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An Impact Assessment Study of CSR Initiatives of Titan Ltd.

Summary report

submitted by

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1 Objective and scope

The objective of this study was to carry out an impact assessment of three CSR initiatives carried out by Titan Company Ltd. in the year FY2020-21. As part of this study, the projects assessed are (1) Titan Kanya Sampoorna program executed by CARE India, (2) Titan Kanya project by the KC Mahindra Educational Trust, and the (3) Titan Kanya project IIMPACT. These CSR projects align with the UN Sustainable Development Goals and India's developmental objectives. Titan's objective in these initiatives is to improve the lives of young girls and women from marginalized communities.

2 Dimensions of impact

From the girl children's perspective, the study assessed each CSR program's impacts on various dimensions, including (1) improvement in education inputs; (2) interest in education; (3) performance in education; (4) greater ambition and dreams; (5) value system; (6) positive attitude and habits; and (7) parental attitude regarding girl child education. From the parents' perspective, the study assessed each CSR program's impact on (1) parental propensity toward inclusion of girl child in the program; (2) parental attitude towards education of daughters; (3) change in parental attitude towards girl-child autonomy; (4) parental perception of the impact of girl-child education; (5) parental perception of improvements in girl-child due to program; (6) changes in parental aspirations for girl-child; and (7) changes in parental perception of prospects of girl-child.

3 Assessment findings

Overall, the assessment reveals that there has been a significant positive impact on the girl children enrolled, their parents, and their local community. Almost all the stakeholders involved have expressed a strong desire for the program to be continued in their locality. In fact, given the highly beneficial impact, we recommend that in the future, Titan continues the program, develops it further in terms of scope, and expands its geographical coverage to other parts of India that have similar needs. We provide a brief about each program's impact in the sections below.

3.1 *Titan Kanya Sampoorna Program (CARE India)*

This study aims to comprehensively and systematically assess the impact of the Titan Kanya Sampoorna CSR initiative by Titan Company Ltd. in the year FY2020-21 in collaboration with CARE India.

The Titan Kanya Sampoorna Program is a multiple-thematic, holistic education program in the Cuddalore district of Tamil Nadu, for which Titan has an association with CARE India. The project is currently operational in 83 Gram Panchayats and 2 Town Panchayats impacting about 43,000 households and 234 villages. On an overall basis, over 5,000 pre-school girls benefited from the program.

The benefits were related to language, cognitive, socialization, and emotional development. We assessed the program's impact on the two key stakeholders, i.e., the girl-child enrolled in the program and the parents. The girls' leadership program has benefited about 10,000 girls. This program has helped the girls complete their education up to the 10th standard and improved their confidence level in problem-solving skills to make better choices in completing education up to high school and/or continuing higher education and aspiring to a career/ becoming economically independent. In addition, about 3,000 young women gained employment-related skills and received job offers. Further, about 1,200 young women became entrepreneurs and set up their businesses through the program interventions.

The evaluation reveals significant improvement in terms of commendatory ratings. The program does very well in providing education inputs (82%) and interest in education (85%). Regarding educational performance, about 41% of participants are among the toppers in the school. The program has also fueled greater ambition and dreams among students as a significant proportion of young women are looking to continue their education, delay their marriage, and find a regular job. More than 90% of girls recognize the importance of honesty, hard work, discipline, teamwork, positive attitude, confidence, and habits.

Furthermore, the study discovers a positive change in parental attitude towards girl child education, the desire to see girl children receive better (and higher) education. Increasingly, a higher proportion of parents are willing to allow their girls to marry outside the caste or find a job outside the village. Equally heartening is finding improvement in parental willingness to bear educational expenses, recognizing social approval, and the perception of the primacy of education in providing a better life. More than 90% of parents report that girl children are now better at reading and writing in English, mathematics, awareness of livelihood opportunities, health, and hygiene.

On an overall basis, our study of the impact of the Titan Kanya (KCMET) CSR program reveals that there has been a significant positive impact on the girl children enrolled, their parents, and the local community where they belong from.

