

ADITYA BIRLA



EMIL

Impact Assessment Report for  
**Road Construction Project**

**Essel Mining & Industries Limited**

A part of Aditya Birla Group



## Certificate

This is to certify that the Impact Assessment report titled: '**Road Construction-Basantpur, Keonjhar**' is an original study conducted by CSRBOX and is submitted to Essel Mining & Industries Limited.

The Impact Assessment Study has been conducted as per the requirements of the Companies Act, 2013, and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, and is compliant with the requirements of the law.

This study contains findings by CSRBOX, which are based on the review of secondary sources and primary-level interactions. The impact assessment framework used by CSRBOX was created and implemented by the objectives and indicators of the project.

Digital Signature

Bhomik Shah

Founder and CEO, CSRBOX

## Acknowledgement

CSRBOX conducted the Impact Assessment for the Road Construction Project-Basantpur, Keonjhar, in FY 2025- 26. We would like to thank Essel Mining & Industries Limited for their continuous assistance throughout the assessment process and for enabling a better understanding of the project life cycle. Their kind support helped us with smooth data collection and field visits.

Lastly, we thank all the beneficiaries and secondary stakeholders, such as Panchayat representatives, School teachers, Contractors and volunteers who took out time to interact with us on the field as well as virtually. Their valuable insights have been instrumental in understanding the ground-level realities and a holistic understanding of the Road construction project.

## Disclaimer

- The Impact Assessment Study has been conducted in accordance with the requirements laid out in the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, ensuring compliance with the applicable legal requirements.
- This report shall be disclosed to those authorised in its entirety only without removing the disclaimers. CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted as legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of **Essel Mining & Industries Limited**, project beneficiaries, and various knowledge partners. While the information obtained from the public domain has not been verified for authenticity, CSRBOX has taken due care to obtain information from sources generally considered to be reliable.
- In preparing this report, CSRBOX has used and relied on data, material gathered through the internet, research reports, and discussions with personnel within CSRBOX, as well as personnel in related industries.

## With Specific to Impact Assessment of Road Construction Project Under Essel Mining & Industries Limited (FY2025-26):

- CSRBOX has neither conducted an audit nor due diligence nor validated the financial statements and projections provided by Essel Mining & Industries Limited;
- Wherever information was not available in the public domain, suitable assumptions were made to extrapolate values for the same;
- CSRBOX must emphasise that the realisation of the benefits/improvements accruing out of the recommendations set out within this report (based on secondary sources) is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realisation of the projected benefits;
- The premise of an impact assessment is 'the objectives' of the project, along with output and outcome indicators pre-set by the programme design team. CSRBOX's impact assessment framework was designed and executed in alignment with those objectives and indicators.

## Contents

Executive Summary .....	6
Chapter 1: Programme Overview and CSR Initiatives of EMIL.....	11
Chapter 2: Design and Approach for Assessment .....	13
Chapter 3: Impact Findings .....	18
Chapter 4: Recommendations.....	36
Chapter 5: Impact Stories .....	39

## Table of Figures

Figure 1 Duration of Stay in the Village.....	20
Figure 2 Gender of Respondents.....	20
Figure 3 The newly constructed road under the CSR initiative.....	21
Figure 4 Difficulties faced in travelling before the road.....	21
Figure 5 Season When Movement Became Very Difficult .....	22
Figure 6 Perception on Need for New Road Construction .....	22
Figure 7 Interaction of the CSRBOX team member with the beneficiaries .....	23
Figure 8 Usability of Newly Constructed Road Throughout the Year (Including Rains).....	28
Figure 9 Places Accessed More Easily After Road Construction .....	28
Figure 10 Issues Noticed During Road Construction .....	29
Figure 11 Frequency of Road Usage by Respondents and Their Families .....	29
Figure 12 Changes Observed Since Road Construction .....	30
Figure 13 Increase in Local Business/Trade Due to Better Road Connectivity.....	30
Figure 14 Overall Impact of Road Construction on Quality of Life.....	31
Figure 15 Perception of Road Durability Without Major Repair .....	32
Figure 16 Road Safety Concerns Observed Post-Construction .....	32
Figure 17 Reporting of Issues Related to the Road by Community.....	32
Figure 18 Current Issues or Concerns with the Road .....	33
Figure 19 Interaction of the CSRBOX team member with a Contractor .....	33
Figure 20 Familiarity with the Name 'Aditya Birla Group'.....	34
Figure 21 Awareness of the Name 'Aditya Birla Group' Before Project Implementation .....	35
Figure 22 Change in Perception and Knowledge About Aditya Birla Group After Project Implementation .....	35
Figure 23 Rating of 'Aditya Birla Group' on a Scale of 1–5 .....	36
Figure 24 Interaction of the CSRBOX team member with Government school teacher .....	40
Figure 25 Interaction of the CSRBOX team member with the beneficiaries .....	41
Figure 26 Interaction of the CSRBOX team member with High school teacher .....	42
Figure 27 Interaction of the CSRBOX team member with Panchayat Representatives .....	43

## Executive Summary

### Background:

Aditya Birla Group - Essel Mining & Industries Limited (EMIL), as a responsible corporate organisation, actively engages with local communities to enhance societal well-being. The company conducts a wide array of enriching activities and collaborates with community organisations, aiming to build a more equitable society.<sup>1</sup>

EMIL provides various resources to community stakeholders, including awareness campaigns, capacity-building initiatives, tools, and infrastructural support. EMIL is committed to connecting with marginalised communities, a commitment deeply embedded in their core values. They embrace the concept of trusteeship, prioritising the well-being of underserved populations over business interests. Their CSR activities are dedicated to improving the quality of life in rural communities, striving to make a positive impact on their lives.

### Project Details:

Essel Mining and Industries Limited (EMIL) undertook a rural infrastructure initiative under its Corporate Social Responsibility (CSR) mandate through the construction of a **Rigid Pavement Quality Concrete (PQC) road in Basantpur village, Keonjhar district, Odisha**. The project was implemented between **FY 2021-22 and FY 2023-24**, directly addressing the mobility and connectivity challenges faced by nearly **3,000 villagers**.

The intervention involved the construction of a **1,950-metre-long, 5-metre-wide PQC road with** 1-metre hard shoulders on both sides, along with five High-Pressure (HP) culverts to ensure drainage and durability. The road was built in two stretches:

- Nedigotha Chhak to Jaiphula Chhak (1,400 metres)
- Nedigotha Chhak to Village Road (550 metres)

Prior to this intervention, residents of Basantpur faced significant challenges, particularly during the rainy season, when poor road conditions hampered access to markets, schools, and healthcare facilities. The new road has enhanced connectivity, reduced travel time, and facilitated better access to livelihood opportunities and essential services.

### Impact Highlights:

During the impact assessment, the study team developed an evaluation matrix based on appropriate parameters. The impact of this project was evaluated based on OECD-DAC Framework components: Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.


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<sup>1</sup> <https://www.esselmining.com/csr.php>

<b>Relevance</b>	<ul style="list-style-type: none"> <li>• 99% of respondents were aware of the road construction and agreed it was needed.</li> <li>• 89% faced long travel time before the road, while 88% reported difficulty accessing schools and health centres.</li> </ul>
<b>Coherence</b>	<ul style="list-style-type: none"> <li>• The project aligns with <b>SDG 9 (Infrastructure)</b>, <b>SDG 3 (Good Health)</b>, and <b>SDG 4 (Quality Education)</b>.</li> <li>• Supports national priorities such as <b>Bharatmala Pariyojana</b> by enhancing rural connectivity.</li> </ul>
<b>Effectiveness</b>	<ul style="list-style-type: none"> <li>• 93% reported the road is usable year-round, including during monsoons.</li> <li>• 91% of families use the road daily, highlighting its integration into everyday life.</li> <li>• 95% reported no major issues during construction.</li> </ul>
<b>Efficiency</b>	<ul style="list-style-type: none"> <li>• The project was completed in a timely manner with minimal disruptions.</li> <li>• 95% of respondents reported no quality concerns, indicating cost-effective and satisfactory execution.</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• 93% reported improved school attendance among children.</li> <li>• 97% confirmed increased business and trade activity.</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• 95% believe the road will last long without major repairs.</li> <li>• 82% rated the road as “Very Good,” while 16% rated it “Good.”</li> </ul>

Overall, the project is in 100% alignment with the below **UN SDG** and **ESG** principles is evident.

**Sustainable Development Goals:**

<b>SDG Goals</b>	<b>Alignment</b>
	<p><b>Completely aligned-</b> The road construction project aligns with SDG 9 as it focuses on developing resilient infrastructure in rural areas. By constructing a PQC road with proper drainage and culverts, the project has improved connectivity, enhanced mobility, and supported economic activities</p>

	in Basantpur village. The improved infrastructure provides the community with reliable access to markets, schools, and healthcare facilities, thereby contributing to inclusive and sustainable development.
	<b>Completely aligned-</b> The road has improved year-round access to healthcare facilities, ensuring faster ambulance reach and reduced travel barriers during monsoons. This directly supports equitable access to health services for ~3,000 villagers.
	<b>Partially aligned-</b> Improved road connectivity has led to better school attendance and punctuality, especially for children from remote villages like Nedigotha. This contributes to reducing barriers to education and enhancing long-term learning outcomes.

