



# CSR PROJECT IMPACT ASSESSMENT

ISKCON, Dwarka, New Delhi

**FY 2023-24**

**Prepared for:**

KEI Industries Limited

**Prepared by:**

PHD Chamber of Commerce  
& Industries (PHDCCI)

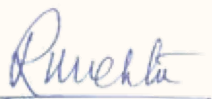
# ACKNOWLEDGMENT

The PHDCCI expresses its sincere gratitude to the Management of KEI Industries Limited for entrusting the task of conducting CSR Projects Impact Assessment for the food distribution program "Eradicating Hunger through sharing sanctified food" undertaken through ISKCON Dwarka for FY 2023-24.

We are grateful to Mr. Anil Gupta (Chairman-cum-Managing Director, KEI Industries Limited) for entrusting us with this assignment. We also extend our sincere thanks to the management and volunteers of ISKCON Dwarka, particularly the temple authorities, kitchen management team, and Mr. Ankit Jain (Volunteer - ISKCON) for sharing the comprehensive project data and facilitating our assessment process.

PHDCCI Audit Team extends its sincere gratitude to the facility staff members, volunteers, and beneficiaries who shared their experiences and feedback, providing crucial insights into the project's real impact on the ground. We would also like to acknowledge the support and cooperation of the KEI Industries CSR team and the project stakeholders for their valuable contribution to the impact study.

It is well worthy to mention that the efforts being taken by KEI Industries Limited in eradicating hunger and promoting food security, and the dedication shown by ISKCON Dwarka in serving prasadam to the underprivileged and marginalized sections of society, are really admirable.



