

**IMPACT ASSESSMENT STUDY REPORT OF GAIL'S  
CORPORATE SOCIAL RESPONSIBILITY (CSR) SUPPORT  
OF ATAL INNOVATION MISSION TO PROMOTE  
INNOVATION AND ENTREPRENEURSHIP IN THE  
COUNTRY FOR THE YEAR 2021-2022**

**FINAL REPORT  
JANUARY 2025**

**STUDY COMMISSIONED BY**



**गेल (इंडिया) लिमिटेड**  
(भारत सरकार का उपक्रम – महारत्न कंपनी)  
**GAIL (India) Limited**  
(A Government of India Undertaking - A Maharatna Company)

*NEW DELHI*

REF: CO/CSR/Impact Assessment/MSSW/2024-25

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**SUBMITTED BY  
MADRAS SCHOOL OF SOCIAL WORK,  
EGMORE, CHENNAI- 600 008**

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**ACKNOWLEDGEMENT**

This Impact Assessment study report on the CSR initiatives of GAIL is to provide a valid description of impacts of the CSR initiatives carried out by GAIL during 2021-22, in the project sites.

We are thankful to GAIL for partnering with Madras School of Social Work (herein referred as MSSW) for Conducting Impact Assessment Study.

Our sincere thanks to Shri. Deepak Kumar, DGM (CSR), Shri. Akshaya Kumar Panda Manager (CSR), Shri. Asim Answer Ansari, GAIL (India) Limited, New Delhi for their strategic support to conduct the study at every stage by furnishing relevant available secondary data information and meticulous coordination and we also extend thanks to all the GAIL Officials, who assisted to complete the Study as per schedule.

The harmonized way in which GAIL's management Nodal officer Ms. Anisha and the Implementing agency Nodal officer Ms. Rashmi and her associate Mr. Himanshu Pandey of UNISED for the support extended for Atal Innovation Mission to promote innovation and entrepreneurship in the country which is appreciable.

We thank the management of the Madras School of Social Work for the support extended to the study as part of MSSW's Consultancy activities and the valuable back-end support rendered towards the same.

The Study Team comprised of Mr. Vimal Rao, Dr. S. Raja Samuel, Principal Consultant, Dr. C. J. Paul, Team Leader and Social Development Consultant and Dr. Prema P, Gender & Environment Consultant, Late Mr. M. S. Palanikumar, Study coordinator and Mr. V. Purushothaman, Administrative Assistant.

Dr. S. RAJA SAMUEL,  
Principal, Madras School of Social Work, Chennai

## EXECUTIVE SUMMARY

This report presents the findings of an impact assessment study on GAIL's Corporate Social Responsibility (CSR) support for the Atal Innovation Mission (AIM) funded during the 2021-22. period, this initiative represents a significant CSR support aimed at meeting community needs. GAIL partnered with MP and Assam states in promoting the Government of India's efforts to promote innovation and entrepreneurship in the country.

The assessment was commissioned by GAIL and the Madras School of Social Work (MSSW) collaborated with GAIL in conducting the study.

### **The following are the key findings:**

Prior to GAIL's intervention, there were no Atal Tinkering Labs (ATL)/ Science, technology, engineering, and mathematics (STEM) labs in the targeted schools. Post-intervention, complete lab setups were established, including modern equipment such as laptops, projectors, and 3D printers, along with necessary furniture.

The introduction of ATL/ STEM labs has significantly improved student engagement and innovation. Students are actively utilizing the labs, even during summer vacations, and have successfully created models that won recognition in state-level competitions.

The impact assessment confirms the positive impact of GAIL's CSR initiative among stakeholders and local communities. The establishment of ATL labs has addressed a critical need for innovative learning environments, enhancing educational opportunities for students.

While the initial setup was well-received, concerns about the long-term maintenance of equipment and the need for ongoing technical support were highlighted. Issues such as the non-functionality of some equipment due to spare parts unavailability were noted.

To sustain these benefits, it is essential to establish a Long-Term Annual Maintenance Contract (LT-AMC) system, to ensure the continuous operation of complex machinery like 3D printers and provide ongoing technical support beyond the project timeline. It is also essential to implement training for existing teaching staff and lab attendants to maximize the effective use of ATL labs.

# **IMPACT ASSESSMENT STUDY REPORT OF GAIL'S CORPORATE SOCIAL RESPONSIBILITY (CSR) SUPPORT OF ATAL INNOVATION MISSION TO PROMOTE INNOVATION AND ENTREPRENEURSHIP IN THE COUNTRY FOR THE YEAR 2021-2022**

## **1. Introduction**

This report presents the findings of the impact assessment study conducted on GAIL'S Corporate Social Responsibility (CSR) initiative, specifically its Support of Atal Innovation Mission to promote innovation and entrepreneurship in the country. This project was funded during the 2021-22 period.

