



IMPACT ASSESSMENT REPORT

DEVELOPMENT OF RURAL ROAD PROGRAM

IN JAMBUSAR, GUJARAT

Submitted to

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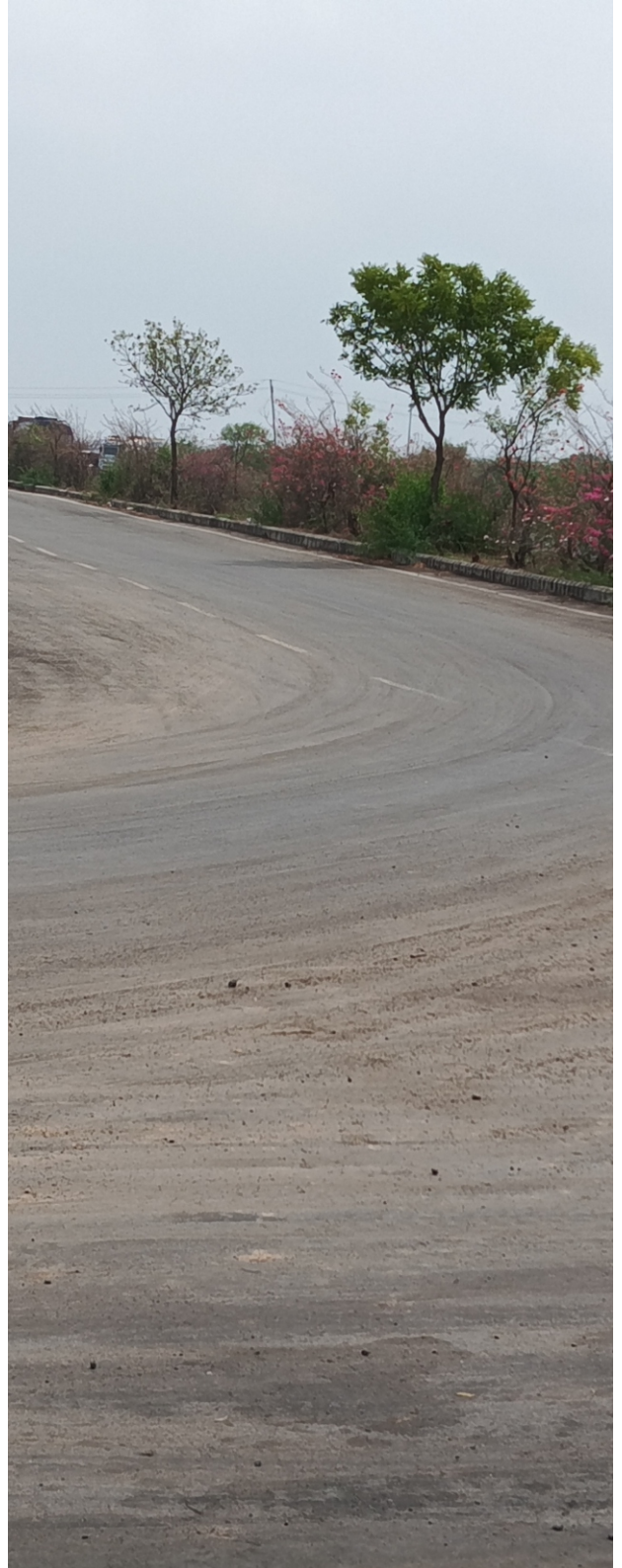
EXECUTIVE SUMMARY

Introduction

PI Industries Limited (PI), headquartered in India and established in 1946, is a leading agro-chemical company providing innovative farm solutions to over 3 million farmers globally. With a significant footprint in the Indian crop protection market, PI focuses on technology and IP protection, operating five formulation facilities and 15 multipurpose plants across four locations. Committed to sustainable development, PI's CSR initiatives, driven by the PI Foundation, aim to create equity in society by focusing on underprivileged communities around their plant locations.

The "Development of Rural Road" program, implemented by PI Industries under its CSR initiatives, aimed to construct a 3.8 km road providing access to the SEZ area near the PI Industries plant in Jambusar, Gujarat. This initiative was aimed to benefit daily wage workers, vendors, truck drivers, villagers, and salt pan workers. Despite receiving no governmental support, PI Industries allocated a substantial CSR fund of INR 5.65 Crores to the program, which was completed between December 2022 and March 2023.