### ESG Principles:

#### Principle 2

- Businesses should provide goods and services in a manner that is sustainable and safe

#### Principle 4

- Businesses should respect the interests of and be responsive to all their stakeholders

#### Principle 8

- Businesses should promote inclusive growth and equitable development

### National Priorities:

National Priority / Policy	Alignment with Road Construction Project
Pradhan Mantri Gram Sadak Yojana (PMGSY) <sup>2</sup>	The project aligns with PMGSY's vision of providing rural road connectivity to unconnected villages, thereby reducing isolation and improving access to markets, schools, and health facilities.
National	By contributing to rural infrastructure, the project supports India's

<sup>2</sup> <https://www.omms.nic.in/>

Infrastructure Pipeline (NIP) <sup>3</sup>	long-term vision under NIP to improve the quality of life and boost economic growth through enhanced connectivity.
National Rural Development Policy <sup>4</sup>	The road project directly advances rural development by enabling better mobility, reducing travel time, and creating livelihood opportunities in Basantpur village.

The Road Construction Project in Basantpur has significantly improved connectivity, mobility, and access to essential services for nearly 3,000 villagers. By providing a durable road, the project has contributed to inclusive rural development and enhanced opportunities for education, healthcare, and livelihoods.

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<sup>3</sup> <https://indiainvestmentgrid.gov.in/national-infrastructure-pipeline>

<sup>4</sup> <https://www.india.gov.in/policies-and-acts-ministry-rural-development>

## Abbreviations

Abbreviation	Full Form
CSR	Corporate Social Responsibility
EMIL	Essel Mining and Industries Limited
FGD	Focus Group Discussion
GP	Gram Panchayat
IA	Impact Assessment
KII	Key Informant Interview
MoRTH	Ministry of Road Transport & Highways
OECD-DAC	Organisation for Economic Co-operation and Development – Development Assistance Committee
PMGSY	Pradhan Mantri Gram Sadak Yojana
PQC	Pavement Quality Concrete
SDG	Sustainable Development Goals

# Chapter 1

## **Project Overview and CSR Initiatives of EMIL**



## 1.1 CSR Initiatives of the Organisation

Essel Mining and Industries Limited (EMIL), a part of the Aditya Birla Group, has been actively contributing to nation-building through its business operations and Corporate Social Responsibility (CSR) programmes. Guided by the group's philosophy of *"Giving Back to Society,"* EMIL implements CSR projects across health, education, livelihood promotion, rural development, and infrastructure creation, with a strong focus on improving the quality of life in mining-affected and rural communities.

Over the years, EMIL has undertaken various initiatives aimed at addressing developmental challenges and bridging critical gaps in basic infrastructure and services. The company's CSR interventions are aligned with the Sustainable Development Goals (SDGs), National Priorities, and Aditya Birla Group's broader CSR vision of inclusive growth and equitable development.<sup>5</sup>

## 1.2 Project Overview:

As part of its rural development initiatives, EMIL implemented a road construction project in **Basantpur village, Keonjhar district, Odisha**, during **FY 2021–22 to FY 2023–24**. The **Road Construction project** aimed to enhance rural connectivity by constructing a **Rigid Pavement Quality Concrete (PQC) road of 1,950 metres** in length and **5 metres** in width, with **1-metre hard shoulders on both sides**, along with **5 High-Pressure (HP) culverts** to ensure durability and drainage.

The road was built in 2 stretches:

- Nedigotha Chhak to Jaiphula Chhak – 1,400 metres
- Nedigotha Chhak to Village Road – 550 metres

Earlier, villagers in Basantpur struggled with poor road conditions, especially during the rains, which restricted mobility, increased travel time, and limited access to essential services. To address this, EMIL constructed a new road that now benefits around **3,000**<sup>6</sup> villagers by ensuring year-round connectivity to markets, schools, and healthcare facilities, while also supporting improved livelihoods.

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<sup>5</sup> <https://www.esselmining.com/csr.php>

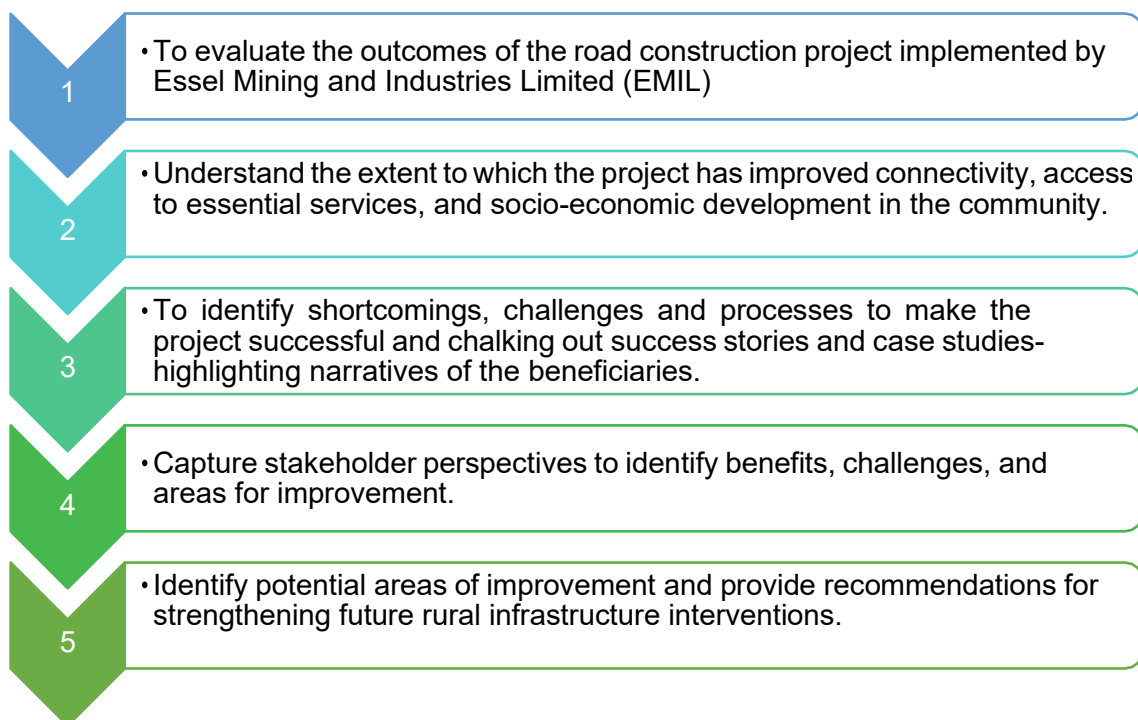
<sup>6</sup> The number has been shared by the EMIL team

## Chapter 2

# Purpose, Design and Approach for Impact Assessment

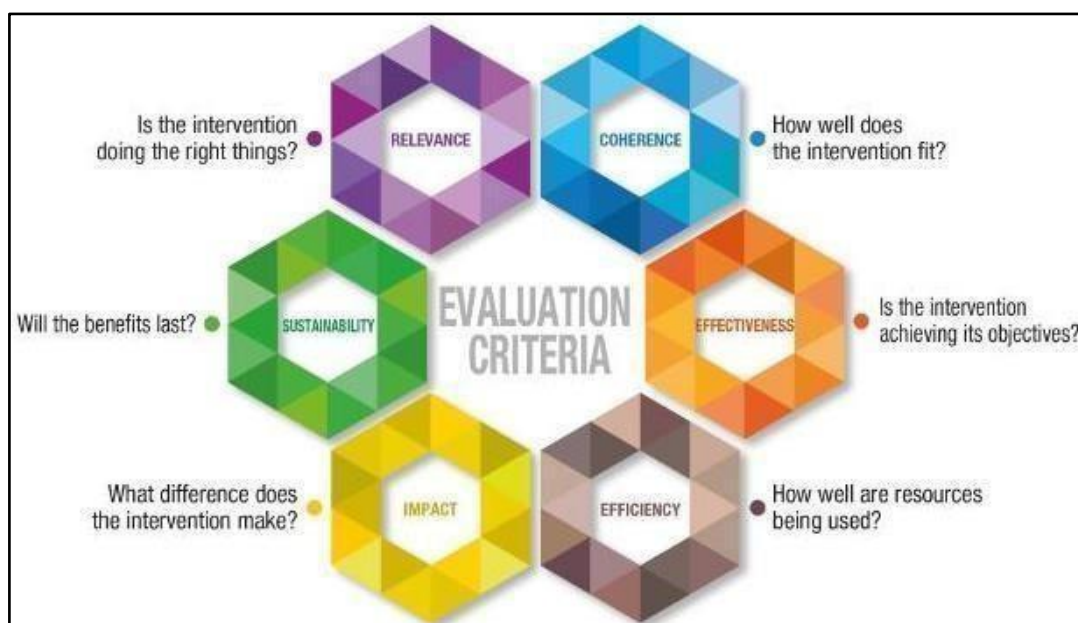


## 2.1 Objectives of the Study



## 2.2 Evaluation Framework

Given the objectives of the study to determine the effectiveness, efficiency, impact created, and sustainability of the project, the evaluation has used the OECD-DAC Framework. Using the criteria of the OECD-DAC framework, the evaluation has assessed the client's contribution to the results, while keeping in mind the diversity of factors that may be affecting the overall outcome. The social impact assessment hinges on the following pillars:



### Relevance

The extent to which intervention goals and design align with the needs, policies, and priorities of beneficiaries, as well as global, national, and partner/institutional contexts.

### Coherence

The extent to which other interventions within the country, sector, or institution either complement or hinder the effectiveness of the intervention, and vice versa.

### Effectiveness

The extent to which the intervention has accomplished or is anticipated to accomplish its objectives and produce its intended results.