## **2. Overview of Madras School of Social Work and The Consultancy Division**

The Madras School of Social Work (MSSW) was founded in 1952 by Mary Clubwala Jadhav. MSSW is an autonomous college affiliated to the University of Madras. The school offers various under-graduate and graduate courses in social sciences. The College is accredited by NAAC at 'A+ Level' and ranked within the top five institutions for social work education in the country.

MSSW has a Consulting Division (since 2009) which supports the Central Public Sector Units, State Public Sectors, Private companies, GOI, State Government agencies and NGOs in the Baseline & evaluation studies, monitoring, CSR investment plans, CSR evaluations and other customized requirements of the clients on the Social and environmental related support.

## **3. Background of the study**

GAIL supported, INR 200.00 Lakhs for the of Atal Innovation Mission to promote innovation and entrepreneurship in the MP and Assam states during the years 2021-22.

On 08.07.24 & 30.07.24 Mr. Vimal Rao & Arindam Chakraborti team member of Madras school of Social Work, Chennai had discussion with Integrated School Government Higher Secondary School Myana, and Maharani Laxmi Bai Government Higher Secondary School of District Guna in Madhya Pradesh JPR High School, Paschim Barnagar High School (Sorbhog, Dist. Barpeta) officials and visited the facility for a discussion with the school authorities, followed by Beneficiary Interview, KII & Group Discussion.

Prior to the evaluation the officials were briefed telephonically and email/WhatsApp the GAIL Study methodology and a brief about the MSSW. This evaluation was participatory in nature.

#### 4. Methodology

This study focused on both the qualitative and quantitative aspects of the project and relevant information collected through interactions with beneficiaries, officials, stakeholders, Key Informant Interviews (KII) and self-observation.

Key Informants Interviews were conducted with Principals of the schools, Lab in-charge, ATL and community leaders & implementing agency personnel to gain- in-depth insights of the CSR Support and its impacts.

Madras School of Social Work (MSSW) identified the following sample frame work for the study:

<b>SAMPLE AND TOOLS USED FOR THE STUDY</b>			
<b>Project &amp; Site</b>	<b>Key Informants Interview (KII) *</b>	<b>Focus Group Discussions (FGD)</b>	<b>Transact walk/ Case study* of beneficiaries</b>
<b>Support of Atal Innovation Mission to promote innovation and entrepreneurship in the country</b>  Integrated Hr.Sec. School, Myana, Dist. Guna (MP)  MLB Hr. Sec. School, Dist. Guna (MP)  Paschim Barnagar High School, Sorbhog, Barpeta, Assam  JRP High School, Sorbhog, Barpeta, Assam	<b>KII: 7</b>  Principal, Integrated Hr. Sec. School, Myana, Dist. Guna  Mr. Jay Narayan Soni, Sarpanch, Myana,  Ms. Sandhya Shastri, Teacher in-charge ATL, Myana  Ms. Sheetal Sharma, Teacher in-charge ATL, MLB Guna  Ms. Rashmi, UNISED  Mr. Himanshu Pandey, UNISED  Mr. Subodh Medhi (Principal JPR High School),	<b>FGD: 3</b>  Beneficiaries' /students names not recorded as per standard practice in case of school students.	<b>Site visits 4</b>

The beneficiaries were asked to explain the individual benefits impacted upon them through the facilities provided under GAIL's CSR support.

The list of the beneficiaries interacted involved during the FGD are students, hence their details are not provided as per standard practice in Annexure 1.

Photo gallery is placed as Annexure 2.

## **5. IMPACT ASSESSMENT STUDY FINDINGS**

The study report contains details of impacts of GAIL's CSR support for Atal Innovation Mission to promote innovation and entrepreneurship in the country.

### **5.1 KEY INFORMANTS INTERVIEW POINTS**

1. There were no such labs (ATL/STEM) in these schools before the GAIL project.
2. GAIL through UNISED has provided complete ATL/STEM lab setup including furniture.
3. Telescope, laptops, projectors, printer, 3D printer, supplies for lab and printers along with smart class was included in the setup with an initial support of maintenance for a period of 1 year which continue as a goodwill gesture from UNISED.
4. It was informed that the students and teachers are satisfied with the ATL/STEM and both are utilizing the ATL/STEM lab.
5. The students are getting new innovative ideas and with the help of teachers they have created some models which fetched 3<sup>rd</sup> prize in a state level competition in MP.
6. Overall performance of students has improved due to presence of such an innovative lab equipped with modern equipment.
7. With ATL labs students are showing their interest by utilizing the labs during their summer vacations.
8. The quality of the materials provided in the ATL labs is up to the mark and satisfactory and will sustain for another 5 years and beyond.
9. Due to non-availability of spare parts 3D printer was found to be non-functional in one of the schools.