**PHD Chamber of Commerce and Industry**

**Dr. Ranjeet Mehta**

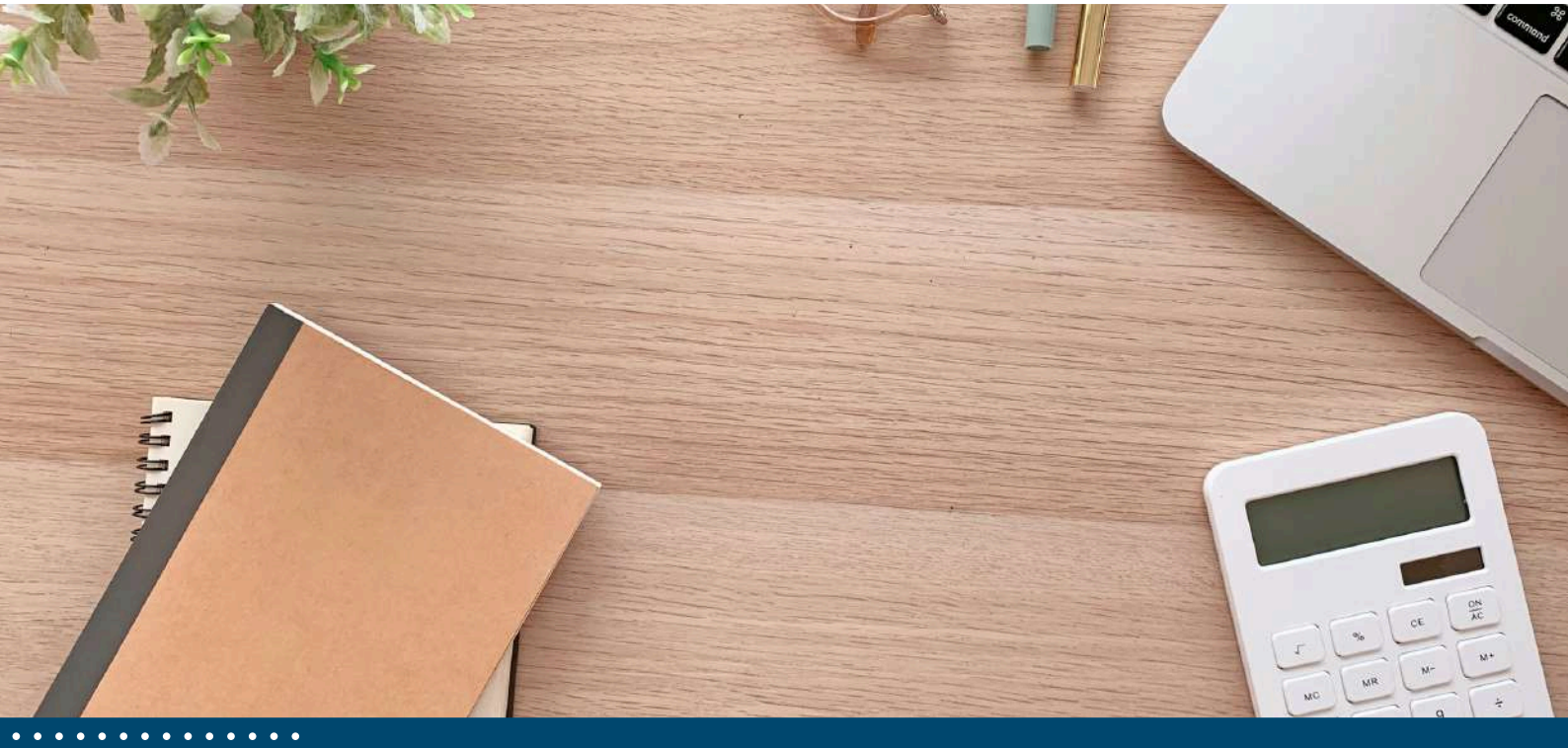
**SG & CEO, PHDCCI**



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# ABBREVIATIONS

ABBREVIATIONS	FULL FORM
AIIMS	All India Institute of Medical Sciences
CEO	Chief Executive Officer
CSR	Corporate Social Responsibility
DDU	Deen Dayal Upadhyay Hospital
FY	Financial Year
ISKCON	International Society for Krishna Consciousness
MOU	Memorandum of Understanding
NCR	National Capital Region
PHDCCI	PHD Chamber of Commerce & Industries
SDG	Sustainable Development Goals
SG	Secretary General

# ABOUT THIS REPORT

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This report outlines the impact assessment of the CSR project undertaken by KEI Industries Limited for ISKCON Dwarka - Eradicating Hunger through sharing sanctified food for FY 2023-24. It covers the comprehensive evaluation of the food distribution program through systematic assessment of program implementation, operational efficiency, beneficiary impact, and sustainability measures.

All data collected and analysed within this report maintain a high standard of accuracy and transparency in impact measurement, assessment, and reporting processes for comprehensive CSR project evaluation.

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This report was produced under the supervision of PHD Chamber of Commerce and Industry (PHDCCI), one of India's premier trade and industry chambers, ensuring adherence to the highest standards of impact assessment methodology and regulatory compliance for CSR project evaluation.

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# CSR

# Corporate Social Responsibility

## EXECUTIVE SUMMARY

This report presents the Impact Assessment of the CSR Project undertaken by KEI Industries Limited for ISKCON Dwarka - Eradicating Hunger through sharing sanctified food for FY 2023-24. KEI Industries Limited has made a significant contribution towards hunger alleviation and food security development through strategic funding support to enhance ISKCON Dwarka's existing food distribution program, demonstrating its commitment to corporate social responsibility and community welfare.

**PHDCCI Report Number:** 2025-26/PHDCCI/S/W/KEI-002

**Date of Project Assessment:** Site visit conducted on 23rd June, 2025

**Date of the Report:** 24<sup>th</sup> June, 2025

### A.1 PROJECT BACKGROUND



**FUNDED BY**

KEI Industries Ltd.



**IMPLEMENTATION PARTNER**

ISKCON Dwarka



**PROJECT DURATION**

FY 2023-24



**KEI CONTRIBUTION (FY 23-24)**

INR 2,50,00,000/-



PARAMETER	DETAILS
Project Category	Eradicating Hunger and Malnutrition
Activity Undertaken	Enhanced Food Distribution Program through Prasadam Distribution
Project Location	Delhi NCR with 8 Strategic Distribution Locations
CSR Agreement Date	3rd October, 2023
Fund Utilization Period	October 2023 to March 2024
Operational Model	Multi-kitchen network coordination
Expected number of persons benefitted targeted (as per MOU)	12,50,000

## A.2 KEY ACHIEVEMENTS

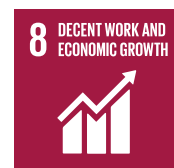
- Enhanced existing food distribution capacity to serve average 6,950 daily meals across 8 strategic locations
- Established systematic distribution network covering major hospitals including AIIMS Delhi, Safdarjung Hospital, Ram Manohar Lohiya Hospital, and community centers
- Integrated funding with established operations leveraging ISKCON's existing multi-temple network and kitchen facilities for efficient scaling
- Maintained traditional prasadam preparation standards while scaling operations through multiple kitchen coordination
- Achieved operational sustainability through cost-effective meal preparation at ₹20 average per meal with minimal food waste
- Implemented comprehensive employment generation creating 31 direct jobs (ISKCON Dwarka) with competitive salaries ranging ₹12,000-₹24,000
- Established eco-friendly waste management with minimal food waste and vegetable waste feeding to cows
- Received overwhelmingly positive feedback from beneficiaries regarding food quality, spiritual satisfaction, and dignified service delivery