### Efficiency

The extent to which the intervention efficiently and promptly delivers or is expected to deliver results cost-effectively.

### Impact

The extent to which the intervention has produced or is anticipated to produce significant positive or negative, intended or unintended, higher-level effects.

### Sustainability

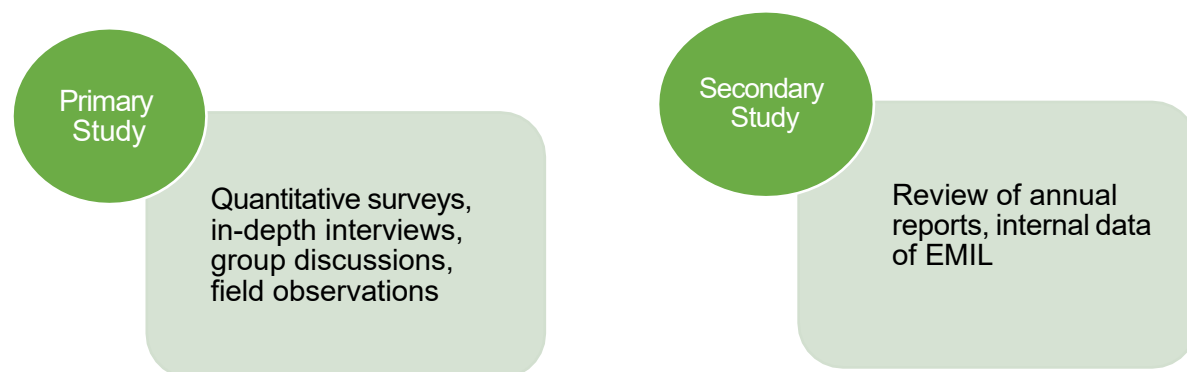
The extent to which the net benefits of the intervention continue, or are likely to continue.

## 2.3 Stakeholder Mapping

Primary Stakeholder		
Sl. No.	Stakeholder	Mode of Data Collection
1	Local villagers	Focus Group Discussions (FGDs)
Secondary Stakeholder		
Sl. No.	Stakeholder	Mode of Data Collection
1	Sarpanch and Panchayat Representative	In-depth Interview (IDI)
2	School Teacher	In-depth Interview (IDI)
3	EMIL Field Team Member	In-depth Interview (IDI)
4	Contractor	In-depth Interview (IDI)

## 2.4 Sampling

For the assessment, a two-pronged approach involving data collection and review has been chosen. The Secondary data was obtained from a literature review, while the primary data was obtained through qualitative and quantitative data collection methods.



The figure above illustrates the study approach used in data collection and review. The secondary study includes a review of annual reports, internal data, monitoring reports, government data & reports, and other studies and research by renowned organisations available in the public domain to draw insights into the situation of the area. The primary study comprises qualitative and quantitative approaches to data collection and analysis. The qualitative aspects include In-depth Interviews (IDIs), group discussions, and observation from the study area. The list of stakeholders is mentioned in the sampling section.

### 2.4.1 Quantitative Sampling

The sampling has been carried out on the beneficiary level. The table below shows the sampling strategy where we have considered a **Confidence Level of 95%** and a **10% Margin of Error for the project**.

Sl. No.	Primary Stakeholder for Quantitative Survey	Sample	Mode of Data Collection
1	Local villagers (road users)	104	On-Field

### 2.4.2 Qualitative Sampling

The table below gives the details of secondary stakeholders who were interviewed for the Basantpur, Keonjhar location:

Sl. No.	Secondary stakeholder for the Qualitative survey	Sample	Mode of Data Collection
1	Sarpanch / Panchayat Representative	03	On-Field
2	School Headmaster / Teacher	03	
3	EMIL Field Team Member	03	
4	Contractor	02	
	<b>Total</b>	11	

### Limitations of the study

One of the contractors involved in the road construction project was out of town and unavailable for an in-person meeting. Therefore, virtual discussion with him regarding the project, besides this, the team encountered minimal challenges during the study.

### 2.5 Theory of Change

Activity	Output	Outcome	Impact
Construction of a 1,950-metre PQC road with 5 culverts	Durable, all-weather road infrastructure created	Year-round mobility; reduced travel time; easier access to markets and healthcare	<ul style="list-style-type: none"> <li>Improved quality of life and livelihood opportunities for ~3,000 villagers.</li> <li>Strengthened education and long-term human capital development.</li> <li>Promoted inclusive rural development, creating demand for replication in other areas.</li> </ul>
Improved school connectivity through road access	Safer and quicker travel for children and teachers	Increased school attendance; reduced absenteeism during the rainy season	
Coordination with the Panchayat and community representatives	Community perspectives integrated into planning	Stronger community ownership and satisfaction	

## Chapter 3

# Findings of the Impact Assessment Study



This section presents the detailed findings of the Basantpur road construction project, structured around the **OECD-DAC framework**. The analysis is based on a 360-degree assessment, combining both quantitative and qualitative inputs from multiple stakeholders. These insights provide a comprehensive understanding of the project’s impact across the standard evaluation parameters.

### 3.1 Relevance

Most respondents (94%) have lived in the village for more than 20 years, indicating strong familiarity with local conditions.

Among the respondents, 83% were men and 17% were women.

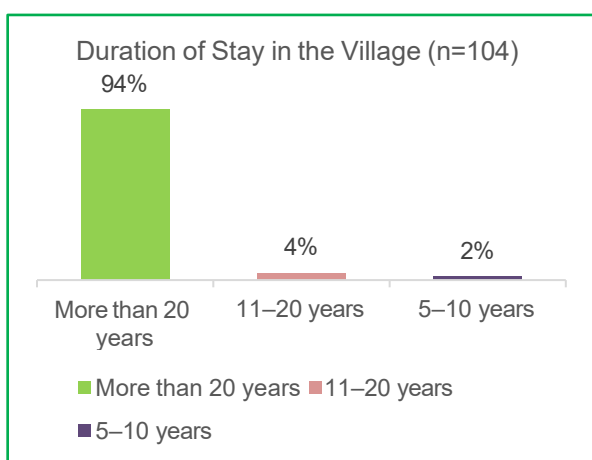


Figure 1 Duration of Stay in the Village

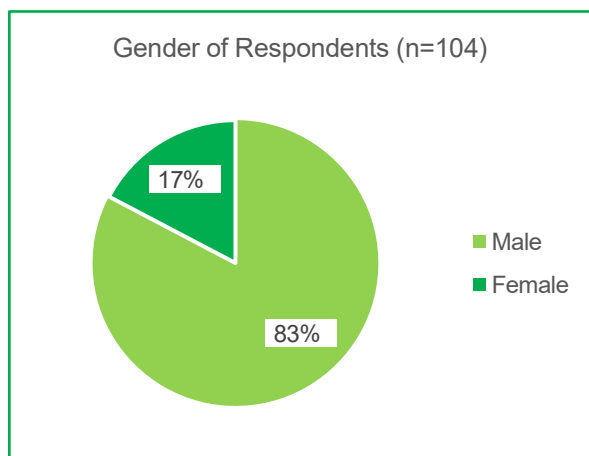


Figure 2 Gender of Respondents

All respondents were from Basantpur village under Jhumpura block, the community directly impacted by the road construction project. This ensured that the feedback collected is highly contextual and rooted in the lived experiences of those who use the road on a daily basis.

A significant **majority of respondents (94%)** have lived in the village for **over 20 years**, indicating strong familiarity with both the challenges faced before the intervention and the improvements after its completion.

In terms of gender distribution, **83% of respondents were men and 17% were women**. While the higher representation of men reflects traditional participation patterns in community-level surveys, women’s voices were also included to capture a more holistic understanding of the road’s impact.

From the qualitative survey, respondents reflected a diverse cross-section of the village community, including farmers, daily wage earners, homemakers, and schoolteachers. This diversity highlights the multiple ways in which the road has influenced daily life — from easier access to markets and workplaces, to improved school attendance and quicker, safer access to healthcare facilities. Such a varied beneficiary base strengthens the reliability of the findings and ensures that the assessment captures the road’s contribution across economic, social, and educational dimensions of community life.

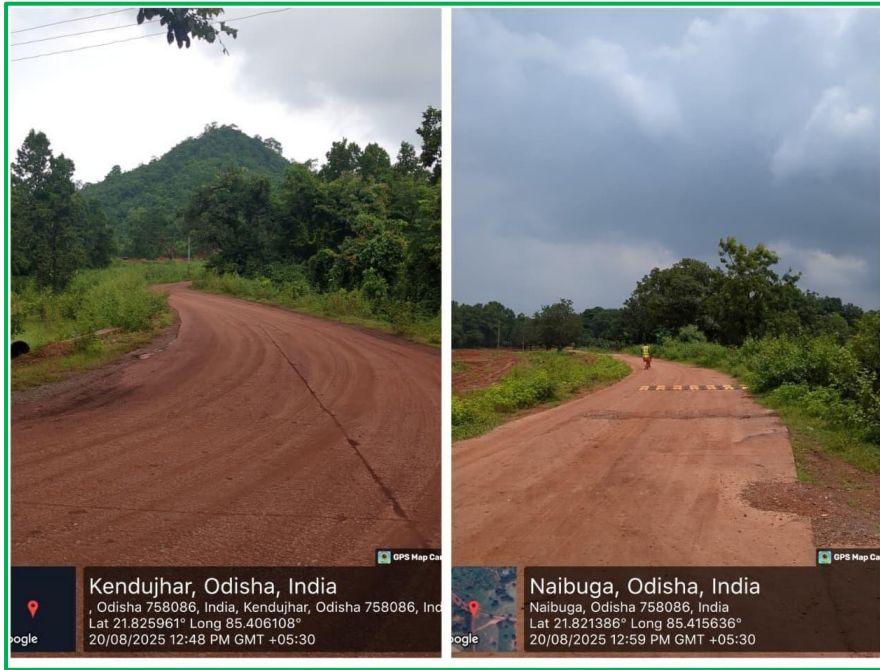


Figure 3 The newly constructed road under the CSR initiative

Before the construction of the road, villagers experienced significant mobility challenges that restricted access to education, healthcare, and livelihood opportunities. Long travel times, irregular school attendance, limited transport options, and reduced income opportunities were commonly reported concerns.

