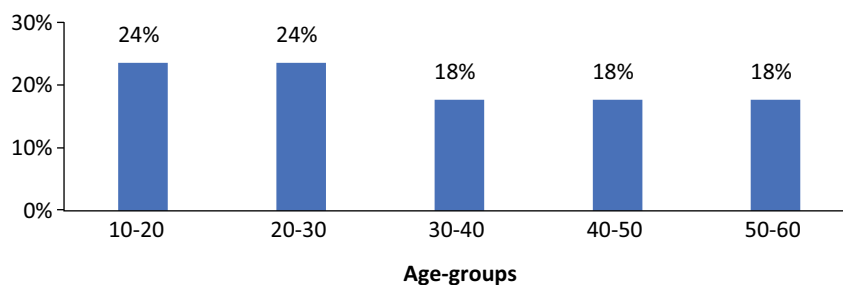


FIGURE 16: Age-groups of beneficiaries covered in survey (JAK)

The majority of these beneficiaries belonged to minority caste groups (Fig 17) and could not avail costly medical treatment on their own. Before they had access to JAK and CCL CSR dispensaries, these beneficiaries had to look for other alternatives either government facility or private hospital/ clinics (Fig 18). However, these beneficiaries also shared that availing government medical benefits is difficult due to the procedure and crowds at the hospitals, therefore, many of them used to prefer private medical help. However, due to the financial issues, they used to avoid getting medical help and hence the situation used to worsen.

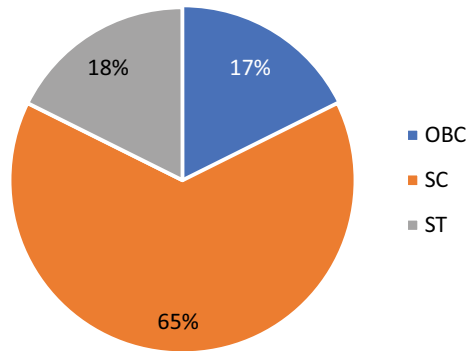


FIGURE 17: Caste categories of beneficiaries covered in survey (JAK)

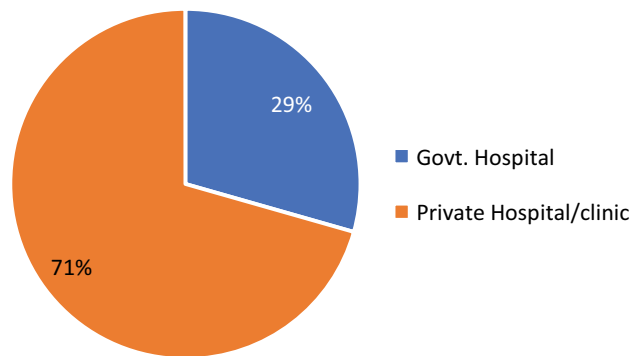


FIGURE 18: Medical help prior utilizing JAK facility

Post set up of JAK and CCL CSR dispensaries, the beneficiaries were required to make a 'medical card' to avail medical facilities at these places. The surveyed beneficiaries have been availing these medical facilities since 2016. In this regard, some of the beneficiaries share that the medical card making procedure is tedious and time consuming due to shortage of staff at the facilities. However, once the cards are in operation, the beneficiaries have access to the medical help in these facilities in their areas. The beneficiaries seek medical facilities for their health issues (cough, cold, fever, diabetes, appendix, pregnancy, accidental care etc.). Post their health check-ups, they are also provided with medications. In case the health issue requires operational treatment, it is either done at these facilities (if the resources are available) or the patients are referred to the CCL tie-up hospitals for treatment wherein they are treated on priority.

Overall, the beneficiaries are satisfied with the medical facilities available close to their areas and feel that such facilities are required and should be continued for the needy people.

Assessment of Health Camps

Health camps are organized in the four adopted villages in each of these areas: Argada, Barkasayal, B&K, CWS Barkakana, Dhori, Hazaribagh, Kathara, Kujju, NK, Piparwar, Rajhara, Rajrappa, Magadh Amrapali,

CH Naisarai, CH Gandhinagar, CH Gandhinagar (A). These camps are organized once in 2-3 months in each village and the beneficiaries are informed beforehand via different means such as village level announcements, Self Help Group announcements and door-to-door announcements. The beneficiaries surveyed under this category involved males and females of different age groups (Figure 19 & Figure 20) with people belonging to different caste categories (Figure 21).

