



Grant Thornton

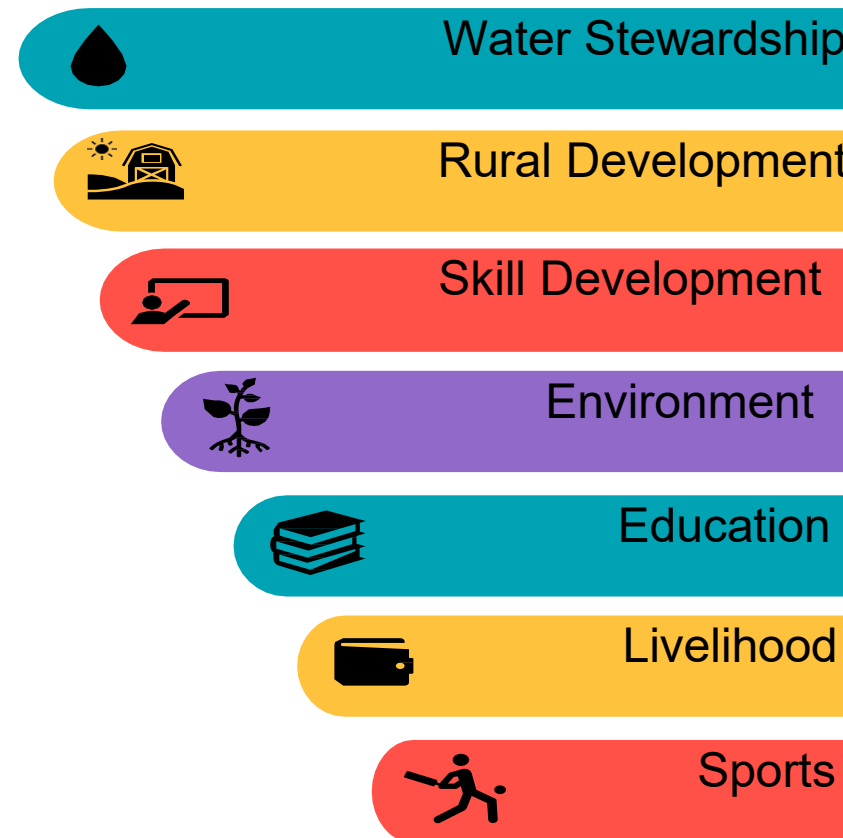
Impact assessment of Nurturing Rural Champions Project

IndusInd Bank

June 2025

Background and introduction

- Established in 1994 by the late Mr. Srichand P. Hinduja and members of the Indian diaspora, IndusInd Bank has emerged as a trusted and inclusive financial institution serving individuals, businesses, public sector entities, and development partners across India.
- The Bank is committed to delivering a seamless, efficient, and technology-enabled customer experience while staying anchored in the principles of responsible and sustainable banking. Its operations are closely aligned with Environmental, Social, and Governance (ESG) frameworks, underscoring a long-term commitment to ethical conduct and social impact.
- Guided by its vision “to be trusted, valued and respected for our financial, environmental and social performance,” the Bank places inclusivity at the core of its initiatives. It actively champions equity by facilitating access and participation for underrepresented groups, particularly women, persons with disabilities, and economically marginalized communities.



About the study

Grant Thornton Bharat LLP (GTB) was engaged by IndusInd Bank to conduct impact assessment studies for its CSR Projects. The assessment was conducted in 2024.

The scope of work for the assignment included:

1. To assess the achievement of outcomes committed under the project MoU
2. To confirm the activity reports & utilization certificates provided to donors using available means of verifications.
3. To assess the project impacts and sustainability of benefits generated.
4. Document relevant success stories and challenges.