## A.3 IMPACT HIGHLIGHTS & INSIGHTS

### NUTRITIONAL & FOOD SECURITY IMPACT

OPERATIONAL EXCELLENCE	BENEFICIARY REACH	SOCIAL & ECONOMIC IMPACT
<ul style="list-style-type: none"> <li>• <b>6,950 meals</b> (Avg.) daily across 8 locations</li> <li>• <b>₹20 average</b> cost per nutritious meal</li> <li>• <b>Multi-kitchen</b> coordination ensuring quality</li> <li>• <b>Minimal waste</b> with eco-friendly disposal</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,257,950 approx. total</b> meal servings utilizing KEI fund (Oct 2023 - Mar 2024)</li> <li>• <b>208,500 monthly approx.</b> meals distributed consistently</li> <li>• <b>Vulnerable populations</b> including hospital attendants, patient families</li> <li>• <b>Delhi NCR coverage</b> focusing on hospital areas</li> </ul>	<ul style="list-style-type: none"> <li>• <b>31 employment</b> opportunities created with competitive salaries in temple kitchen</li> <li>• <b>100% beneficiary</b> satisfaction and spiritual fulfillment</li> <li>• <b>Sustainable model</b> demonstrating replicability potential</li> </ul>

## A.4 ALIGNMENT WITH SDG GOALS



## A.4 KEY RECOMMENDATIONS

- Scale partnership model by supporting established organizations with existing food distribution networks
- Implement enhanced monitoring systems including beneficiary tracking and digital documentation
- Develop comprehensive feedback mechanisms including regular surveys and continuous improvement processes
- Establish emergency response protocols ensuring food distribution continuity during crises





# INTRODUCTION

Corporate Social Responsibility (CSR) has evolved from a voluntary philanthropic activity to a strategic imperative that drives sustainable business growth while addressing societal challenges. In India, the Companies Act, 2013 made CSR mandatory for eligible companies, requiring them to spend at least 2% of their average net profits of the preceding three years on CSR activities. This legislative framework has transformed the CSR landscape, making India one of the first countries to mandate corporate social spending through law.

Food security and hunger eradication remain critical challenges in India, with millions of people struggling to access nutritious meals daily. According to the Global Hunger Index 2023, India ranks 111th out of 125 countries, highlighting the urgent need for comprehensive interventions to address malnutrition and food insecurity. The situation is particularly acute in urban areas where vulnerable populations, including hospital attendants, migrant workers, and economically disadvantaged families, often face difficulties in accessing affordable and nutritious food.

## **B.1 THE EVOLUTION OF CSR REGULATIONS IN INDIA**

The Companies (Corporate Social Responsibility Policy) Amendment Rules, 2022, further strengthened the CSR framework by introducing stringent impact assessment requirements. These amendments represent a significant step toward ensuring accountability and transparency in CSR implementation, mandating that companies with CSR budgets of INR 10 crore or more in any fiscal year, and all projects with outlays of INR 1 crore or more, must undertake comprehensive impact assessments by independent agencies.

Key Regulatory Requirements for CSR Impact Assessment:

- Companies with a CSR budget of INR 10 crore or more in any fiscal year and all projects with outlays of INR 1 crore or more must undertake an Impact Assessment by an independent agency.
- Impact Assessment must be conducted at least one year after programme implementation is complete.
- For multi-year programmes, Impact Assessment should be conducted after completion of the programme and a follow-up assessment after one year of programme completion.
- If programmes are renewed or scaled up after each financial year, separate Impact Assessments should be taken up every year.
- Impact assessment related expenditure may be booked as a CSR expense as long as it does not exceed 2% of the total CSR spending or INR 50 lakh, whichever is higher.
- The CSR impact assessment report will be annexed to the annual report on CSR.

## **B.2 ABOUT KEI INDUSTRIES LIMITED**

KEI Industries Limited ('KEI' or 'the Company'), established in 1968, is a leading manufacturer of wires and cables (W&C) in India, with a growing global footprint. Headquartered in New Delhi, KEI operates through 34 branch offices and 26 warehouses across India, supported by a robust network of over 2,000 channel partners. The Company's international presence spans more than 60 countries, catering to diverse markets with high-quality products and services. KEI is committed to delivering innovative, reliable, and cost-effective solutions, positioning itself as a trusted partner in the wires and cables industry.