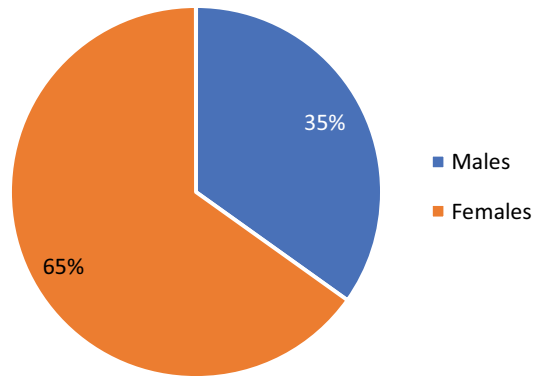


FIGURE 19: Gender ratio of beneficiaries covered in survey (Health Camps)

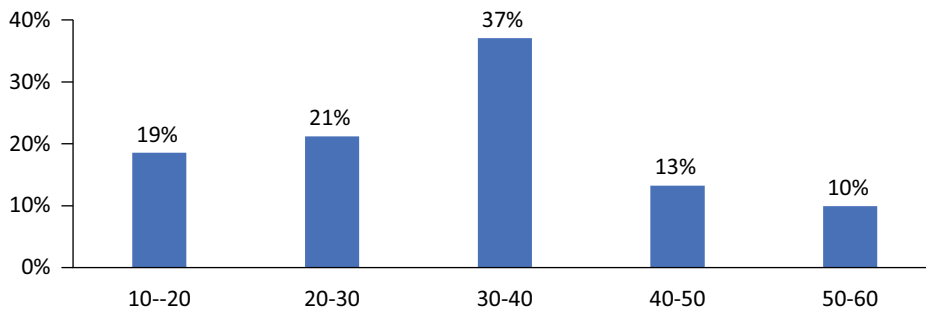


FIGURE 20: Age-groups of beneficiaries covered in survey (Health Camps)

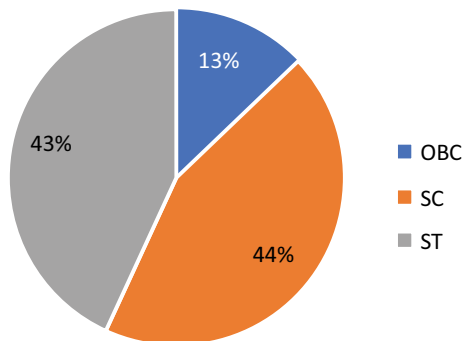


FIGURE 21: Caste categories of beneficiaries covered in survey (Health Camps)

While the village health camps have been in place for more than 7 years now, prior to their commencement, the villagers had to seek different medical help facilities such as government hospitals and private clinics (Figure 22).

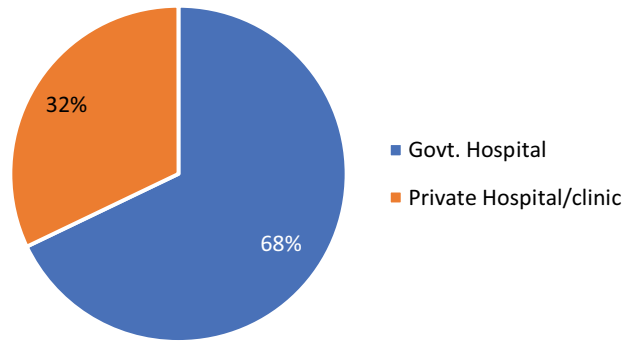


FIGURE 22: Medical help prior utilizing health camp facility





FIGURE 23: Glimpses of beneficiary survey for CCL CSR health related activities

Post commencement of these health camps, the villagers are at ease for their medical problems. They are provided with health check-ups and follow up medications and kits. They can visit the village health camps for their ailments, and if the ailment requires advance diagnosis and treatment, the patients are referred to the CCL tie up hospital for further procedure wherein they are treated at priority. As per most of the beneficiaries of these camps, they are not required to visit any other medical facility due to the continuity of these camps in their areas. In the Covid-19 times, these camps also provided covid-19 related aids such as medications and vaccinations. Apart from the village health camps, these camps were organized at school levels in the adopted villages to check and treat the school students for different ailments.

While there are 'specialized health camps' done once in a year wherein all the advance diagnosis and treatments are done at village level, the beneficiaries feel that certain diagnostic facilities such as measuring blood pressure, diabetes, eye check-up etc. should be a part of the regular health camps as these medical situations are common in today's time.

Apart from the village, school and specialized health camps, the health activities under CCL CSR also provide medical help to three specialized facilities viz. Cheshire Home, Brajkishore Netraheen Vidyalaya, Bariyatu and Old Age Home, Bariatu. The total strength of these facilities is approximately 110. To this strength, all the medical facilities including medication, regular check-ups and treatment are provided. In Covid-19 times, these homes were also provided with vaccination and medication support from CCL. The medical aid provided to these facilities fall under village health camp category.