10. There is a need for staffs as care taker of the lab who have the knowledge and interest to guide the students in shaping their ideas and making them work in the form of models.
11. The schools still need support in terms of financial & technical aspects, and a regular guidance by trained human resources to keep these labs up to date and functional for long term.

## 6. IMPACT OF THE GAIL SUPPORT

The impact of the Support for Atal Innovation Mission to promote innovation and entrepreneurship in the country is furnished below:

Project	Before CSR intervention	After CSR intervention
Support of Atal Innovation Mission to promote innovation and entrepreneurship in the country	<ul style="list-style-type: none"> <li>• There was no such lab as ATL in the schools.</li> <li>• Insufficiency of equipment's in science lab was the prime reason for lack of enthusiasm among the students.</li> <li>• The science lab environment was not favourable for innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Complete ATL/STEM lab setup was done by GAIL implemented by UNISED including furniture.</li> <li>• The materials used are of good standard and up to the mark.</li> <li>• The facilities are comfortable with an easy access for students and they are showing keen interest.</li> <li>• New innovative ideas are born and executed upon as experiment by the students.</li> <li>• The students are showing keen interest in ATL even during the summer vacations.</li> </ul>

## **7. GAIL'S FUNDING PROCESS FOLLOWED FOR SUPPORT OF ATAL INNOVATION MISSION TO PROMOTE INNOVATION AND ENTREPRENEURSHIP IN THE COUNTRY**

GAIL Floated the EOI and UNISED bid for the same, as it aligns to its own objectives and got to implement the project.

## **8. MSSW TEAM MEMBERS OBSERVATIONS**

### **8.1 Whether basic furnishing is been provided:**

The agency has provided standard furniture and support systems required for the ATL/STEM lab as proposed in the project.

### **8.2 Branding of GAIL:**

GAIL's CSR support have been acknowledged and prominently displayed in the Lab.

### **8.3 Impact and utility of the created asset:**

Support for setting up of advance tinkering lab at 5 schools (3 schools in MP and 2 schools in Assam) has provided the necessary facility which has enhanced the learning opportunity, personalized learning, and hand on experience for all the students (boys & girls).

### **8.4 Other observation:**

**8.4.1** It is necessary to attend the technical snags or defects that will be anticipated in near future due to prolong use. In such situations, the financial support is required for its maintenance.

**8.4.2** The long-term maintenance and or replacement of the computer and or other scientific equipment's require setting up of some fund, as GAIL project was a one-time grant project, after which, the sustenance of the project depends on the recipient.

**8.4.3** The government schools find it difficult to raise any additional fund from the students/parents.

**8.4.4** The consultant suggested to the school authorities that they need to think innovative fund-raising plans such as alumni groups, civil society institutions and other sources for maintenance of the assets provided under the one-time grant by GAIL.

## **9 OTHER OBSERVATIONS BY THE MSSW TEAM MEMBERS**

- GAIL's timely CSR support, met a long-felt need of the school and children to have an active learning lab.
- Students from 70 villages benefitted from the labs at Myana and MLB School, Guna of Guna District (MP), through summer classes in ATL lab during summer vacations, since its establishment in 2021-22.
- Training of the existing teaching staff and/or lab attendant, to ensure regular use of ATL Lab need to be taken care by the recipient schools.
- Dedicated and trained staff to handle the ATL lab would be a consistent requirement, that need to be taken care by the recipient schools.
- An AMC for the sustainable maintenance of the lab and equipment's (like mechanical kits, telescope etc.) in case of breakdown or technical defects. The school authorities must find some regular support of the PTA.
- Setting up of ATL/STEM lab including 3D printer, printer laptop and projector open many opportunities for the students and creates an exposure to new technological advancement which encourages the students to learn new skills and try to implement the ideas with the guidance of teachers by making working models with the kit provided in the ATL lab.
- The GAIL's support under CSR interventions in setting up of advance ATL lab including computers has supplemented the development programmes of MP & Assam Governments.

## **10 SUGGESTION & CONCLUSION**

- GAIL may consider Long Term-Annual Maintenance Contract within one-time grant to ensure uninterrupted operation of the complex machines like 3D printers.
- GAIL may consider providing special orientation to the recipients and implementing agencies on the sustainability of its GAIL's CSR support as it is a one-time grant.