### **Corporate Philosophy and Values:**

KEI's business philosophy centers on being a "catalyst of power" that has illuminated millions of homes and powered countless industries for over five decades. The company's commitment extends beyond commercial success to encompass social responsibility, environmental stewardship, and community development.

## **B.3 KEI'S COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY**

KEI Industries has embraced Corporate Social Responsibility as an integral component of its business strategy, viewing CSR not merely as a regulatory compliance requirement but as a fundamental expression of its corporate values and commitment to societal welfare. The company's CSR philosophy is deeply rooted in the principle of giving back to society and contributing to the holistic development of communities.

### **KEI's CSR Policy Framework:**

The company's CSR policy encompasses a comprehensive range of activities aligned with Schedule VII of the Companies Act, 2013, focusing on following primary areas:



**Healthcare and Preventive Health:** Promoting healthcare access and preventive health measures



**Education and Skill Development:** Enhancing educational opportunities and employment-enhancing vocational skills



**Gender Equality and Women Empowerment:** Supporting women's economic and social empowerment



**Environmental Sustainability:** Ecological balance, conservation, and environmental protection



**Rural Development:** Comprehensive rural development initiatives



**Heritage and Culture:** Protecting national heritage, arts, and culture



**Animal Welfare:** Ensuring animal welfare

### **CSR Implementation Approach:**

KEI adopts a strategic approach to CSR implementation through multiple execution modalities:

- Company-led initiatives for maximum control and impact
- Partnership with Section 8 Companies - Collaborating with specialized non-profit organizations
- Working with central and state government initiatives
- Trust and Society Partnerships - Engaging with established trusts and registered societies
- Multi-stakeholder Collaborations - Joint initiatives with other companies and organizations

## **B.4 KEI'S CSR PROJECT IMPACT ASSESSMENT REPORT**

Impact assessment is an important tool for accessing the consequences of possible and actual programs and presents relevant evidence on the positive and negative effects of CSR intervention. The evaluation of CSR initiatives enables organizations to embrace and catalyze organizational change, leading to significant performance improvement by incorporating best practices, emphasizing customer focus, and leveraging external, value-added perspectives.

The impact assessment of CSR project funded by KEI Industries aims to comprehensively evaluate the effectiveness and long-term sustainability of their initiatives and provide insights into their impact on the communities they serve. This study assesses various aspects, including projects' scope, objectives, key indicators, mobilization, number of beneficiaries, systematic approach, project data and reports, internal monitoring, and beneficiary feedback. It also identifies areas for improvement and provides recommendations for strengthening the performance of CSR initiatives.

### **CSR PROJECT - ERADICATING HUNGER THROUGH SHARING SANCTIFIED FOOD, ISKCON DWARKA**

KEI Industries partnered with ISKCON Dwarka, a registered religious and charitable organization with demonstrated expertise in food distribution and spiritual service delivery. This partnership exemplifies effective public-private collaboration in addressing societal challenges related to hunger and food security.

The "Food for Life" project represents KEI Industries Limited's strategic investment in hunger eradication and food security development, addressing a critical gap in nutritious meal access for vulnerable populations across Delhi NCR. This initiative demonstrates the company's commitment to meaningful CSR intervention that creates lasting social impact while supporting India's food security ecosystem.

The project emerged from a comprehensive needs assessment that identified acute hunger and malnutrition challenges faced by vulnerable populations across Delhi, particularly hospital attendants, migrant workers, economically disadvantaged families, and those seeking medical treatment at major hospitals. Located strategically across eight key locations in Delhi NCR, the food distribution program serves beneficiaries from diverse socio-economic backgrounds who often struggle to access affordable and nutritious meals.





# SCOPE OF WORK

The main objective of the study is to evaluate the CSR Activity of KEI Industries Limited undertaken in the fiscal year 2023-24, specifically focusing on the food distribution program "Eradicating Hunger through sharing sanctified food" implemented through ISKCON Dwarka for promoting food security and nutrition among vulnerable populations. The study aims to evaluate the impact of the project on the beneficiaries and communities it serves.

Scope of work of the study includes the following:

- To study consistency of the project implementation
- To study the direct/ indirect impact of the project- achievement of the objective for which the project was sanctioned
- To study the financial outgo of the project
- Verification of relevant documents of the CSR project
- Understand Cost Effectiveness of the Project
- Analyse the feedback of the Target Beneficiaries
- Assess the Impact of the Project on the target beneficiaries and communities



# METHODOLOGY OF THE STUDY

The following step by step methodology and approach were adopted while conducting Impact study of CSR Project undertaken by KEI Industries Limited for the food distribution program "Eradicating Hunger through sharing sanctified food" through ISKCON Dwarka.