Pont of Views by Indirect Stakeholders and Suggestive measures

Doctors at CCL tie-up Hospitals and CSR dispensaries

Apart from surveying the direct beneficiaries of the health-related CCL CSR activities, TERI team also interacted with the indirect stakeholders such as doctors associated with JAK, CSR Dispensary, CCL tie-up

hospital and health camps. The medical staff associated with these facilities shared that the health-related interventions have proved to be beneficial to the beneficiary and the doctors work with enthusiasm and determination. However, the doctors gave the following inputs for increasing the effectiveness of these initiatives:

- The villages adopted by CSR dispensary and CCL tie-up hospital should either be increased or changed at regular basis. This is due to the fact that since the health camps are held up regularly, the beneficiaries are less at times and thus the camp is less productive in certain months.
- Awareness and mobilization drives should be organized in schools as a part of health camps so that students are aware of the ailments common at their age and proper medical help can be extended to the students for the same.
- Since some beneficiaries are not comfortable in visiting the camps, certain products such as nutrition powders, anti-septic creams, sanitary napkins, hygiene kits etc. should be provided to them for better communication.
- Basic level diagnostic facility and treatment should be made available in the regular camps for accurate assessment of the ailments.
- There should be a regular feedback mechanism wherein the medical staff can provide their inputs to the higher CCL medical authorities for regular improvisation of the medical help initiatives under CCL CSR activities.
- Shortage of equipment, staff and other resources should be addressed on-time to avoid gaps in the medical help under these initiatives.
- The frequency and coverage of the specialized medical camps should be increased for effectiveness towards larger target groups.

8

Construction of Individual Household Latrine (IHHL) for Open Defecation Free (ODF) Communities

Background

In a meeting of Jharkhand CSR Council held on 16.08.2016 it was emphasized by Chief Minister Jharkhand that CSR funds in the state may be utilized for key priorities of the state i.e. Swachh Bharat Mission (SBM), Malnutrition free Jharkhand and clean drinking water. Further, it was decided that companies shall deposit 1% of the mandatory 2% of CSR Budget to JCSRC which shall be used for making villages/ Panchayats/Blocks/ULBs open defecation free under Swachh Bharat Mission.

Subsequently, in a meeting of Principal Secretary, Drinking Water & Sanitation Department & Secretary Department of Industries, Mines & Geology, Government of Jharkhand held on 3rd November 2016, it was decided that Companies can give a choice regarding the districts for which funding shall be provided for construction of IHHL. Since CCL operates in 8 Districts of Jharkhand, it was proposed by CCL to take up the said initiatives in three such districts i.e. Ramgarh, Bokaro and Chatra. However, as informed by Directorate of SBM (G), GoJ, the districts Ramgarh was on the verge of being open defecation free while Chatra had sufficient funds available under DMFT. Hence as suggested by Directorate of SBM (G), GoJ the districts Ranchi, Hazaribagh and Bokaro were selected in which IHHL was proposed to be constructed out of the fund transferred from CCL under CSR. The block wise no. of intended beneficiaries based on BLS-2012, as shared by concerned directorate is as below:

Table 9: Number of beneficiaries having dysfunctional toilet in BLS in different districts

Sl.No.	District	Block Name	No. of Beneficiaries having dysfunctional toilet in BLS
1	Hazaribagh	Katkamdag	1761
2	Ranchi	Angara	1896
3	Ranchi	Ormanjhi	6742
4	Bokaro	Chandankiyari	4816
5	Bokaro	Chas	1825
6	Bokaro	Gomia	311
7	Bokaro	Peterwar	111
Total			17462

As communicated further by the Directorate of SBM (G) under Swachh Bharat Mission (Gramin) an incentive of Rs. 12000/- per household for construction as well as usage of IHHL is provided. Therefore, considering the total no. of IHHL proposed to be constructed (17462) an amount of Rs. 20.95 Cr was required and including Rs. 50.00 lakhs as project support cost (IEC and admin support) an amount of Rs. 21.44 Cr was requested from concerned dept. of State Government.

The project falls under Schedule VII of Companies Act 2013, Point (i) "Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water". The proposal relates to the basic sanitation related needs of impoverished communities, it may be interpreted as a valid sustainable development activity as per the revised DPE CSR Guidelines 2014. Furthermore,

the activity is in pursuit of Swachh Bharat Mission and fits in with the pursuit of issues at the top of the national development agenda, as per the revised DPE CSR Guidelines. The proposal is linked to the prevention of disease, women's dignity, and cleanliness of the environment. If toilets are used and Open defecation is eliminated, the impacts may be as far reaching in terms of reducing the extent of infant mortality.