**89%** of respondents faced **long travel time** to reach essential places before the road construction.

Before the intervention, **85%** of respondents reported **limited income opportunities** due to poor connectivity.

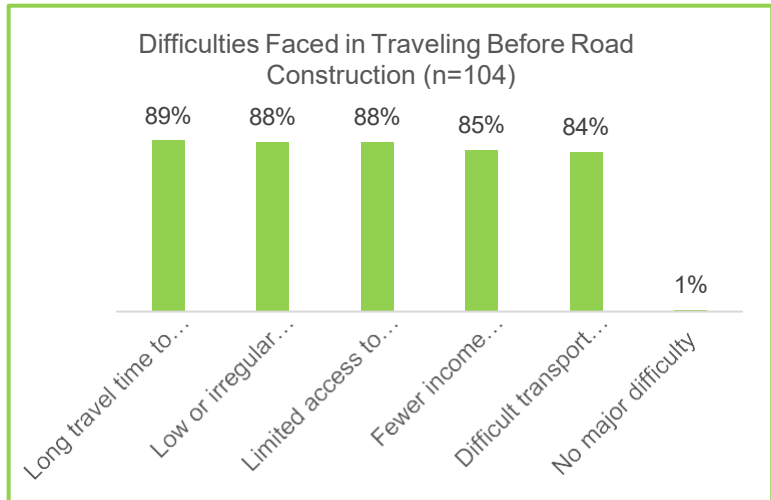


Figure 4 Difficulties faced in travelling before the road

**98% of villagers reported that movement became extremely difficult during the monsoon season due to poor road conditions.**

**Before the intervention, 88% reported poor school attendance and limited transport access due to a lack of connectivity.**

**99% of respondents were aware of the EMIL (Aditya Birla) road construction project and agreed that it was needed in their area.**

#### Awareness and Need for the Project:

Almost all respondents (99%) were aware of the road construction undertaken by EMIL (Aditya Birla Group). This indicates that the project was visible and recognised within the community. Similarly, **99% of respondents agreed that the new road construction was needed**, confirming that the intervention directly addressed a pressing local demand.

#### Seasonal Constraints:

Mobility was further worsened during certain seasons. A majority (**98%**) reported that movement became extremely difficult during the **monsoon season**, largely due to waterlogging and muddy road conditions. A very small proportion reported summer (1%) or winter (1%) as problematic. This demonstrates that the earlier road infrastructure was limiting year-round connectivity.

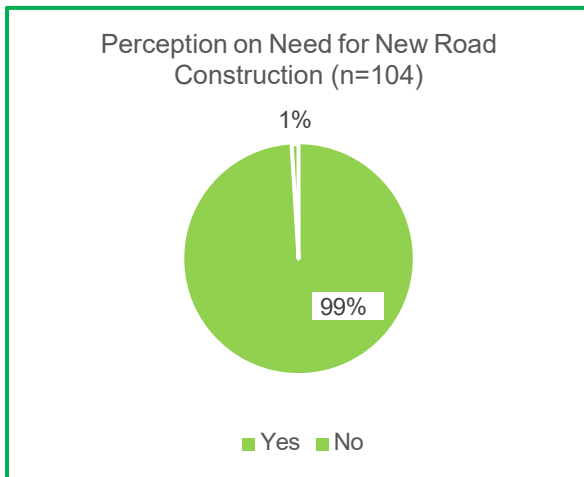


Figure 5 Perception on Need for New Road Construction

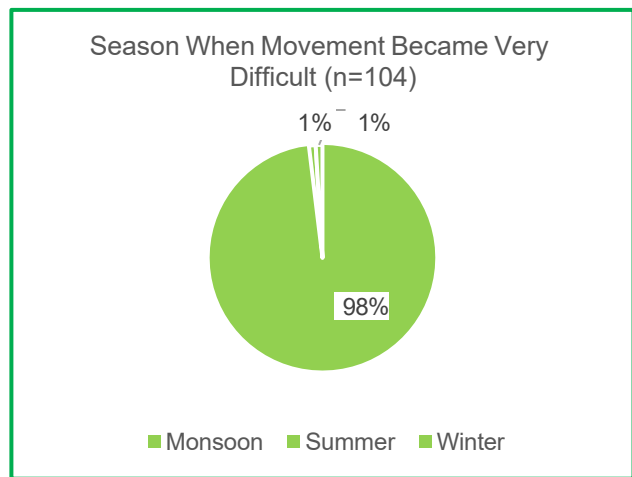


Figure 6 Season When Movement Became Very Difficult

*“I have seen how the new road has completely changed life in our village. Earlier, it was very difficult to travel, especially during the rains, and children often missed school because of the poor condition of the roads. Now, with better connectivity, we can reach the main road, markets, and health centres much more easily. This has brought relief to our daily lives and given us hope for more opportunities in the future.”*

— Kanu Mahakud (55 years), Villager (Basantpur, Keonjhar)



Figure 7 Interaction of the CSRBOX team member with the beneficiaries

Overall, the road construction project was highly relevant to the needs of Basantpur’s community. Nearly all respondents confirmed that the intervention was urgently required, particularly given the severe mobility challenges during the monsoons. Prior to the road, villagers faced long travel times, limited access to schools and health centres, and restricted income opportunities. By addressing these critical gaps, the project directly responded to the community’s most pressing needs.


### 3.2. Coherence



This section of the report examines the compatibility of the intervention with the Sustainable Development Goals, existing policy frameworks, priorities of the country of intervention, etc.

### 3.2.1. Programme Alignment with SDGs

The United Nations adopted the Sustainable Development Goals (SDGs), also known as the Global Goals, in 2016 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The table below shows the alignment of the programme with the SDG Goals.

SDG Target	Description	Alignment with the Project
	<p>9.1</p> <p>Develop quality, reliable, sustainable, and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.</p>	<p><b>Completely aligned-</b> The construction of a 1,950-meter PQC road with culverts provides connectivity for Basantpur village. It improves access to schools, healthcare centres, and markets, ensuring equitable mobility for ~3,000 villagers. (Completely aligned)</p>
	<p>9.1.1</p> <p>Proportion of the rural population who live within 2 km of an all-season road.</p>	<p><b>Completely aligned-</b> The project significantly increases the share of rural households with access to all-season road connectivity, reducing isolation and vulnerability during the monsoon. (Completely aligned)</p>
	<p>9.a</p> <p>Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological, and technical support.</p>	<p><b>Completely aligned-</b> By prioritising sustainable rural development, EMIL's CSR investment strengthens public infrastructure in underserved regions, supplementing government schemes like PMGSY. (Completely aligned)</p>
	<p>9.c</p> <p>Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020. (Broader</p>	<p><b>Partially aligned</b> - While focused on physical infrastructure, the improved road indirectly supports greater access to digital and communication services by enabling smoother</p>

	connectivity sub-goal) <sup>7</sup>	transportation and mobility for goods and services.
	3.8 Improved access to healthcare services due to faster ambulance movement and smoother connectivity to health centres. <sup>8</sup>	<b>Completely aligned</b> - The road has reduced delays in emergency care and enabled villagers to reach healthcare facilities throughout the year.
	4.1 Better access to schools and higher attendance of students due to connectivity. <sup>9</sup>	<b>Completely aligned-</b> The road has reduced absenteeism, especially during monsoons, ensuring continuity in education.

### 3.2.2 Programme Alignment with ESGs

According to the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI)<sup>10</sup> EMIL's CSR Programme can be covered under the following principles:

#### Principle 2

- Business should provide goods and services in a manner that is sustainable and safe.

#### Principle 4

- Business should respect the interests of and be responsive to all its stakeholders.

#### Principle 8

- Business should promote inclusive growth and equitable development.

<sup>7</sup> <https://globalgoals.org/goals/9-industry-innovation-and-infrastructure/>

<sup>8</sup> <https://globalgoals.org/goals/3-good-health-and-well-being/>

<sup>9</sup> <https://globalgoals.org/goals/4-quality-education/>

<sup>10</sup> [https://www.sebi.gov.in/legal/circulars/jul-2023/brsr-core-framework-for-assurance-and-esg-disclosures-for-value-chain\\_73854.html](https://www.sebi.gov.in/legal/circulars/jul-2023/brsr-core-framework-for-assurance-and-esg-disclosures-for-value-chain_73854.html)

### 3.2.3 Programme Alignment with CSR Policy

Schedule VII (Section 135) of the Companies Act, 2013 specifies the list of activities that can be included by the company in its CSR policy<sup>11</sup>. The table below aligns the Road Construction Project undertaken by EMIL with the MCA-approved activities.