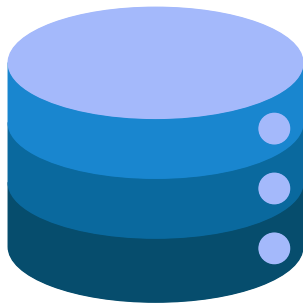
The PHDCCI team visited ISKCON Dwarka on 23rd June, 2025 and conducted comprehensive field assessment at ISKCON Dwarka and nearby distribution areas and engaged with management and volunteers for project evaluation.

## **C.1 APPROACH FOR IMPACT ASSESSMENT**

The Impact Assessment of the KEI Industries Limited CSR project was conducted through a systematic approach designed to evaluate the effectiveness, sustainability, and social impact of the food distribution program. The assessment employed a mixed-methods approach combining quantitative data analysis with qualitative stakeholder feedback to provide a holistic understanding of the project's outcomes. The primary data collection through beneficiary surveys and stakeholder interviews, secondary data analysis of operational records and financial documents, and on-site program evaluation to assess the project's contribution to food security and community welfare.

## C.2 METHODOLOGY FOR IMPACT ASSESSMENT OF CSR PROJECT

The broad methodology adopted for the Impact Assessment of CSR Project, followed with **IRECS Framework** (Inclusiveness, Relevance, Expectation, Convergence, Service Delivery), is furnished below:



### 1. PRELIMINARY DATA/INFORMATION COLLECTION:

- Collection of preliminary data/information pertaining to the CSR Project from ISKCON Dwarka and KEI Industries Limited.
- Evaluation of the available documentation to gain a comprehensive understanding of the project's background and objectives.
- Review of CSR MOU and project proposal documents.

### 2. PHYSICAL VERIFICATION & STAKEHOLDER ENGAGEMENT:

- Conducted physical verification of the food distribution
- Reviewing all relevant documentation related to the project
- Engaging in interviews & discussions with key stakeholders including ISKCON management, volunteers, kitchen staff & distribution coordinators
- Understanding the experiences & feedback of the beneficiaries involved



### 3. BENEFICIARY SURVEY:

- Conducted survey of project's beneficiaries
- Utilized semi-structured questionnaire designed to cover various aspects such as beneficiary backgrounds and overall satisfaction.
- Interviewed facility staff members across different categories.

### 4. IMPACT ASSESSMENT:

- Identified and assessed impact of food distribution program
- Analyzed project's contribution to food security infrastructure development
- Evaluated short-term & long-term benefits generated by the project for the target beneficiaries.



### 5. REPORT PREPARATION AND SUBMISSION:

- Prepared a comprehensive Impact Assessment report, capturing all findings, insights, and recommendations.
- Submitted the report to KEI Industries Limited, highlighting the project's achievements, operational efficiency, and potential areas of improvement.





# ASSESSMENT OF CSR PROJECT

## D.1 CSR PROJECT OVERVIEW

The project received an approved fund allocation of INR 2,50,00,000/- from KEI Industries Limited. The entire sanctioned amount was effectively utilized for the food distribution program "*Eradicating Hunger through sharing sanctified food*" implemented through ISKCON Dwarka, demonstrating efficient financial management and successful project execution.

KEI Industries Limited provided funding to support and enhance the existing food distribution activities of ISKCON Dwarka. While ISKCON Dwarka has been conducting food distribution as part of their regular spiritual and charitable activities, the CSR funding from KEI Industries significantly scaled up their operations and enabled systematic expansion of their meal distribution program across Delhi NCR. The MOU was signed on 3rd October 2023, and the full amount was utilized by March 2024.

The project enhanced ISKCON's existing daily food distribution activities by providing necessary financial support for ingredients, logistics, staff support, and operational expansion.



## D.2 OBJECTIVE AND EXPECTED OUTCOME OF THE PROJECT

The objective of CSR Project undertaken by KEI Industries Limited through ISKCON Dwarka:

- **To support and enhance existing hunger eradication efforts** by providing financial assistance to ISKCON Dwarka's ongoing food distribution activities, enabling them to serve more beneficiaries systematically.
- **To scale up meal distribution capacity** for vulnerable populations including hospital attendants, families of patients, migrant workers, children, elderly citizens, and economically disadvantaged individuals through increased funding support.
- **To strengthen the spiritual and nutritional impact** of ISKCON's existing prasadam distribution program by ensuring consistent supply of quality ingredients and operational sustainability.