In view of above an amount of Rs. 21.45 Cr. was transferred to Department of Drinking Water & Sanitation, Govt. of Jharkhand in the FY 2016-17 for construction of 17462 IHHL in Ranchi, Hazaribagh and Bokaro District. As per Utilization Certificate submitted by Director, SBM(G) on 07.08.2019, a total of 11014 IHHL has been constructed in place of Dysfunctional Toilets with a total expenditure of Rs. 13.42 Cr. The details of IHHL constructed as submitted by the concerned department of GoJ are as below:

Table 10: Financial summary of IHHL for Open Defecation Free (ODF) Communities

S.No.	Name of District	Exp. Amount (INR)	No. of IHHL constructed
1	Ranchi (East)	5.58 Cr	4481
2	Bokaro	7.02 Cr	5846
3	Hazaribagh	0.82 Cr	687

Profiling of the Beneficiaries

As mentioned in the evaluation criteria, the minimum sample size for impact assessment of this project was 300. In consultation with CCL, TERI conducted door-to-door survey to interact with the beneficiaries of this project in multiple villages in Bokaro District of Jharkhand. The beneficiaries surveyed had a 1:3 of male and female respondents, respectively (Fig 24). These respondents fall in the age group of 20-50 (and above) and come from different caste categories (Fig 25 and Fig 26). The annual family income of these beneficiaries was less than Rs 75,000 per annum.

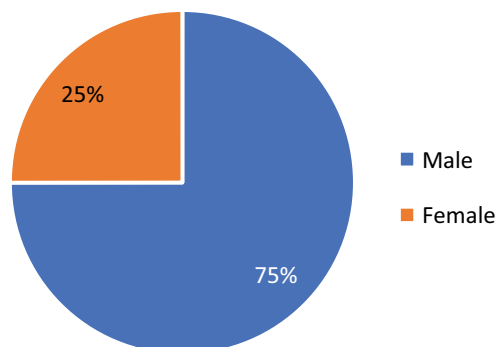


FIGURE 24: Gender ratio of beneficiaries covered in survey

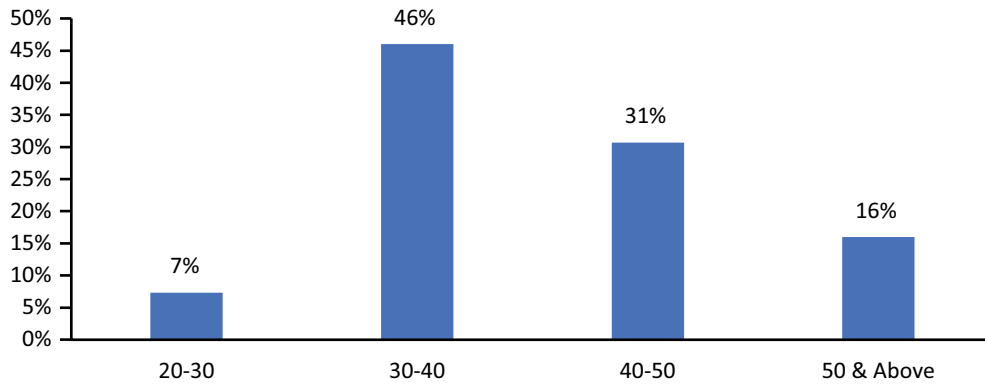


FIGURE 25: Age-group of beneficiaries covered in survey

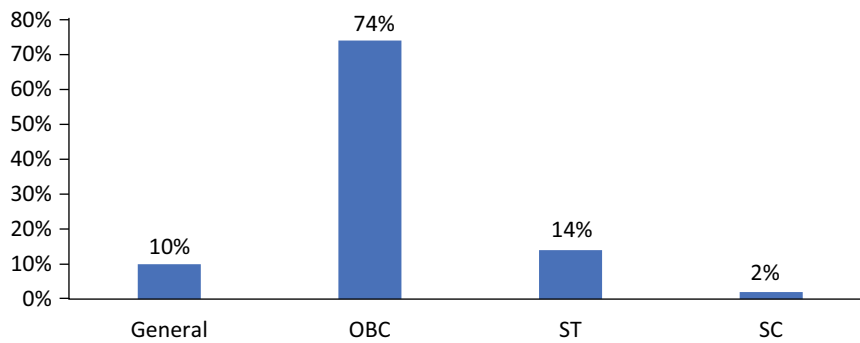


FIGURE 26: Caste categories of beneficiaries covered in survey



FIGURE 27: Glimpses of TERI team conducting field survey for beneficiaries of IHHL for Open Defecation Free Communities

Impact Assessment of IHHL for Open Defecation Free Communities

As deciphered from the survey, the beneficiary households lacked sanitation infrastructure prior IHHL construction. The beneficiaries shared that they were interested to have sanitation infrastructure, however, due to poor financial conditions, they could not implement the same. Therefore, the IHHL initiative under CCL CSR activities was relevant to them. In this regard, continuous awareness and mobilization consultations were held to inform the benefits of IHHL to the beneficiaries.



FIGURE 28: Constructed IHHL for Open Defecation Free Communities

At present, all the beneficiaries are utilizing the IHHL constructed at their houses and hence the objectives of Open Defecation Free Communities have been achieved to an extent in the respective areas. As per the beneficiaries, the IHHL has provided them with the following benefits (Fig 29):

- Provision of safety and comfort: According to the beneficiaries, IHHL provides safety (especially for women) and comfort. In addition to this, prior to construction of IHHL people had to practice defecation in open areas like farmlands etc., therefore construction of IHHL has provided safety to people during bad weather as well.