About the Project

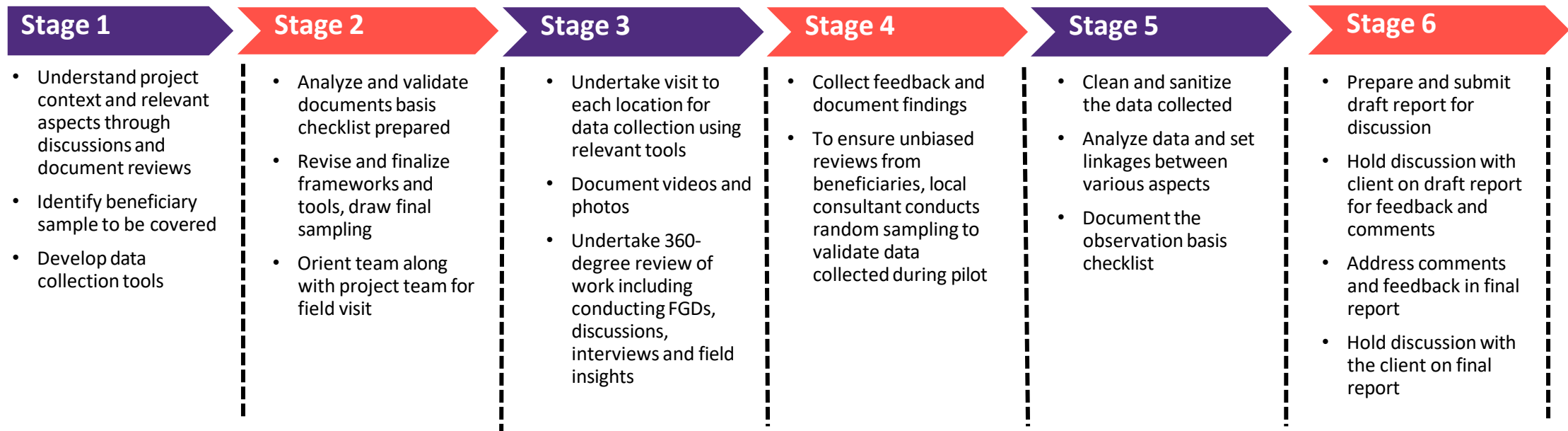
- The Nurturing Rural Champions project by the Mann Deshi Foundation aims to provide rural children, especially girls, with access to sports training and facilities.
- This initiative helps rural youth in Satara, Maharashtra, enhance their skills, access equipment, and gain exposure, enabling them to compete at higher levels and achieve financial independence.
- Key components of the program include:
 - Talent Identification and Development
 - Sports Training and Expertise
 - Infrastructure and Resources
 - Health and Nutrition
 - Pathway to Higher Levels
 - Support Systems
 - Community and Family Engagement

Objectives of the project

- ✓ Ensure rural children, especially girls, have access to structured sports training and resources.
- ✓ Enhance physical fitness and athletic abilities among rural youth.
- ✓ Promote better nutrition to support physical development and overall health.
- ✓ Empower children to build self-esteem and confidence through sports.
- ✓ Motivate youth to participate in local, regional, and national sports competitions.

Methodology

- The aim of the study was to assess the activities, outputs and impact of the projects through discussions with relevant stakeholders. The study also documented the stakeholder's perception and feedback on the outcomes and impact of the project. Additionally, it also focused on capturing their suggestions for improvement.
- The study was conducted through a pre-defined approach to assess the outcome/ impact of the project on the beneficiaries. Mixed methodology was use for the study including both qualitative and quantitative techniques of data collection and analysis.
- The study followed the OECD-DAC indicators which helped understand the project holistically and focuses on six (06) key principles



Key findings

Key findings

Social profile

- The survey primarily covered female respondents from Satara district in Maharashtra.
- Most respondents belong to the age groups of **11 to 13 years** and **14 to 17 years**, indicating the project supports youth in their formative years.



Relevance

- **100%** of respondents said their school lacked sports coaching
- **57%** travelled ~ **6-15 kms** to attend coaching
- None attended similar training before



Effectiveness

- **80%** got travel support
- **97%** got healthcare
- **83%** got employment training
- **80%** prepared for competitions



Coherence



Sustainability

- **100%** alignment with **Khelo India** and **Fit India movement**
- Supports **SGD 3 (good health and wellbeing)**

- **Community endorsement- 91%** recommended, reflecting high satisfaction and strong grassroots support



Efficiency

- **Majority of participants (91%)** rely on project vehicles for daily travel, ensuring accessibility and convenience.
- Rigorous and structured training schedule, with most participants training for **3-4 hours daily**.



Impact

- **40%** competed at district level; another 40% at national level
- **63%** received awards and medals
- **94%** said it improved life skills and personal growth

Relevance

- **100%** of respondents had not attended similar sports training programs before, highlighting the project's uniqueness.
- **100%** of the respondents explained that their schools did not have any kind of sports coaching

The project was well-received by **respondents, their parents, and coaches**, indicating its relevance to the **geographic location**.