This Impact assessment study on the support of Atal Innovation Mission in the states of MP and Assam revealed that there is a rousing welcome for the above CSR intervention by all the concerned stakeholders and local communities.

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## ANNEXURE 1

**The list of the Panchayat officials, the Govt. School authorities interacted and the FGD details**

Project & Site	Details of stakeholders interacted	Focus Group Discussions (FGD)	Transact walk/ Case study of beneficiaries
<p><b>Support of Atal Innovation Mission to promote innovation and entrepreneurship in the country</b></p> <p>Integrated Hr.Sec. School, Myana, Dist. Guna (MP)</p> <p>MLB Hr. Sec. School, Dist. Guna (MP)</p> <p>Paschim Barnagar High School, Sorbhog, Barpeta, Assam</p> <p>JRP High School, Sorbhog, Barpeta, Assam</p>	<p><b>KII: 7</b></p> <p>Principal, Integrated Hr.Sec. School, Myana, Dist. Guna</p> <p>Mr. Jay Narayan Soni, Sarpanch Myana,</p> <p>Ms. Sandhya Shastri Teacher in-charge ATL Myana</p> <p>Ms. Sheetal Sharma, Teacher in-charge ATL, MLB Guna</p> <p>Ms. Rashmi, UNISED</p> <p>Mr. Himanshu Pandey, UNISED</p> <p>Mr. Subodh Medhi (Principal JPR High School),</p>	<p><b>FGD: 3</b></p> <p>Beneficiaries' /students names not recorded as per standard practice in case of school students.</p>	<p><b>Site visits 4</b></p>

## ANNEXURE 2

### PHOTO GALLERY



**KII with Sarpanch Mr. Soni**



**Beneficiary interview with the school topper**



**KII with Lab in-charge**



**KII with Principal Myana School**



**FGD with High School Students in Myana**



**Getting to know Lab workstation**



**FGD with Hr. Sec. Students in Myana**



**KII with lab incharge MLB Guna**



**KII with Mr. Himanshu, UNISED**



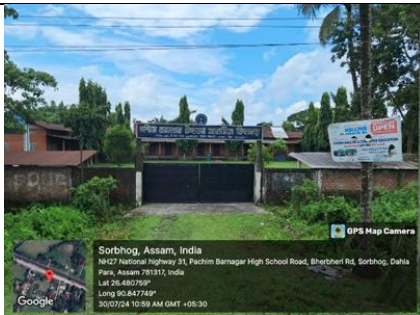
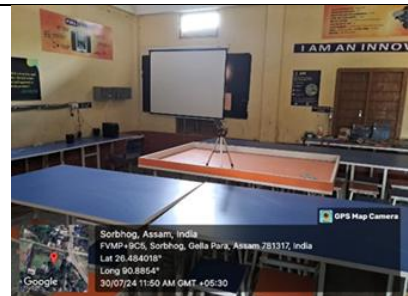
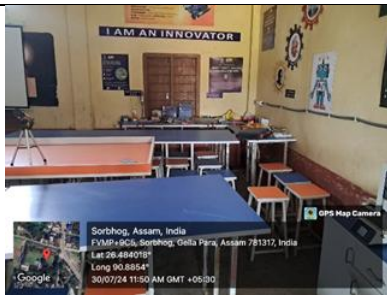
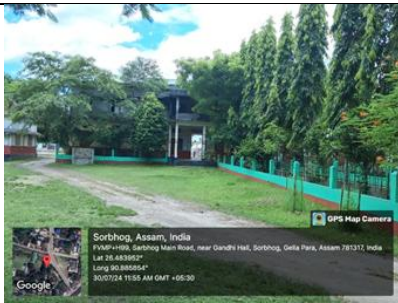
**FGD in MLB School in Guna**



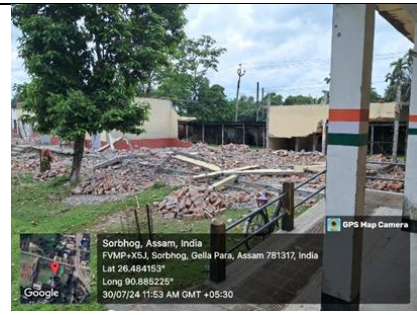
**KII interview with Mr. Subodh Medhi (Principal JRP High School Sorbhog, BARPETA, ASSAM)**



**FGD with Beneficiaries Paschim Baranagar High School Sorbhog, BARPETA, ASSAM**



**PASCHIM BARNAGAR HIGH SCHOOL**



**JRP SCHOOL UNDER RENOVATION**