- **Menstrual Hygiene:** Menstrual hygiene among adolescent girls and women is an issue that requires focus. Therefore, due to IHHL construction the much-needed menstrual hygiene is maintained amongst this category of beneficiaries.
- **Protection against diseases:** Exposure to human waste causes diseases such as diarrhoea. Therefore, toilets are essential for clean, and healthy communities and contribute to the social and economic development.
- **Saves Time:** As many people in the project areas had to defecate in open areas which were far away from their houses, IHHL saves their time and provides them with comfortable surroundings.
- **Prevent land and water pollution:** Construction IHHL also prevents environmental pollution (land & water) and helps maintain hygiene and cleanliness in the surroundings.

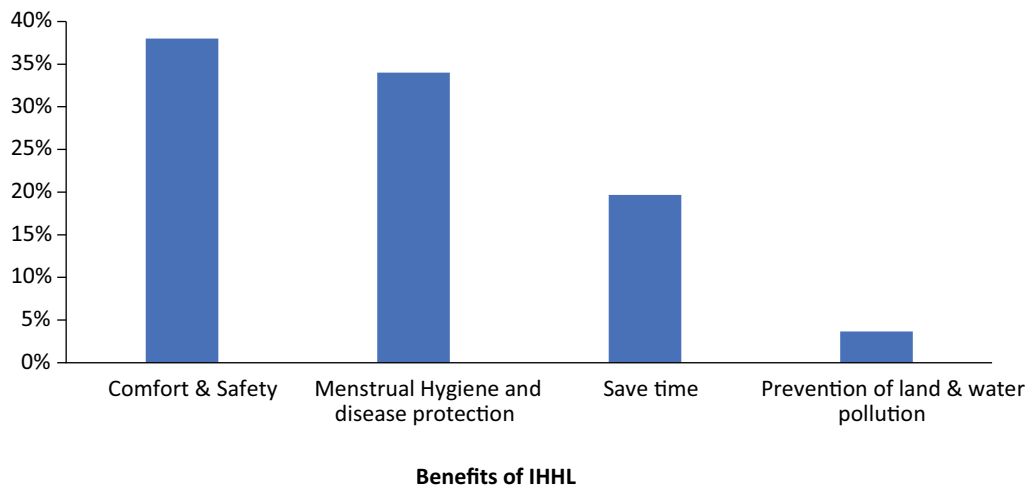


FIGURE 29: Benefits of IHHL (as per beneficiaries)

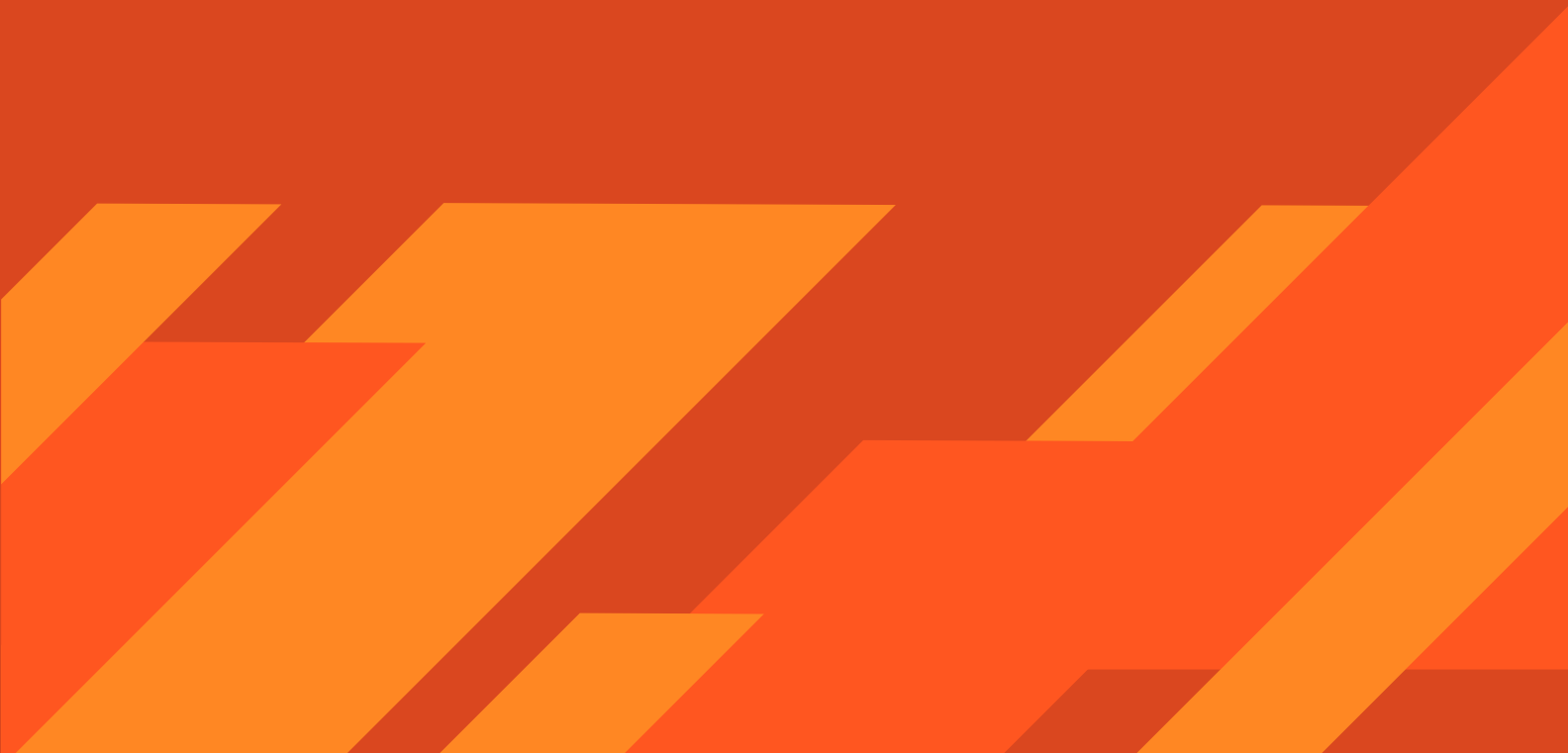
Suggestive Measures for IHHL for Open Defecation Free Communities