Sub-Section	Activities as per Schedule VII	Level of Alignment
(ii)	<b>Promoting education</b> , including special education and employment-enhancing vocational skills, especially among children, women, the elderly, and the differently abled, and livelihood enhancement projects.	<b>Partially</b>
(x)	Rural development projects.	<b>Completely</b>

### 3.2.4. Programme Alignment with National Priorities

The Road Construction Project is aligned with the objectives of the following National Priorities:

National Mission	Objective	Alignment
Pradhan Mantri Gram Sadak Yojana (PMGSY) <sup>12</sup>	To provide road connectivity to unconnected habitations in rural areas, thereby improving access to social and economic services.	The construction of a 1,950-meter PQC road with culverts in Basantpur village ensures connectivity and aligns directly with the goals of PMGSY by reducing isolation and enhancing access to schools, health centres, and markets.
National Rural Infrastructure Development Programme <sup>13</sup>	To strengthen rural infrastructure through improved road networks, supporting economic growth and rural livelihoods.	The project supports the creation of durable rural infrastructure, enabling better trade, mobility, and employment opportunities for nearly 3,000 villagers, thus reflecting strong alignment.

<sup>11</sup>

[https://upload.indiacode.nic.in/schedulefile?aid=AC\\_CEN\\_22\\_29\\_00008\\_201318\\_1517807327856&rid=79](https://upload.indiacode.nic.in/schedulefile?aid=AC_CEN_22_29_00008_201318_1517807327856&rid=79)

<sup>12</sup> <https://www.omms.nic.in/>

<sup>13</sup> <https://indiainvestmentgrid.gov.in/national-infrastructure-pipeline>

Bharatmala Pariyojana (Ministry of Road Transport & Highways) <sup>14</sup>	To optimise the efficiency of freight and passenger movement across the country through the development of economic corridors, feeder routes, border and coastal roads, and integration of rural roads with highways.	The Basantpur road project, though local, acts as a <b>feeder route</b> by linking the village to main roads. This enhances passenger mobility, improves access to essential services, and indirectly supports larger national connectivity goals under Bharatmala.
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**Overall, the intervention shows strong alignment with both national priorities and global development agendas. By supporting connectivity in rural areas, the project complements schemes like PMGSY and aligns with SDG 9 on resilient infrastructure, while indirectly supporting SDG 3 and SDG 4 through improved access to healthcare and education. The community’s call for similar initiatives in other areas highlights how well the project fits into broader policy and development frameworks.**

### 3.3. Effectiveness

This section of the report analyses the extent to which the intervention has achieved its objectives. The effectiveness of the road construction project in Basantpur village can be seen through its usage, year-round accessibility, and the benefits it has provided to local residents.

86% of respondents reported improved access to schools after the road construction

77% of villagers said the new road has made it easier to reach the nearest bus stand.

**Usability of the road:** A majority (**93%**) of the respondents confirmed that the newly constructed road is usable throughout the year, including during the rainy season. This reflects the durability and quality of the rigid pavement construction. Only a small proportion (**7%**) expressed concerns, indicating that the road has broadly fulfilled its intended function of providing all- weather connectivity.

<sup>14</sup> <https://morth.nic.in/sites/default/files/officers/BharatMala%20Pariyojana%20Ebook-2076088661.pdf>

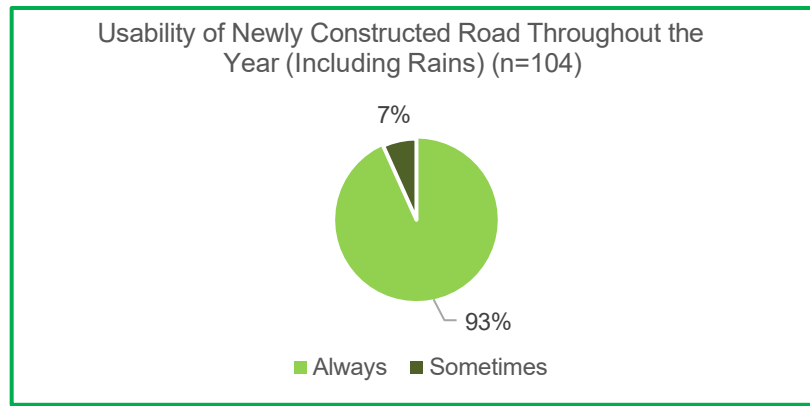


Figure 8 Usability of Newly Constructed Road Throughout the Year (Including Rains)

**Access to essential services:** The project has significantly improved access to key facilities. Respondents reported easier connectivity to **health centres (90%)**, **markets (87%)**, **schools (86%)**, and **bus stands (77%)**. A smaller proportion also mentioned improved access to the **Panchayat office (24%)** and **other facilities (5%)**. This demonstrates that the road has directly enhanced access to services that are central to education, healthcare, governance, and livelihoods.

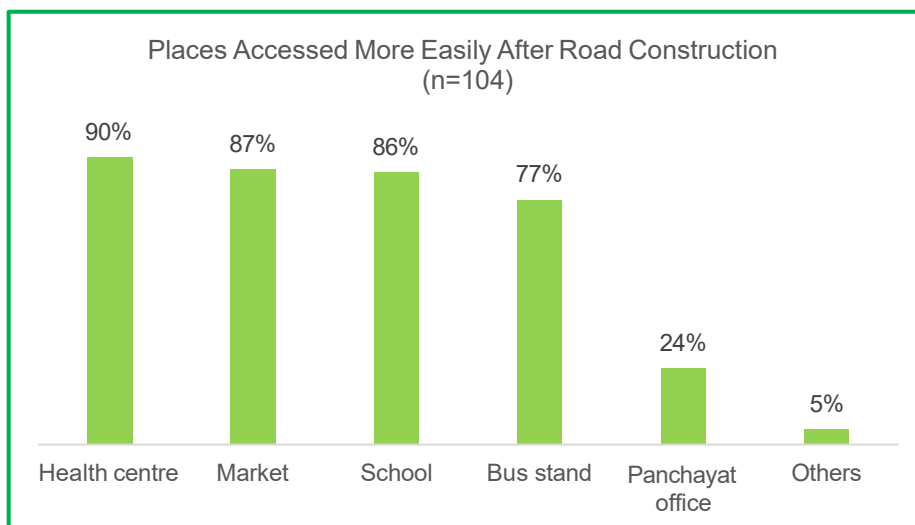


Figure 9 Places Accessed More Easily After Road Construction<sup>15</sup>

**In conclusion, the road has proven highly effective in meeting its intended objectives. More than 90% of respondents reported using the road daily, and an overwhelming majority found it usable even during the rainy season. With 95% reporting no issues during construction and smoother access to schools, markets, and health centres, the findings confirm that the project has delivered tangible and sustained improvements in mobility.**

<sup>15</sup> For multiple choice questions, total might not be up to 100%

### 3.4. Efficiency:

This section assesses how well the newly constructed road has delivered on its intended objectives and addressed the community's mobility challenges. Effectiveness is measured through both the quality of the construction process and the extent of its use by the local population.

**Quality of construction process:** Community feedback indicated a positive perception of the construction process. A substantial majority (**95%**) reported **no issues during construction**, while only a very small percentage mentioned concerns such as poor quality (**2%**), slow pace of work (**1%**), dust and pollution (**1%**), or unsafe conditions at the site (**1%**). This suggests that the project was executed in a timely and satisfactory manner.

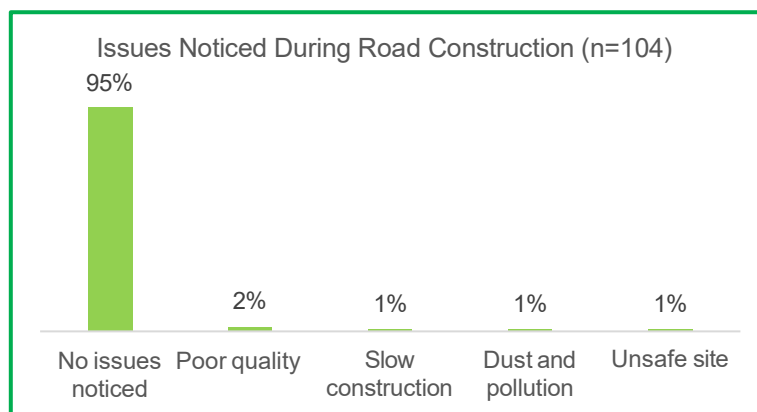


Figure 10 Issues Noticed During Road Construction

**Frequency of use:** The road has become an integral part of the villagers' daily lives. **91%** of respondents reported using the road on a daily basis, while only **9%** used it occasionally. This high level of utilisation highlights the relevance of the intervention in addressing community mobility needs.

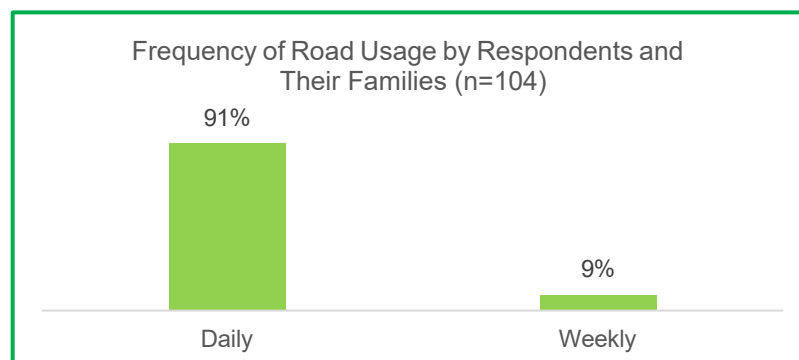


Figure 11 Frequency of Road Usage by Respondents and Their Families

**Overall, the project was executed efficiently, with minimal reported concerns during the construction process and timely completion. Community members expressed satisfaction with the quality of the road, while the positive perception of EMIL's responsiveness further highlights the value of efficient planning and execution. This efficiency has ensured maximum benefits at the community level with limited disruption during implementation.**

### 3.5. Impact

This section of the report discusses the overall impact of the road construction programme on the community of Basantpur and nearby villages. The assessment highlights how the intervention has improved access, enhanced quality of life, and contributed to the social and economic development of villagers. Both qualitative insights from stakeholders and quantitative survey findings confirm that the project has delivered meaningful change across multiple dimensions.

