

**IMPACT ASSESSMENT STUDY REPORT OF GAIL'S  
CORPORATE SOCIAL RESPONSIBILITY (CSR)  
PROJECT- 'SUPPORT FOR TRAINING OF ATHLETES  
SELECTED UNDER GISS SEASON I, II, III'  
FOR THE YEAR 2021-2022**

**FINAL REPORT VERSION 2**

**FEBRUARY 2025**

**STUDY COMMISSIONED BY**



**गैल (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 Anwar Ansari, Nodal Officer 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 Nodal Officer for the project Mr. Surya Karthik and the Nodal officer of the implementing agency Mr. Karan Nangia extended support for this impact assessment study 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 Dr. S. Raja Samuel, Principal Consultant, Dr. C. J. Paul, Team Leader and Social Development Consultant and Dr. Prema P, Gender & Environment Consultant, Mr. M. S. Palanikumar (Late), Study coordinator, Mr. Vimal Rao (SROI Analyst), and Mr. V. Purushothaman, Administrative Assistant.

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

# **IMPACT ASSESSMENT STUDY REPORT OF GAIL'S CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECT- 'SUPPORT FOR TRAINING OF ATHLETES SELECTED UNDER GISS SEASON I, II, III'**

## **EXECUTIVE SUMMARY**

This report presents the findings of an impact assessment study on GAIL's Corporate Social Responsibility (CSR) project for supporting training of athletes selected under GISS Seasons I, II, and III, during 2021-22.

### **Key Findings**

Prior to GAIL's intervention, athletes faced challenges in accessing necessary training kits and supplements. Post-intervention, athletes received essential equipment and individualized support, which significantly improved their performance, enabling many to compete successfully at national and international levels.

Nurturing Excellence in Sports (NEST) organisation, engaged by GAIL, conducted two national training camps. Although a high performance training camp was cancelled due to the COVID-19 pandemic, athletes participated in high-altitude training, which contributed positively to their endurance and overall performance.

The support resulted in a marked improvement in athletes' performances, with many securing top positions in competitions. The personalized attention and resources helped athletes transition from local to national and international competitions.

Despite the success of the program, athletes expressed concerns about the discontinuation of support after the project ended. Many highlighted the need for ongoing financial assistance to cover training-related expenses, including equipment and supplements, which are critical for maintaining their competitive edge.

The impact assessment indicates that GAIL's CSR initiative has significantly benefited the athletes involved, providing them with essential resources and training opportunities. The athletes expressed gratitude for the support received, which has been instrumental in their development and success.

# **IMPACT ASSESSMENT STUDY REPORT OF GAIL'S CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECT- 'SUPPORT FOR TRAINING OF ATHLETES SELECTED UNDER GISS SEASON I, II, III'**

## **1. Introduction**

This report presents the findings of the impact assessment study conducted on GAIL'S Corporate Social Responsibility (CSR) project- 'support for training of athletes selected under GISS season I, II, III.'

This project was approved by GAIL to the tune of INR 15,000,000 during the 2021-22 period.

The project provides significant training and infrastructure support based on the athlete's requirement.

The Impact assessment was commissioned by GAIL and carried out by the Madras School of Social Work (MSSW).

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

The Madras School of Social Work (here after termed as 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 approved INR 150,00,000/- for the training of athletes selected under GISS Season I, II, III.

On 16.07.24, Mr. Vimal Navin Rao and Mr. Arindam Chakraborti, team members of Madras school of Social Work, Chennai had discussions with NEST personnel regarding the availability of athletes for key informant interviews. Basis discussions held, telephonic interviews were conducted with some of the athletes and their inputs were recorded as shared.

Prior to the interactions/interviews, the participants were briefed telephonically regarding the methodology of the study to be conducted and a brief about MSSW. This evaluation was participatory in nature.

#### 4. Methodology

This study focused on both the qualitative aspects of the project and relevant information collected through virtual interaction with beneficiaries, officials, stakeholders, Key informant interviews, and self-observation.

Key Informants Interviews were also conducted with the Nodal officer of the project from GAIL, Mr. Surya Karthik, and nodal officer from the implementing agency, NEST, Mr. Karan Nangia, 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) * and Beneficiary interviews</b>	<b>Focus Group Discussions (FGD)</b>	<b>Transact walk/ Case study of beneficiaries</b>
Support for training of athletes selected under GISS Season I, II, III	2 with GAIL & NEST Nodal officer. 4 beneficiary interviews	NIL	NA

The beneficiaries were asked to explain the individual benefits out of the GAIL's CSR support.

The list of the persons interacted is provided in Annexure 1.

Photo gallery is placed as Annexure 2.

#### 5. IMPACT ASSESSMENT STUDY REPORT

The study report contains details of impacts of GAIL's CSR Support for training of athletes (beneficiaries) selected under GISS Season I, II, III.

##### 5.1 Key Informants Interview points:

- It was informed that GAIL assigned NEST the responsibility to train young athletes to prepare them for national and international events.
- NEST conducted two national camps.
- High altitude training was done in Dharamshala, Himachal Pradesh to improve endurance and ensure that the red blood cells levels are increased, as it enhances the stamina of an athlete.
- NEST submitted all the reports and compliance in due time and hence the project was closed successfully.