The construction of IHHL for ODF is one of the important steps to provide good sanitation and to control the open defecation habit. It is amongst the most important public service beside education. Following are suggestive measures for this initiative:

- Regular feedback should be taken from the social gatekeepers of the project areas to understand the condition of IHHL in the area.
- Frequent awareness and mobilization of community for importance of ODF should be done to promote this principle of cleanliness and hygiene.

9

Conclusion



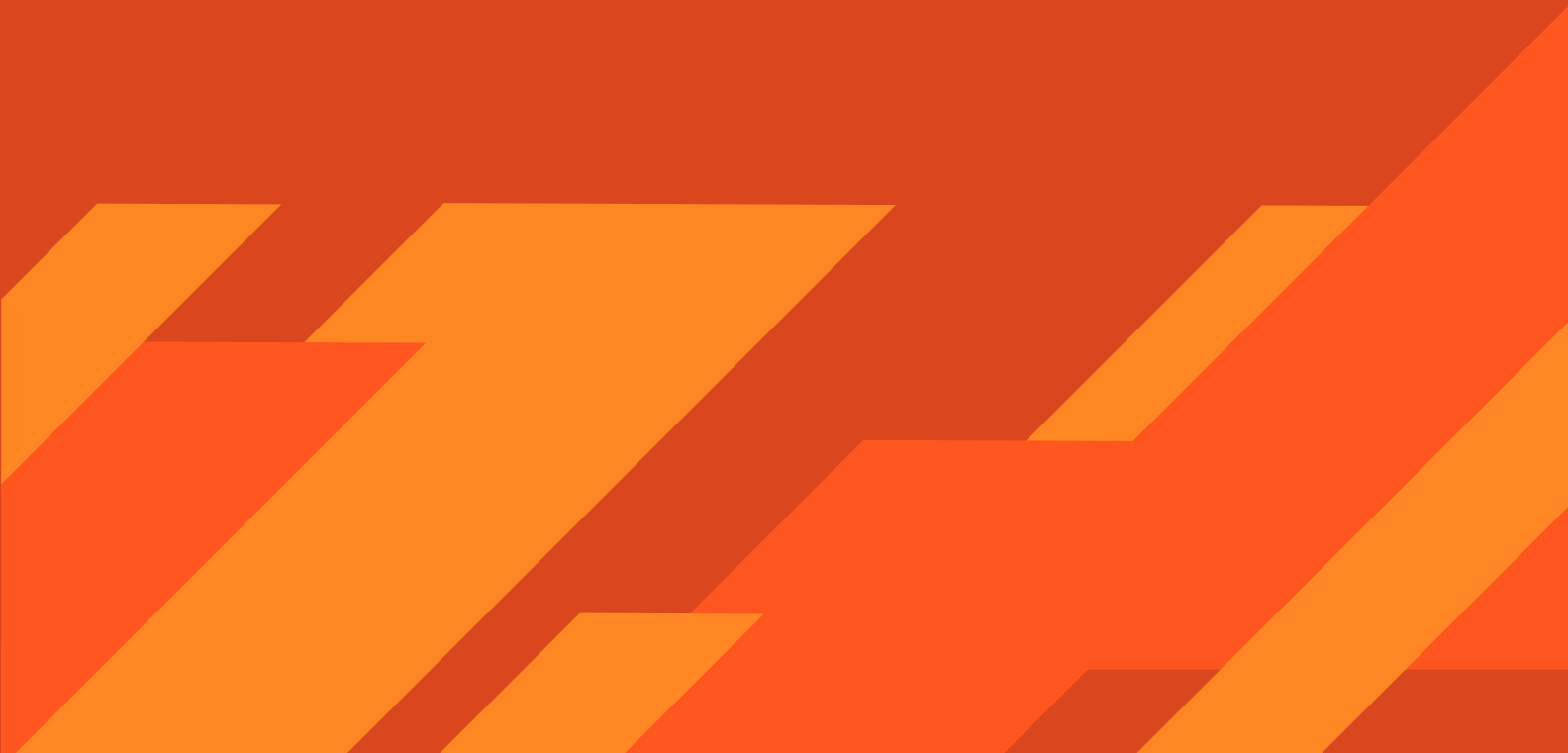
All the four projects in this impact assessment report are one of its kind and have been proven to be effective and impactful for the target beneficiaries. These projects are in accordance with multiple Sustainable Development Goals (SDGs) along with planned activities for the audience. According to the impact assessment done for these projects, it has been proven that these projects are absolutely essential and relevant for the designated geographical areas in the state of Jharkhand and can be scaled-up/replicated in other areas to benefit larger communities. All the beneficiaries of these projects realize the necessity of these activities and are fully aware of the functionality and significance of the interventions in these projects.