#### Improved access and opportunities:

The most significant change observed was an improvement in school attendance, reported by **93% of respondents**, highlighting the role of reliable infrastructure in supporting education. In addition, **88% noted easier transport and more frequent vehicle access**, showing that mobility and convenience have substantially increased.

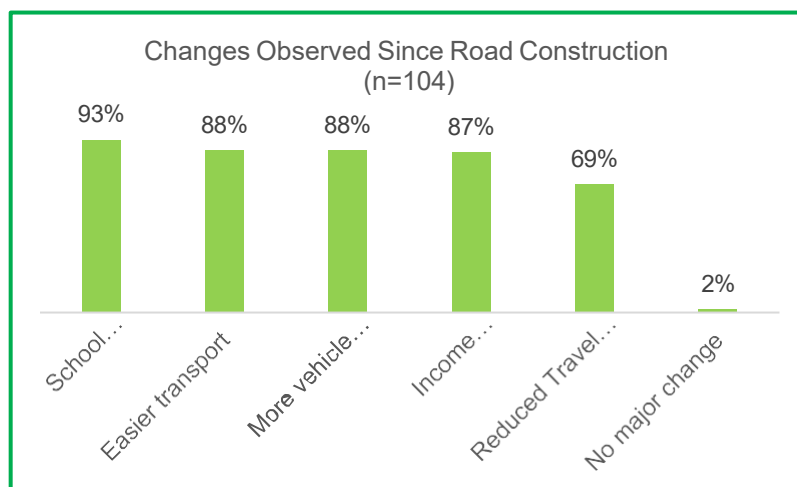


Figure 12 Changes Observed Since Road Construction

#### Economic impact:

The project has also positively influenced local economic activity. **97% of respondents agreed that local business and trade had increased** due to improved connectivity. Similarly, **87% observed higher income opportunities**, while **95% reported increased use of vehicles and transport services within families**.

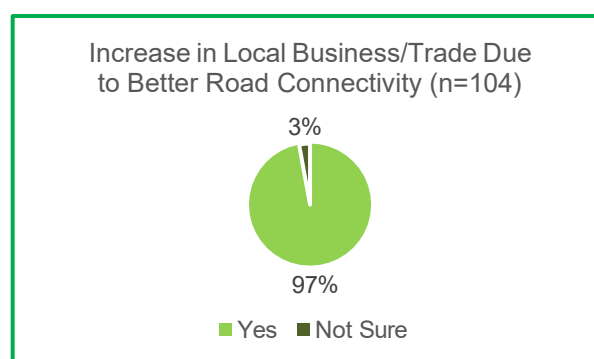


Figure 13 Increase in Local Business/Trade Due to Better Road Connectivity

### Quality of life:

A majority of respondents (**85%**) stated that their overall quality of life has “improved,” with another **14% reporting it as “slightly improved.”** Only 1% mentioned no change, underscoring the widespread positive impact of the intervention.

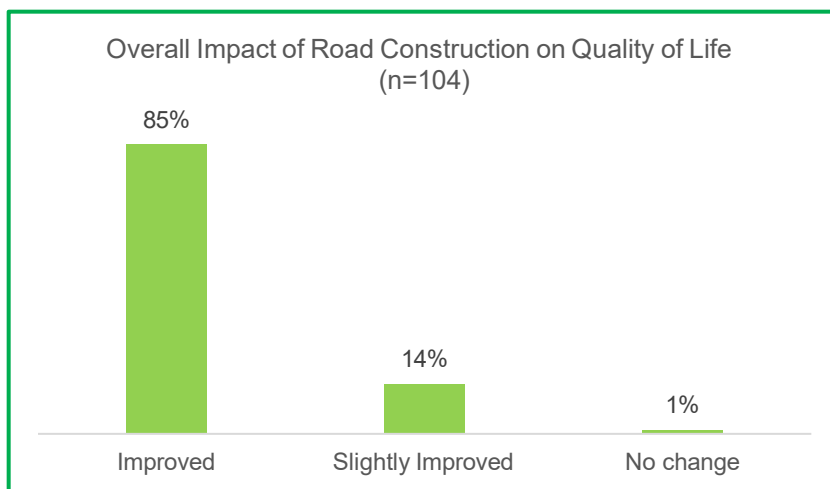


Figure 14 Overall Impact of Road Construction on Quality of Life

This table shows the impact of the project on the overall quality of life of the respondents in different areas.

Domain	Indicators	Findings
<b>Education &amp; Social</b>	School attendance	93% reported improved school attendance
<b>Economic</b>	Local trade & business	97% observed increase in local business/trade
	Income opportunities	87% noted improved livelihood opportunities
<b>Mobility &amp; Access</b>	Easier transport	88% reported easier transport
	Family transport use	95% families started using transport more often
<b>Quality of Life</b>	Overall quality of life	85% said improved; 14% slightly improved

**In conclusion, the project has had a transformative impact on the lives of villagers. Positive changes include improved school attendance (93%), easier transport (88%), greater vehicle access (88%), and enhanced income opportunities (87%). Additionally, 97% acknowledged growth in local trade, and 95% reported increased use of transport services. The project has not only improved the quality of life for ~3,000 villagers but has also reduced isolation and created long-term social and economic benefits.**

### 3.6. Sustainability

The sustainability of the road construction project was assessed in terms of durability, safety, community participation, and overall perception. **95% of the respondents believed that the road will last long without requiring major repairs**, highlighting the quality of construction. In terms of safety, **a large majority (95%) reported no significant concerns**, with only a small proportion (3%) pointing to issues such as speeding or accidents.

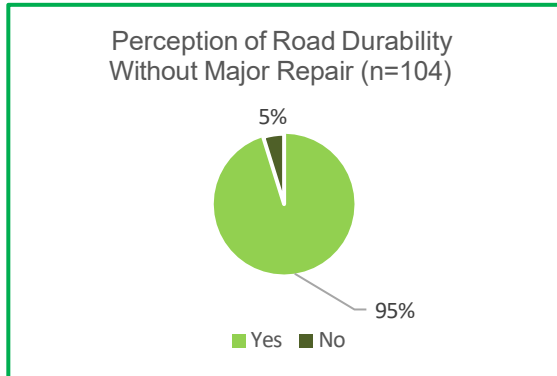


Figure 15 Perception of Road Durability Without Major Repair

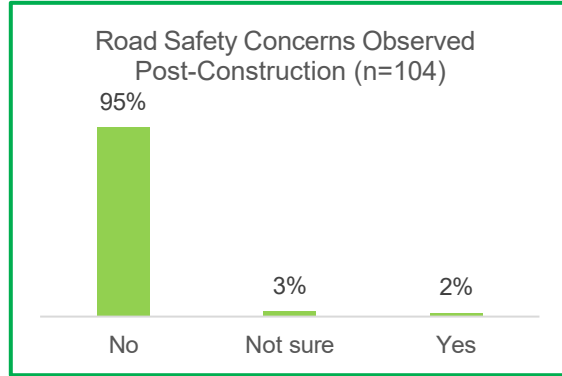


Figure 16 Road Safety Concerns Observed Post-Construction

**Community participation in monitoring and reporting remains minimal.** A majority (92%) of respondents stated that they had never reported any road-related concerns, while only 4% had done so.

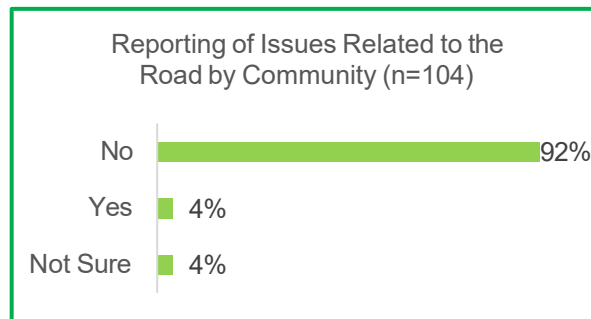
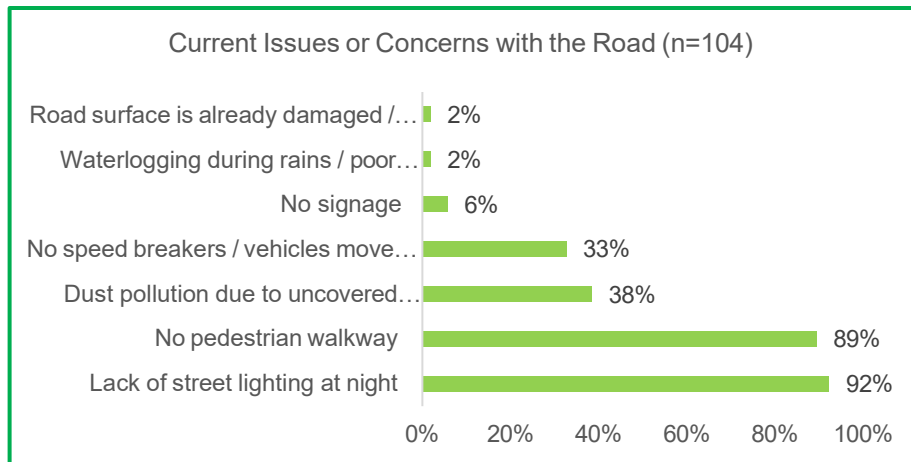


Figure 17 Reporting of Issues Related to the Road by Community

However, some challenges remain that could affect long-term sustainability and community safety. The most cited issues include **lack of street lighting at night (92%)**, **absence of pedestrian walkways (89%)**, **dust pollution due to uncovered shoulders (38%)**, and **vehicles moving too fast due to lack of speed breakers (33%)**. A smaller percentage also highlighted **lack of signage (6%)**, **drainage problems during rains (2%)**, and **early signs of road surface damage (2%)**.