### EXPECTED OUTCOMES:

The expected outcomes include enhanced scale and reach of existing food distribution activities, improved sustainability of meal programs, better documentation and monitoring of beneficiary impact, increased nutritional support for vulnerable populations, and strengthened community outreach through ISKCON's established network.

The project aims to amplify the positive social and spiritual impacts of ISKCON's regular food distribution activities while ensuring systematic delivery and measurable outcomes for KEI Industries' CSR objectives.

## D.3 ACTIVITIES AND IMPLEMENTATION

Following steps for implementation of Project:

### 1. PROJECT PLANNING AND ENHANCEMENT:

The first step involved assessing ISKCON Dwarka's existing food distribution operations and identifying areas for enhancement and scaling. The CSR funding was strategically utilized to strengthen ongoing meal preparation and distribution activities across established locations while expanding reach to additional beneficiary groups.

Detailed planning focused on optimizing existing resources, improving operational efficiency, and documenting impact measurement systems. The enhancement strategy built upon ISKCON's traditional prasadam distribution practices while introducing systematic monitoring and reporting mechanisms.

## 2. KITCHEN OPERATION & MEAL PREPARATION:

Program Specifications:

- Funding Period: October 2023 to March 2024
- Distribution Locations: 8 strategic locations (utilized KEI fund)
- Kitchen Operations: Distributed from various kitchen of ISKCON including ISKCON Dwarka temple kitchen



## 3. DISTRIBUTION NETWORK:

LOCATION	DAILY MEALS	MONTHLY MEALS	DISTRIBUTION TIMING
Rama Store - Dwarka	600	18,000	01:00 pm to 2:00 pm & 7:00 pm to 8:00 pm
Indira Gandhi Hospital-Dwarka	600	18,000	09:30 am To 11:00 am
VMMC & Safdarjung Hospital, Delhi	800	24,000	11:30 am To 02:00 pm
Ram Manohar Lohia Hospital	850	25,500	10:30 am To 01:00 pm
ISKCON Dwarka, Outside	840	25,200	09:00 am to 10:30 am & 3:00 pm to 4:00 pm
AIIMS, Delhi	1400	42,000	11:30 am To 02:00 pm
Rao Tula Ram Memorial Hospital-Jaffarpur	900	27,000	10:30 am To 12:45 pm
Deen Dayal Upadhyay Hospital	960	28,800	10:30 am To 12:30 pm
<b>TOTAL</b>	<b>6950</b>	<b>2,08,500</b>	

## 4. OPERATIONAL SYSTEMS:

### a. Resource Management:

- KEI funding enabled consistent procurement of quality ingredients
- Enhanced capacity to serve larger number of beneficiaries

### b. Staffing Support:

- Total Staff: 31 personnel (paid staff)
- Cooking Staff: 15 personnel
- Distribution Staff: 9 personnel
- Support Staff: 7 personnel for administration, logistics, and coordination
- Volunteer Integration: Seamless integration with multiple volunteers



### c. Monitoring and Reporting:

- Systematic tracking of meal distribution numbers and beneficiary reach
- Regular monitoring of food quality and distribution efficiency





## D.4 OBSERVATIONS & ASSESSMENT OF COMPLETENESS OF PROJECT

The PHDCCI team conducted comprehensive assessment on 23rd June, 2025 at ISKCON Dwarka temple to verify the implementation of the food distribution program. The team observed kitchen operations, meal preparation processes, and distribution activities at the temple premises. Various project-related documents were reviewed including the CSR MOU dated 3rd October 2023, fund utilization certificates, project monitoring reports, meal distribution records, and operational documentation. The following observations and completeness status of the project, based on the target objectives, are provided below:

S.No	TARGET ACTIVITIES	STATUS	OBSERVATION & REMARKS
1.	Enhancement of Food Distribution Capacity	✓ Completed	<ul style="list-style-type: none"> <li>Daily meal distribution capacity enhanced to 6,950 meals (average) across 8 locations</li> <li>Monthly distribution of 208,500 meals (approx.) achieved</li> <li>Systematic scaling of existing ISKCON food distribution activities</li> </ul>
2.	Multi-Kitchen Operations Setup	✓ Completed	<ul style="list-style-type: none"> <li>Multiple ISKCON kitchen network operational including main Dwarka temple kitchen</li> <li>Coordinated meal preparation across various kitchen locations</li> <li>Quality control systems implemented across all preparation points</li> <li>Efficient logistics and distribution network established</li> <li>Standardized prasadam preparation following ISKCON protocols</li> </ul>
3.	Distribution Network	✓ Completed	<p>8 strategic areas where food distributed utilized KEI CSR fund:</p> <ul style="list-style-type: none"> <li>Major hospitals (AIIMS, Safdarjung, RML, IGH, Jaffarpur, DDU)</li> <li>Community centers (Rama Store Dwarka, ISKCON Dwarka)</li> <li>Scheduled distribution timings maintained</li> <li>Consistent daily distribution capacity achieved</li> </ul>
4.	Financial Utilization	✓ Completed	<ul style="list-style-type: none"> <li>Complete utilization of INR 2,50,00,000 funding</li> <li>Cost-effective meal preparation at Rs. 20 per meal average</li> </ul>