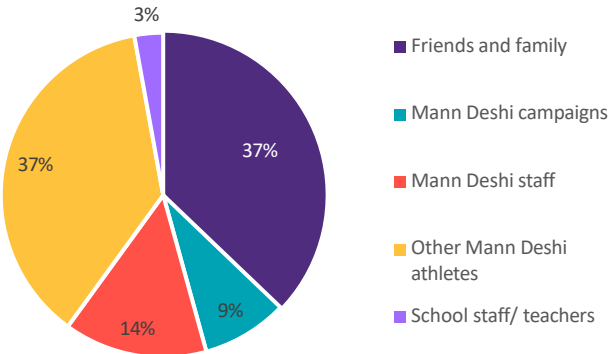
- **Promote Physical Fitness, Teamwork, and Discipline:** Designed to enhance physical fitness, teamwork, and discipline among young athletes in rural Maharashtra.
- **Transport Support:** Provided two buses to transport athletes from remote villages to the sports center, ensuring consistent attendance and reducing absenteeism.
- **Identify and Nurture Talent:** Helped in identifying and nurturing sporting talent, providing opportunities for social interaction, and contributing to community development.

Effectiveness

- Significant improvement in confidence levels among participants **(97%)**.
- Comprehensive support was provided, with additional benefits like travel support **(80%)**, healthcare **(97%)**, and employment training **(83%)**.

100% of the respondents receiving sports coaching, kits, equipment, and nutrition.

Source of information about project



- **Word-of-mouth** and **peer influence** are the primary sources of awareness, highlighting the program’s strong community network.
- Wide range of trainings attended, focusing on **holistic development**, including **career guidance** and **competition preparedness**.

Trainings attended



- Beneficiaries attended various trainings, with **high participation** in confidence building activities (80%), healthcare training (77%), nutrition training (77%), and competition preparedness (71%).
- **100%** of the respondents said that they were not charged any fees.

Efficiency

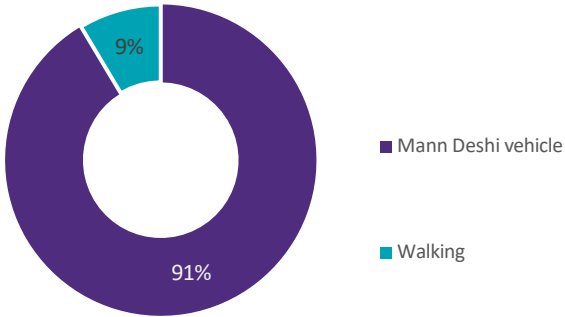
"As Aarathi's mother, I am incredibly proud of her achievements and growth through the project. Since she joined, Aarathi has transformed from a young girl with a passion for athletics into a national-level competitor representing Maharashtra. The project's support has been instrumental in her success, helping her win several medals. Our entire family now stands behind her, encouraging her every step of the way. Aarathi has become a role model in our village, Dhokomoda, inspiring many young girls to pursue athletics and other sports. We are grateful for the project's impact on her life and the community."

Sima
Beneficiary's parent

Most respondents **(91%) feel that sufficient training facilities are available**, highlighting the project's ability to meet their needs.

- Before the program, most athletes traveled 6-15 km for sports coaching. With the program's implementation, dedicated transportation support ensured consistent attendance and reduced absenteeism.
- 83% participants are trained in running and athletics, the most popular sports in the program. Other sports include wrestling (9%), hockey (6%), and swimming (3%), showcasing a diverse yet focused training curriculum.
- Athletes are trained in various sports based on their interests and abilities, ensuring efficient resource use and maximizing their potential through effective coaching.
- A significant majority of participants that is **69% train for 3-4 hours daily**, while 31% train for more than 4 hours.

Mode of travelling for coaching



Coherence

"Overcoming hurdles both in life and on the track has been my journey. Growing up in a remote area with limited opportunities didn't hold me back; instead, it fueled my passion for athletics. Specializing in the 2000 meters steeplechase, I have competed at the national level twice. My journey from rural Maharashtra to the United States, participating in a sport unfamiliar to many in my district, is a testament to my dedication and hard work. Representing India in the 2017 international competition in France for the 400m hurdles was a remarkable achievement. Pursuing my dream of becoming an athlete has given me purpose and identity."