*Figure 18 Current Issues or Concerns with the Road*

**Overall, while the community perceives the road construction as highly beneficial and durable, addressing these smaller but critical issues, particularly road safety infrastructure and lighting, would strengthen the sustainability of the intervention.**

“Earlier, the road used to get damaged every monsoon. Now, even during the rains, we can travel smoothly without worry. This new road will serve our village for many years.”

— **Ashok Behera (45): Basantpur, Keonjhar**



*Figure 19 Interaction of the CSRBOX team member with a Contractor*

### 3.7. Brand Equity

**Brand Equity** refers to the value premium that an organisation gains from its projects through strong name recognition and positive public perception. Companies can strengthen their brand value and reputation by delivering infrastructure that is reliable, impactful, and responsive to community needs.

In this study, we have assessed the brand equity of **EMIL – Aditya Birla Group**, evaluating how its **road construction initiatives** have contributed to:

- Enhancing mobility within the village,
- Improving access to essential services like education, health, and markets, and
- Creating a lasting positive perception among stakeholders and beneficiaries.

#### Familiarity with the Aditya Birla Group Name

A significant **86% of respondents reported being very familiar** with the name *Aditya Birla Group*, while only 13% were somewhat familiar, and a negligible 1% stated they were not so familiar. This high level of familiarity demonstrates strong brand penetration within the community, which is largely attributed to the direct impact of the road project.

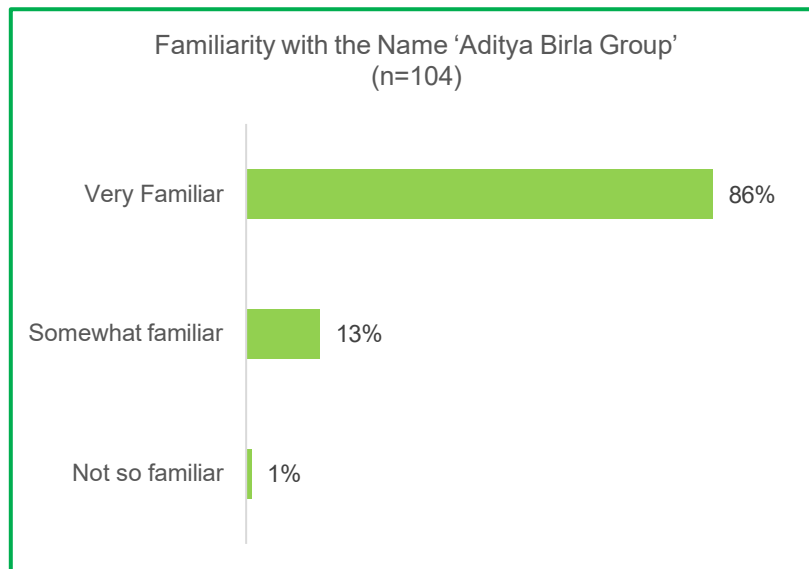


Figure 20 Familiarity with the Name 'Aditya Birla Group'

#### Awareness Before the Project

Before the implementation of the road project, **96% of respondents were already aware** of the "Aditya Birla Group" name. This reflects the brand's established recognition in the region. However, the road construction project provided an opportunity to reinforce and strengthen this recognition, translating familiarity into trust.

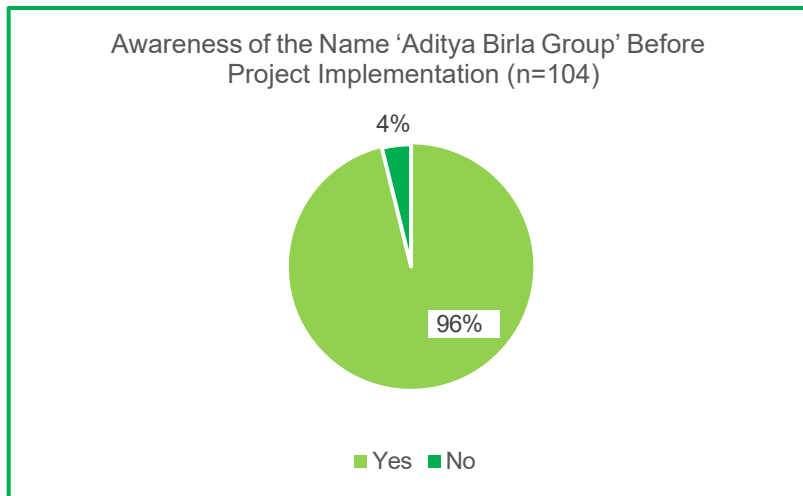


Figure 21 Awareness of the Name 'Aditya Birla Group' Before Project Implementation

### Change in Perceptions After the Project

86% of respondents indicated that their perceptions and knowledge about Aditya Birla Group had significantly improved after the project. Only 14% reported moderate changes. This highlights that beyond infrastructure, the project created a deeper sense of appreciation and goodwill toward the brand.

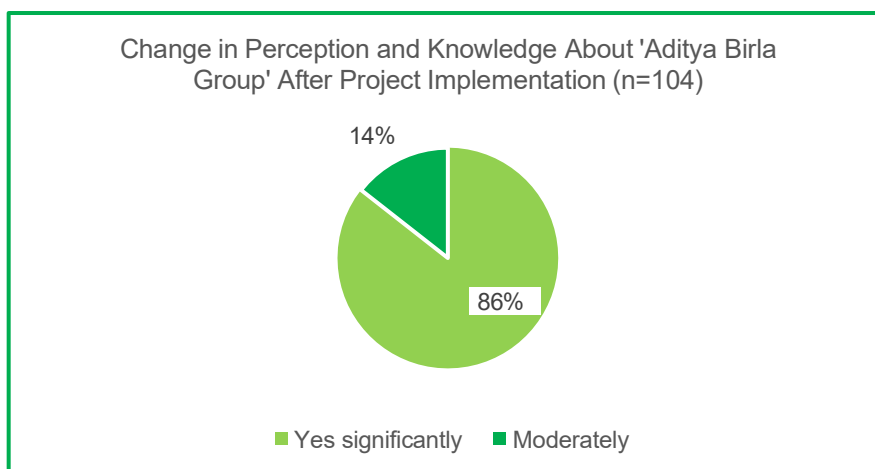


Figure 22 Change in Perception and Knowledge About Aditya Birla Group After Project Implementation

### Brand Rating

When asked to rate Aditya Birla Group on a scale of 1–5, 80% of beneficiaries rated the brand as 'Excellent', followed by 16% rating it as 'Very Good'. Only a small fraction (4%) rated it as average or good. This clearly demonstrates strong community approval and positions Aditya Birla Group as a trusted development partner.