## D.5 COMPOSITION OF BENEFICIARIES

The food distribution program has benefitted diverse vulnerable populations across Delhi NCR. During the operational period since October 2023, the following composition of beneficiaries has been observed:

### BENEFICIARY DEMOGRAPHICS:



#### Geographic Distribution:

- Coverage Area - Delhi NCR region including hospital areas, community centers, and commercial zones
- Primary Catchment - Hospital attendants, patient families, local workers, migrant laborers, and vulnerable populations across diverse locations
- Target Population: Individuals and families struggling with food security across socio-economic spectrum

### BENEFICIARY CATEGORIES:

The beneficiary composition reflects the diverse needs -

- Hospital Attendants - Caregivers and family members staying near hospitals for patient care
- Patient Families - Relatives accompanying patients for medical treatment
- Migrant Workers - Daily wage workers and laborers in hospital and commercial areas
- Economically Disadvantaged - Individuals and families facing financial hardships
- Children - Young beneficiaries accessing nutritious meals
- Elderly Citizens - Senior citizens in need of regular meal support
- Street Dwellers - Homeless individuals accessing meal services

### MONTHLY DISTRIBUTION PATTERNS:

MONTH	AVERAGE MONTHLY MEALS TO BENEFICIARIES
Oct-23	2,01,550
Nov-23	2,08,500
Dec-23	2,15,450
Jan-24	2,15,450
Feb-24	2,01,550
Mar-24	2,15,450
<b>TOTAL</b>	<b>12,57,950 (~6,950 Per Day Meal across 8 locations)</b>