The impact assessment of the program was conducted by Innovative Project Management Services Private Limited, a research institution which provides services in sectors like Healthcare, Environment, Education, Skill, Livelihood and assessment studies with complete emphasis on Corporate Social Responsibility and Sustainability issues.



Methodology

An impact assessment was conducted in June 2024 to assess the impact of the program on the following OECD dimensions:



The assessment process first mapped all the stakeholders connected with the program, followed by qualitative data collection through In-Depth Interviews (IDIs) with Panchayati Raj Institutions (PRI) members and implementation partners and Focus Group Discussions (FGDs) with community members. The field team was given training on the program brief, field protocols, research methodology, sample size, respondent categories, and tools. The data quality was assured via comprehensive training provided to field enumerators, core team meetings held to address progress and challenges, and the engagement of local enumerators fluent in the regional language to avoid language barriers. Qualitative data analysis involved coding responses in Excel, allowing for thematic content analysis to identify patterns and draw meaningful conclusions about the program's impact on road connectivity in Jambusar.

Overall, the methodology ensured a thorough evaluation of the quality of the implementation of the program, its impact on the beneficiaries, and other stakeholders associated with its conceptualization and implementation.

Findings

The findings presented below are categorized according to the OECD framework, which encompasses the criteria of relevance and coherence, effectiveness, efficiency, impact, and sustainability:

Relevance and Coherence

The development of rural roads in Jambusar was critically relevant, addressing the significant challenges faced by transporters, drivers, daily wage laborers, and villagers. Before the program, stakeholders reported hazardous road conditions with large potholes and ditches, especially during the rainy season, hindering safe travel and access to essential services. The poor infrastructure resulted in increased travel times, higher fuel costs, frequent vehicle repairs, and anxiety about delayed emergency assistance. These issues underscored the necessity and impact of the road development program in improving safety, connectivity, and economic stability.

The program aligns coherently with broader policy and development frameworks, ensuring synergy and avoiding duplication of efforts. Directly supporting SDGs 8, 9, and 17, it fosters economic growth, sustainable infrastructure, and effective partnerships. Indirectly, it contributes to SDGs 1 and 3 by improving access to markets and healthcare. Its integration with national policies like the Pradhan Mantri Gram Sadak Yojana (PMGSY) highlights its contribution to both national and global development agenda.

1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE GOALS



**Pradhan Mantri
Gram Sadak
Yojana**

Effectiveness

The "Development of Rural Road" program demonstrated exceptional effectiveness, significantly surpassing its outreach targets. Nearly 12,900 beneficiaries were impacted, including 10,000 villagers, 800 daily wage workers, 300 salt pan workers, 150 fishermen, 50 Sterling SEZ workers, 250 commercial vendors, and 1,350 workers from local industries. The program achieved 129% of its outreach targets, indicating its substantial reach and positive impact on the community.

Efficiency

The program was executed with high efficiency, marked by effective resource utilization and timely completion of key milestones. Logistical and resource challenges were promptly addressed, ensuring the program's overall success. The "Development of Rural Road" program fully utilized its allocated budget of INR 56,500,000, achieving a 100% budget utilization rate. The intervention cost per beneficiary was approximately INR 4,380, reflecting efficient expenditure management and optimal use of resources.






Impact

The "Development of Rural Road" program has brought about a substantial and positive transformation in the community of Jambusar, particularly benefiting transporters, drivers, daily wage laborers, and villagers alike. Improved road conditions have significantly enhanced livelihoods and income opportunities, ensuring safe and punctual travel for daily wage and salt pan workers while reducing vehicle maintenance costs. This has strengthened their financial stability and overall well-being.

Beyond individual impacts, the program has yielded broader community benefits such as smoother, safer roads, reduced travel times, and improved access to vital services including drinking water. These improvements have enhanced overall safety, minimizing accidents caused by poor road conditions, and have stimulated economic activities by lowering transportation costs and boosting local businesses, potentially creating new job avenues.


Moreover, the program has localized job opportunities for villagers, alleviating the need to seek work outside their immediate area. This has not only increased earnings but also saved valuable time, easing concerns about leaving children unattended and allowing for greater focus on education. The program's success in addressing transportation challenges and enhancing connectivity underscores its pivotal role in promoting sustainable development and improving the quality of life in Jambusar.



Sustainability



The sustainability of the road infrastructure was ensured through robust long-term maintenance mechanisms, addressing challenges like waterlogging with efficient drainage systems. Local communities also actively participated in maintaining the road, demonstrating strong commitment and ownership, thereby guaranteeing its longevity and functionality.





Submitted by

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