3.2 *Titan Kanya Program (KCMET)*

This study aims to comprehensively and systematically assess the impact of the Titan Kanya CSR initiatives by Titan Company Ltd. in the year FY2020-21 in collaboration with the KC Mahindra Education Trust (KCMET). Titan has partnered with Nani Kali for this program, run by the KC Mahindra Education Trust (KCMET), collaborating with the Naandi Foundation.

The Titan Kanya Program is a remedial education program for girls in the Krishnagiri and Tiruvannamalai districts of Tamil Nadu. It is targeted at non-school-going, illiterate girls between the ages of 6 and 14 from poor, socially backward rural areas and disadvantaged communities and puts them firmly on the track to literacy through primary

education. It seeks to enable underprivileged girls to complete ten years of schooling. The project provides daily academic support and an annual school supplies kit, which allow the girls to attend school with dignity. Over the years, the initiative has also supported more than 4,000 girls in the Krishnagiri district and 20,000 girls in the Tiruvannamalai district of Tamil Nadu.

The evaluation reveals significant improvement in terms of self-reported ratings. The program does very well in providing better education inputs (84%) and furthering interest in education (92%). More than 32% of participants are among the toppers (55% above average) in the school regarding educational performance. The program has also fueled greater ambition among students as a significant proportion of young girls are looking to continue education, potentially reducing drop-out rates, delaying marriages, and finding a regular job. More than 90% of girls recognize the importance of honesty, hard work, discipline, teamwork, positive attitude, confidence, and habits. The girls also perceive a significant positive change in parental perception towards supporting girl child.

Furthermore, the study finds that parents convey a positive attitude towards girl child education and the desire to see their girl children receive better (and higher) education. A higher proportion of parents are willing to allow their girls to marry outside the caste or find a job outside the village. Equally heartening is to find improvement in parental willingness to bear educational expenses and recognize the importance of education in providing a better life. The parents are also more confident about social approval from the community. Finally, more than 90% of parents report that girl children are now better at reading and writing in English, doing mathematics, and are more aware of livelihood opportunities, health, and hygiene.

3.3 Titan Kanya Program (IIMPACT)

This study aims to comprehensively and systematically assess the impact of the Titan Kanya CSR initiative by Titan Company Ltd. in the year FY2020-21 in collaboration with IIMPACT. The Titan Kanya Program is an education program to mainstream less privileged girls belonging to the states of UP, Uttarakhand, and West Bengal. For this program, Titan has collaborated with IIMPACT.

The IIMPACT programme is targeted at mobilizing and motivating non-school-going, illiterate girls between the ages of 6 and 14 from poor, socially backward rural areas and disadvantaged communities and putting them firmly on the track of literacy through primary education. The key features of the initiative are learning as per syllabus, individual attention, weekly assessment, and learning plans based on the child's potential and capacity. Parents are encouraged to pay attention to their children's progress while varied teaching methodologies make learning interesting and effective. Children also participate in recitation, storytelling, painting, singing, dancing, and making handicrafts. The programme takes a one-on-one approach as each child progresses by one level each quarter up to grade 5 and level

16. The students are eventually mainstreamed into local middle schools. In addition, IIMPACT provides teacher training and basic counseling for parents.

The study finds significant improvement in several dimensions. The program does very well in improving education inputs (84%) and in furthering interest in education among girls. More than 32% of girls are among the toppers (55% above average) in their school. It has also fuelled greater ambition among students as a substantial proportion of young girls are looking to continue education, eschew drop-outs, delay marriages, and find a regular job. More than 90% of girls recognize the importance of honesty, hard work, discipline, teamwork, positive attitude, and confidence. The girls also perceive changes in parental perception towards supporting girl child.

Furthermore, the study discovers parental inclination towards girl child education and the desire to see their girl child receives better (and higher) education. A large proportion of parents are also willing to allow their girls to marry outside the caste as per their wishes and would approve of their finding a job outside the village. Equally heartening is to find improvement in parental willingness to bear educational expenses and recognize the importance of education as a vehicle to provide a better life. The parents are also more confident about social approvals from the community. Finally, more than 90% of parents report that girl children are now better at reading and writing in English, doing mathematics, and are more aware of livelihood opportunities, health, and hygiene.

On an overall basis, our study of the impact of the Titan Kanya (KCMET) CSR program reveals that there has been a significant positive impact on the girl children enrolled, their parents, and the local community where they belong from.