## 6. IMPACT OF THE GAIL SUPPORT

The impact of the project on the athletes is furnished below:

Project	Before CSR intervention	After CSR intervention
Support for training of athletes selected under GISS Season I, II, III	<ul style="list-style-type: none"> <li>• Kit supplements and other items were not available as per requirement of the athletes. They had to arrange for themselves.</li> <li>• The performance of athletes was average and generally at a district / state level.</li> <li>• The athletes were part of SAI, but support received was limited and not personalised and focussed.</li> </ul>	<ul style="list-style-type: none"> <li>• Kits and supplements were given to all the athletes. They were not required to buy it for themselves.</li> <li>• Their performance enhanced to compete in national and international level. Most of the athletes have secured good position at national and international level.</li> <li>• The Athletes were given individual focus- kits, personal coach/physiotherapist/doctors etc.</li> </ul>

Prior to the CSR support from GAIL the athletes were not given individual attention as Sports Authority of India (SAI) is supporting many athletes and it is not possible to customize the training for each individual sportsperson.

During GAIL's CSR project, individual focussed attention was given to the athletes and this not only enhanced their personal best but they also got good positions in national and international competitions.

As per the agreement signed between GAIL and NEST, 3 training camps were to be conducted for the athletes- 1 High performance training at Inspire Institute of sport, Bellary and 2 High altitude training at Dharmshala. However, due to the onset of COVID-19, the high-performance training camp at Bellary could not be conducted. They were given high altitude trainings in Dharamshala. High altitude training can potentially improve the endurance during intense exercise. This training was focussed on increasing the athletes' aerobic capacity, lactic acid tolerance, and oxygen flow to muscles.

Other benefits of high-altitude training include:

- Higher red blood cells concentration
- Endurance and performance
- Healthier respiratory system

## **7. PROCESS FOLLOWED FOR PROJECT IMPLEMENTATION**

The project was sanctioned to NEST (Nurturing Excellence in Sports) and an agreement was signed between GAIL and NEST. NEST, after signing of Agreement with GAIL, then signed a contract with the athletes and their parents regarding their compliances as a sportsperson towards this project. NEST made all necessary arrangements for kits and personnel required to train these athletes under this project.

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

### **8.1 Whether necessary support has been provided to the athletes:**

The athletes have been provided with necessary accessories, support systems and advance training as required and detailed in the Agreement.

Three training camps were proposed to be conducted during the project time. As per the Agreement, NEST conducted two high altitude camps for the athletes, but could not conduct the high-performance camp due to onset of COVID-19.

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

GAIL's CSR support have been acknowledged and prominently displayed in all possible ways during the project, including on the athlete's kits and tracksuits.

### **8.3 Impact and utility of the project:**

So far, the impact of training can be seen in the performance of the athletes as they secured good positions in national and international competitions. These athletes are

now part of either private organisation like Reliance foundation or Government agencies like Railways and Army.

The athletes supported were of Junior category and now they are still participating and bringing honour to our country in terms of winning medals at South Asian, Asian and International athletic events.

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

**8.4.1** The support for the athletes has discontinued after the conclusion of the project.

One athlete shared that now there are injuries, as he cannot afford supplements regularly, and to change the training and spike shoes on regular basis as during the project period.

The shoes (training & spike) and the supplements are very expensive, and for an athlete to compromise on these items means injuries and it compromises the performance of the athlete. GAIL may explore means to sustain athletes until new sponsors are identified in future similar projects.

**8.4.2** Another athlete shared that it would be helpful if the athlete gets some pocket money for some personal expenses and additional supplements during the training period. GAIL may incorporate expenses provisions for the same in future similar projects.

#### **9 Feedback on the strengths, weaknesses, opportunities of improvement**

- a. Kits, shoes, supplements, and personnel were provided to individual athletes for the whole project duration. The same were highly helpful and well appreciated by the athletes.
- b. The high-performance camp could not be conducted due to COVID-19, and was an opportunity lost.
- c. The support to athletes could have been continued till subsequent support/ sponsors were identified. The athletes suggested that the project was a huge success but after the project ended, they needed time to get similar support.
- d. In its CSR project implementation GAIL followed a participatory approach by providing Support for training of athletes selected under GISS Season I, II, III. The project was implemented with transparency, effective monitoring, and innovative interventions.

## **10. Suggestion & Conclusion**

The impact of the project is very much in line with intended outcome of providing the athletes with a launch pad and provide them with an exposure that would motivate them to continuously pursue the athletic career.

The Impact assessment study of the project has revealed that the athletes were very much indebted to GAIL for giving them an opportunity to be trained with the best in their field and all the athletes were highly appreciative of this CSR intervention.

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## ANNEXURE 1

### THE LIST OF THE STAKEHOLDERS INTERACTED AND THE FGD DETAILS

Project & Site	Details of stakeholders interacted	Focus Group Discussions (FGD)	Transact walk/ Case study of beneficiaries
Support for training of athletes selected under GISS Season I, II, III	Mr. Surya Karthik, Nodal GAIL Mr. Karan Nangia, Nodal NEST Mr. Abhin Mr. Anu Kumar Mr. Dhanush Ms. Sakshi	NIL	NA

## ANNEXURE 2

### PHOTO GALLERY



**KII with Mr. Karan Nangia, NEST**