Vaishnavi
Beneficiary

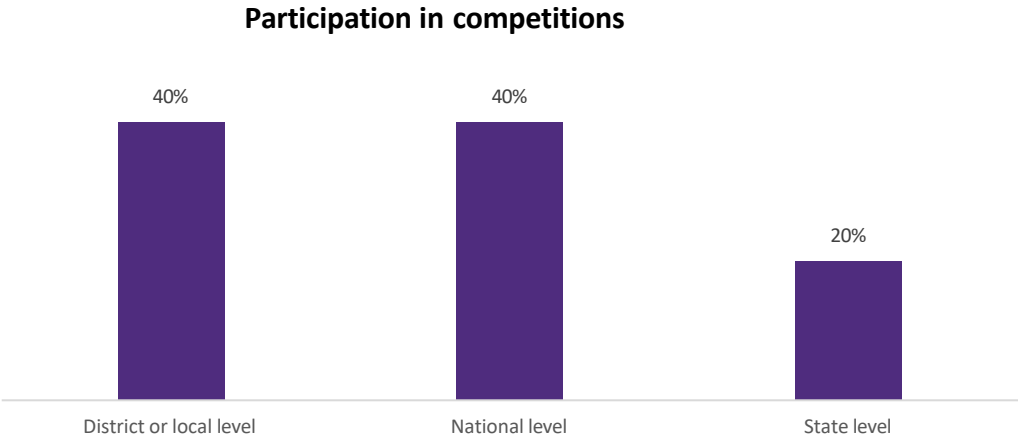
The Nurturing Rural Champions project is **well-aligned** with national priorities and development schemes focused on youth and sports.

- Key alignments include:
 - ✓ **Khelo India:** Supports grassroots sports revival and national sports development
 - ✓ **Fit India Movement:** Promotes physical fitness and holistic well-being.
- The project also contributes to broader development goals:
 - ✓ **SDG 3 – Good Health and Well-Being:** Encourages fitness and healthy lifestyles among rural youth
 - ✓ **Schedule VII of the Companies Act, 2013:** Aligns with provisions on education, vocational skills, inclusion of women and the differently abled, and livelihood enhancement.
- By supporting rural athletes, the project advances sporting talent and drives social economic impact.

Impact

- **97%** of participants reported improved confidence.
- **94%** of participants agreed that the program helped them gain life skills beyond sports, such as teamwork, discipline, and time management.

The project **successfully mobilized local youth** and encouraged them to pursue their athletic interests confidently.



- Participants have competed at various levels: **40% at district/local competitions, 40% at the national level, and 20% at the state level**, showcasing the program's success in preparing athletes for diverse competitive platforms.
- **63%** of participants **received awards or medals** as a result of support from the project
- **91% of participants have already recommended the project** to their friends and relatives, showcasing strong satisfaction and trust in its impact. The remaining 9% plan to recommend it in the future, further indicating widespread approval and confidence in the program's benefits.

Sustainability

Coaches of Mann Deshi Foundation



Project beneficiaries during practice



37 government sports teachers received **intensive sports training**, while **400 teachers were trained in foundational sports**. This initiative significantly enhanced the quality of physical education in schools.

- The project provides individualized coaching with sports science inputs, including nutrition plans and psychological support.
- It features a fully equipped multi-sport gymnasium with Olympic-standard gear, offering free access for athletes.
- Conducts periodic progress reviews of athletes to ensure continuous improvement.
- Engages the community strongly and raises awareness, aligning with national sports education standards.
- Combines sports, structured pedagogy, advanced infrastructure, and community backing for a scalable rural sports development model.
- Establishes a professionally managed ecosystem capable of evolving, expanding, and delivering measurable impact over the long term.

SROI Analysis

- Social Return on Investment (SROI) analysis helps to measure and account for change, with respect to social, economical & environmental outcomes that are relevant to the stakeholders
- It enables a ratio analysis of benefits to costs incurred, making it easier for an organization to communicate the overall value of their projects to external stakeholders
- To establish the impact, the cumulative monetized value of impacts was adjusted against the deadweight, displacement, attribution and drop-off factor

SROI result	
SROI	Net Social Value Created / Investment
Total Investment	INR 2,13,86,000
SROI Ratio	1.56

Recommendations

To further strengthen the programme and ensure its long-term impact, GT team proposes the following recommendations:

- **Data Management:** IndusInd is developing a data MIS to enhance monitoring and evaluation of athletes' development, ensuring tailored support and demonstrating the project's impact effectively.
- **Focused Career Building Trainings:** Structured programs equip athletes with specific skills and knowledge, boosting their confidence and economic conditions.
- **Increased Collaboration:** Active collaboration with local government and parents ensures comprehensive support, maximizing athletes' potential and fostering a positive community impact.
- **Scalability:** The project can be scaled up to support more rural athletes with increased access to sports equipment, nutrition, expert training, and skill development for career progression.

Thank You.