Apart from the beneficiaries, the indirect stakeholders involved in these projects are in coordination for the efficiency of the projects and their underlined activities. Overall, since the inceptions of all the four projects, there have been qualitative and quantitative improvements in the lives of beneficiaries. Hence the documented potential impact of the projects is in hundred percent with the on-ground execution and implementation. In the projects viz. CCL Ke Lal/Laadli and sports academy, the case studies (success stories) have highlighted the influence and impression on the target audience. Therefore, these four projects should be continued with inclusion of suggestive measures to create difference in lives of the communities at large scale.

Besides the project-wise suggestive measures provided in this report, there is a need to have a comprehensive project format for CSR activities at CCL. This will ensure the availability of detailed data from pre-project stage (baseline/need assessment), inception to implementation of the project which will in turn lead to a systematic impact assessment (as applicable). In addition to this, further designing of the CSR activities at CCL shall be done in accordance with the Sustainable Development Goals (SDGs) so that the CCL CSR activities form a part of the roadmap for achieving the same.

10

Annexures



Questionnaire for sports academy

1	Name of the Respondent			
2	Village, District			
3	Age			
4	Gender	Female		
		Male		
5	Class			
6	Caste Category			
7	Batch			
8	How did you come to know about sports academy?			
9	What was your age when you enrolled in sports academy?			
10	Did you get enrolled in your first trial?			
11	What is the sports discipline(s) that you play? (Please tick)	Athletics Archery Badminton Football Taekwondo	Table Tennis Weightlifting Cycling Lawn Tennis Swimming	Shooting Judo Wrestling Boxing Gymnastics Other (name)

12	Which of the mentioned facilities have you availed/ still availing at the academy	<ul style="list-style-type: none"> • Coaching in 10 selected disciplines through coaches of national repute. • Boarding • Lodging • Medical • Training • Education through Open Schooling • Separate hostels for boys and girls • Cashless shop • Injury management centre, • Wi-fi campus • Indoor air-conditioned playing arenas • Outdoor training facilities e.g. Hill & Sand Training Centre etc. • Tablet to each sports cadet for online training/ E-Learning with various Applications to foster modern style of education • Medical and Accidental Insurance • Any other, please mention 				
13	Do you get any stipend in the academy? If yes, please specify the amount.					
14	If yes in (13), has the stipend increased with due course of time? By how much?					
15	Have you won any medals/ awards?		International	National	State/Zonal	District
		Gold				
		Silver				
		Bronze				
16	Before this sports academy, were you enrolled in any sports academy? If yes, name of the academy.					

17	Do you believe that enrolment and training in sports academy will help you achieve your future goals?	
18	Do you think that you would have been able to pursue your dream as a sports person even if sports academy was not there?	
19	How were you pursuing your interest as a sports person before you were enrolled in sports academy?	
20	Do you believe that the selection procedure for enrolment at sports academy is transparent and justified?	
21	Are there any facilities that you require at the academy which are currently unavailable?	
22	Have you ever faced any difficulties at sports academy? Please elaborate.	

For villagers/parents		
1	Do you think the initiative has benefitted your ward/ enrolled children in your area?	
2	Do you think sports academy is a motivation for children to pursue their dream as a sports person?	
3	Would you like your children to be enrolled in this academy in future?	