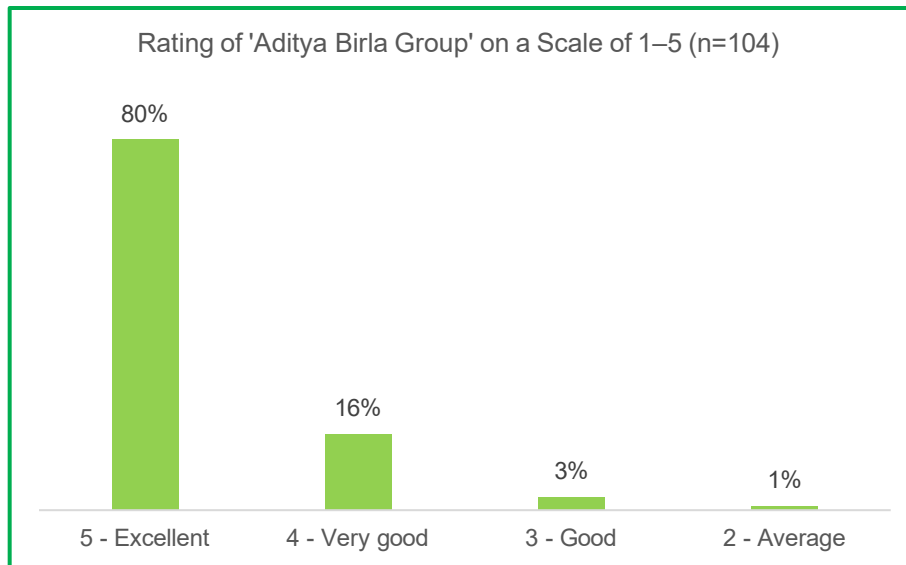
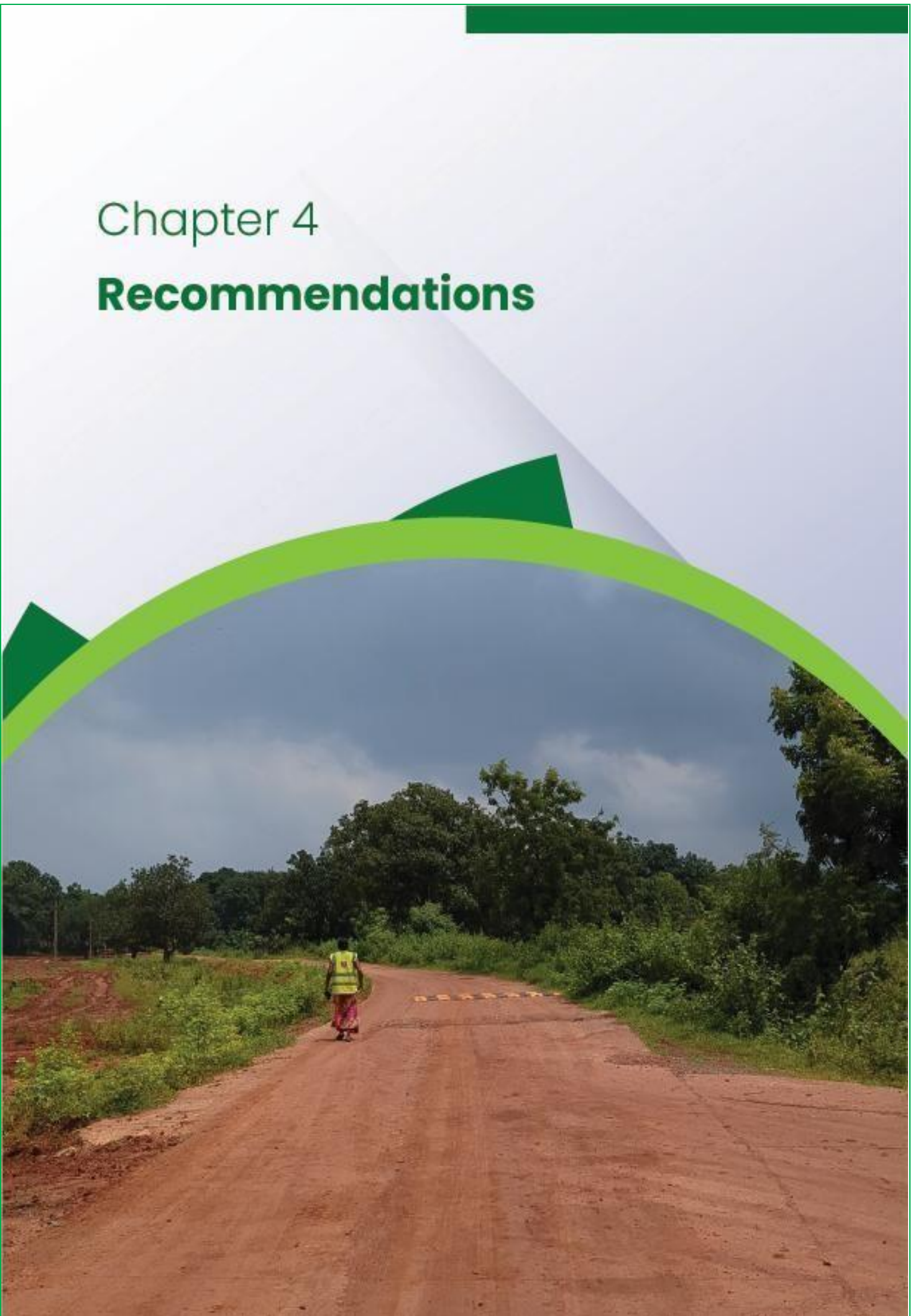


Figure 23 Rating of 'Aditya Birla Group' on a Scale of 1–5

**Overall, the road project has not only improved connectivity but also strengthened the brand equity of EMIL & Aditya Birla Group. Most villagers are now more familiar with the brand, hold a positive perception, and trust the company for being responsive to their needs. By delivering a useful and community-focused project, EMIL & Aditya Birla Group has built goodwill and shown its commitment to rural development.**

# Chapter 4

## **Recommendations**



In reviewing the key findings from the road construction project in Basantpur village, areas for improvement emerged that can further strengthen both the sustainability and safety of the initiative. These recommendations are informed by beneficiary feedback, stakeholder consultations, and field observations. By addressing these aspects, EMIL can ensure long-term usability and community well-being.

Operations		
Sl. No.	Current Scenario / Findings	Recommendations
1	Absence of street lighting along the road creates unsafe conditions at night	Introduce solar-powered streetlights at key stretches to ensure safe movement after dark
2	Increased movement of heavy vehicles raises safety risks	Install appropriate road signage and safety markers to guide vehicle movement and minimise accidents
3	Villagers expressed demand for similar roads in the interior parts of the Panchayat	Explore the phased expansion of road construction to adjoining hamlets to ensure wider connectivity

## Chapter 5

# Impact Stories



## Chapter 5: Impact Stories

### Impact Story 1: A Teacher's Relief

**Dipak Kumar Nayak, a 30-year-old Assistant Teacher at Nedigotha School,** recalled how many of his students used to miss classes, especially during the monsoons, when the road leading to the school became almost impossible to walk through. The poor condition of the road not only made commuting difficult but also hampered children's attendance and left them exhausted even before reaching class.

With the construction of the new road, however, Dipak has observed a remarkable transformation. Students now arrive on time, less tired, and more enthusiastic about learning. He noted that the improved connectivity has not only made the daily commute easier but has also indirectly enhanced learning outcomes by ensuring regular attendance. For him, this road is more than just infrastructure; it is a bridge to a brighter future for the children of Nedigotha.



Figure 24 Interaction of the CSRBOX team member with Government school teacher

### Impact Story 2: Villager's Perspective

**Kalpataru Behera, a villager from Basantpur,** shared how the newly constructed road has transformed daily life. He recalled the immense struggles of reaching the main road in the past, particularly during the monsoons, when accessing even basic healthcare facilities felt nearly impossible. With the new road, however, Kalpataru now reaches the health centre in nearly half the time, regardless of the season.

**Basant Behera** echoed a similar sentiment. He highlighted how transport services in the village have improved significantly since the road was built, allowing more frequent vehicle movement and making markets much more accessible. For him, the road has not only eased mobility but

also created new opportunities for livelihood and trade.

**Chintamani Mahakud** added that selling farm produce has become smoother, helping families earn a little more. Together, their voices reflect a collective sentiment of relief and hope, where improved mobility has translated into better health, trade, and daily life.



Figure 25 Interaction of the CSRBOX team member with the beneficiaries

## Case Study 1: Education Reconnected – Basantpur High School

**Basantpur High School is the only government higher secondary school in the region,** catering not just to Basantpur but also to nearby villages like Nedigotha. For years, students faced serious difficulties in attending classes regularly due to poor road conditions. The unpaved and muddy stretches became particularly problematic during the monsoons, when students often missed classes or stayed home for days at a time. Teachers, too, struggled to reach the school on time, which disrupted the continuity of lessons and learning.

The construction of the new road has brought about a remarkable change. A **science teacher from Basantpur High School** reflected on the difference it has made: *“Earlier, many of our students would either arrive late or simply miss school during the rains. Now, they come on time, and attendance has improved significantly. Parents also feel much safer sending their children, especially girls, because the journey is no longer uncertain or unsafe.”*

The improved connectivity has gone beyond easing commutes, it has helped create an atmosphere of stability and confidence in the community. Parents now believe education is more accessible, and children show greater enthusiasm for learning. Teachers have also observed that the regularity of lessons has improved.

For Basantpur and the surrounding villages, the road has become more than an infrastructure project. It is an **educational enabler**, ensuring that children have reliable access to schooling and are better prepared for future opportunities. By supporting higher attendance and parental trust, the road is indirectly shaping the future of the younger generation.



Figure 26 Interaction of the CSRBOX team member with High school teacher

## Case Study 2: Local Leaders’ Reflections on Connectivity and Safety

For years, villagers in Basantpur struggled with poor road conditions, especially during the monsoons when the stretch would become muddy and nearly unusable. **Guruba Munda, the**

**Sarpanch of Basantpur**, recalled how these conditions posed risks for both pedestrians and vehicles. School vans often failed to reach students, while emergency vehicles were delayed, leaving the village disconnected at critical times. “Accidents were common, and people hesitated to travel unless absolutely necessary,” he shared.

The completion of the new rigid pavement road has changed this reality. Guruba explained that the improved connectivity has not only reduced accidents but also ensured timely transportation for emergencies. Villagers now feel more confident in their ability to move safely throughout the year. For him, the project represents more than just physical infrastructure, it is a step towards stronger, safer, and more resilient community life.

Echoing this, **Ward Member Dusmanta Giri** highlighted the positive impact on livelihoods. He explained that heavy vehicles carrying farm produce or essential goods once struggled to move during the rains, resulting in frequent losses and disruptions. “Now, vehicle movement is smoother, faster, and safer. Transport services are more regular, and people no longer feel anxious about travelling to markets or hospitals,” he said.

Together, the leaders emphasised that the road has not only improved safety and mobility but also supported better trade and daily travel. Importantly, it has inspired new aspirations among villagers, who are now requesting similar construction in other interior parts of the Panchayat to replicate these benefits. As Guruba concluded with pride: *“This is not just a piece of infrastructure; it is the backbone of our development. It has given us safety, connectivity, and a stronger link to the outside world.”*



Figure 27 Interaction of the CSRBOX team member with Panchayat Representatives



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