Questionnaire for CCL Ke Lal/Laadli

1	Name of the Respondent	
2	Village, District	
3	Gender	Female Male
4	Age	
5	Class	
6	Caste Category	
7	Batch (year enrolled in academy)	
8	How did you come to know about CCL ke Lal/Laadli?	
9	Did you get enrolled in your first trial?	
10	Since how long have you been practicing for the entrance exam to get enrolled in CCL ke Lal/Laadli?	
11	What subjects were you provided coaching for, under this initiative?	
12	Which of the mentioned facilities have you availed/still availing under this initiative?	<ul style="list-style-type: none"> • Coaching for engineering entrance exam • Food • Medical facility • Residential facility.

13	Before this academy, were you enrolled in any coaching institute?	
14	Do you believe that enrolment in this academy will help you qualify in your entrance exam?	
15	Do you think that you would have been able to pursue your dream college you were not enrolled in this academy?	
16	Do you believe that the selection procedure for entrance exam for enrolment in this academy was transparent and justified?	
17	Are there any facilities that you require at the academy which are currently unavailable?	
18	Have you ever faced any difficulties at the academy? Please elaborate.	
Additional questions for pass out batch students		
19	Have you qualified any entrance exam? Please provide details (exam name, rank, college)	

20	Do you believe that enrolment in this academy will help you qualify in your entrance exam?	
21	Do you think that you would have been able to pursue your dream college you were not enrolled in this academy?	
For community/parents		
22	Do you think the initiative has benefitted your ward/ enrolled children in your area? Giver reason.	
23	Do you think this initiative is a motivation for children to pursue their dream of getting enrolled in good engineering colleges?	
24	Would like for your children to be enrolled in this academy in future?	

Questionnaire for Health Activities

1	Name of the Respondent	
2	Village, District	
3	Gender	Female Male
4	Age	
5	Caste	
6	Annual family income	
7	Which of the following health activity benefitted you?	<ul style="list-style-type: none"> • OperationJyoti • Jan Arogya Kendra (JAK) • CSRDispensaries • Village Health Camps • School Health Camp • Specialized Camps
8	What ailment did you get treated for at these facilities?	
9	How many times did the above-mentioned activities benefit you?	

10	Apart from medical assistance, were you provided with follow up medicines/ supporting instrument for e.g. Specs etc.?	
11	Where were you getting treated before availing this medical facility?	
12	How did you come to know about this medical facility?	
13	In case you availed the medical help from the JAK and CSR dispensaries, are you regular patient therein?	
14	How was the behaviour of the medical staff at the facility?	
15	Were you satisfied with the treatment that you received?	
16	Mention the facility/ measure that are required to be added to these facilities for better treatment?	
17	Will you recommend your peers/neighbours to avail these medical facilities?	
18	How important do you think these medical facilities are? Please provide the reason for your answer.	Not important Moderately important Very important

Questionnaire for Individual Household Latrine (IHHL)

1	Name of the Respondent	
2	Village, District	
3	Gender	Female Male
4	Age	
5	Caste Category	
6	Annual family income	
7	Was there an existing sanitation infrastructure at your house?	
8	Was IHHL constructed at your house?	Yes No
9	Do you utilize the IHHL?	Yes No
10	If no in 8, what was your defecation practice?	
11	Were you provided any awareness regarding the benefits of IHHL and issues of Open defecation?	

12	Were you trying to construct a sanitation infrastructure at your household, but could not do so due to monetary issues?	
13	Please enlist the benefits that you have experienced by using IHHL in your house?	
14	Would you recommend your neighbours/peers/ children to stop open defecation and use toilets?	
15	Are there any improvements that you require in the IHHL constructed at your household?	

About Central Coalfields Limited

Central Coalfields Limited is a Category-I Mini-Ratna Company since October 2007. Formed on 1st November 1975, CCL (formerly National Coal Development Corporation Ltd) was one of the five subsidiaries of Coal India Ltd. which was the first holding company for coal in the country (CIL now has 8 subsidiaries). CCL has been undertaking CSR activities since the year 2012. All CSR activities implemented are in alignment with the CIL CSR Policy and as per the Schedule VII of The Companies Act 2013.

About TERI

The Energy and Resources Institute (TERI) is an autonomous research institute deeply committed to every aspect of sustainable development. With a dedicated group on CSR, TERI specializes in undertaking impact evaluation of projects in multiple domains and assesses the influence of the developmental and environmental activities on communities/beneficiaries. TERI has undertaken impact assessment of multiple projects in varied domains under all sustainability pillars viz. social, environmental and economic well-being of the community. The CSR concept at TERI is driven by 'Gandhian' thought of Trusteeship model benefitting the most needy and vulnerable segment of the society. The CSR work at TERI is driven by Companies Act 2013 as per Section 135 and focusing on Schedule VII thematic activities. TERI's goal is to emerge as one of the best solutions providers in CSR and Sustainability space integrating triple goals of people, planet and profit.