#### DISTRIBUTION LOCATION WISE BENEFICIARY REACH:



##### AIIMS DELHI

1400 daily meals (Approx.) - Highest beneficiary concentration



##### HOSPITAL LOCATIONS

5,510 daily meals (Approx.) across 6 major hospitals

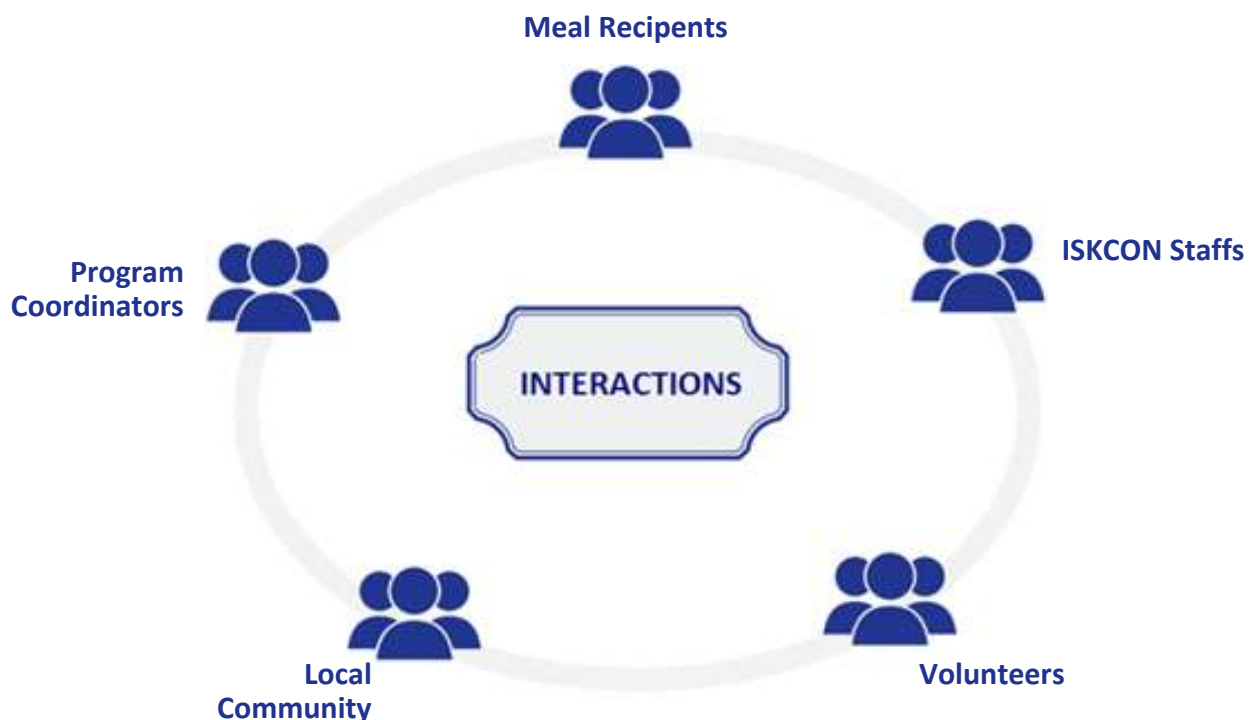


##### COMMUNITY CENTERS

1,440 daily meals (Approx.) at Dwarka

## D.6 BENEFICIARIES INTERACTION

PHDCCI team conducted interactive sessions and discussions with various beneficiaries, volunteers, and stakeholder representatives during the field assessment at ISKCON Dwarka on 23rd June, 2025. The purpose was to gather comprehensive insights, assess realized benefits, and obtain feedback for program improvement. The interactions were designed to explore beneficiary backgrounds, assess nutritional impact, evaluate service quality, and understand overall satisfaction levels.



## D.7 BENEFICIARIES FEEDBACK (FEW CASE STUDIES)

”

**Mrs. Seeta (Ladoo Maker)**

*"I have been preparing ladoos for the temple for several years. The work gives me spiritual satisfaction knowing that we are serving Krishna through feeding His devotees. Seeing so many people getting nutritious meals makes our efforts worthwhile."*

”

**Mr. Rakesh (Plywood Maker)**

*"I work nearby and often come here for prasadam during my lunch break. The quality of food is always good. As a daily wage worker, this meal support helps me save money for my family."*

”

**Mr. Om Prakash Tiwari (Housekeeper)**

*"I have been working here and also receiving meals regularly. The temple management treats everyone with dignity. The prasadam not only fills our stomach but also gives spiritual peace."*

”

**Mr. Anil Sharma**

*"I often visit the temple for having food during my lunch hours. The quality of food is good and having great taste. This meal support helps me to save money."*

”

**Mr. Ram Khadi (Kitchen Staff)**

*"I have been working in the temple kitchen for more than 10 years. Our daily preparation has increased significantly over time. We now prepare around 7,000 meals daily which requires better planning and teamwork."*

**Mr. Rai Rama Ranga (Kitchen Management)**

*"I coordinate the management activities and do seva voluntarily. The impact on beneficiaries is visible and this gives great satisfaction. Managing multiple distribution points requires coordination but the results are rewarding."*

**Mr. Sanjay Dubey (Kitchen + Store Maintenance)**

*"I handle kitchen work, store maintenance, and cleaning. I am the last person to leave after ensuring everything is clean and secure. The workload has increased over time but is manageable with proper coordination. Though working hours are long, the seva (service) aspect makes it meaningful."*

**Mr. Hari Prasad Pant (Head Cook)**

*"As head cook with 16 years experience, I oversee meal preparation quality. We maintain consistency across large quantities daily. The traditional prasadam preparation methods are preserved while managing bigger operations. Training junior staff and maintaining standards requires constant attention, but the results are satisfying."*

**Mrs. Renu (Roti Maker)**

*"I specialize in making rotis and can prepare around 1,500 in one session. The daily demand keeps me engaged and improves my skills. Making food for devotees and needy people gives inner satisfaction."*

**Mrs. Vijayamata (Roti and Puri Maker)**

*"I prepare both rotis and puris depending on the daily menu. The volume has increased over time but we have adapted well. Contributing to feeding hungry people through prasadam distribution is spiritually fulfilling work."*



## D.8 SUMMARY OF BENEFICIARY SATISFACTION

PARAMETER	SATISFACTION LEVEL	FEEDBACK SUMMARY
Food Quality	High	Fresh, nutritious prasadam prepared following traditional standards
Quantity & Availability	Very High	Consistent daily availability across multiple distribution locations
Distribution Timing	High	Well-coordinated timing suitable for different beneficiary groups
Staff Behavior	High	Respectful and dignified treatment by volunteers and staff
Accessibility	High	Strategic locations covering major hospitals and community areas
Nutritional Value	High	Balanced meals including rice, vegetables, dal, and bread
Spiritual Satisfaction	Very High	Prasadam provides both physical nourishment and spiritual peace
Overall Experience	High	Strong appreciation for systematic approach and regular availability



# ASSESSMENT OF IMPACT

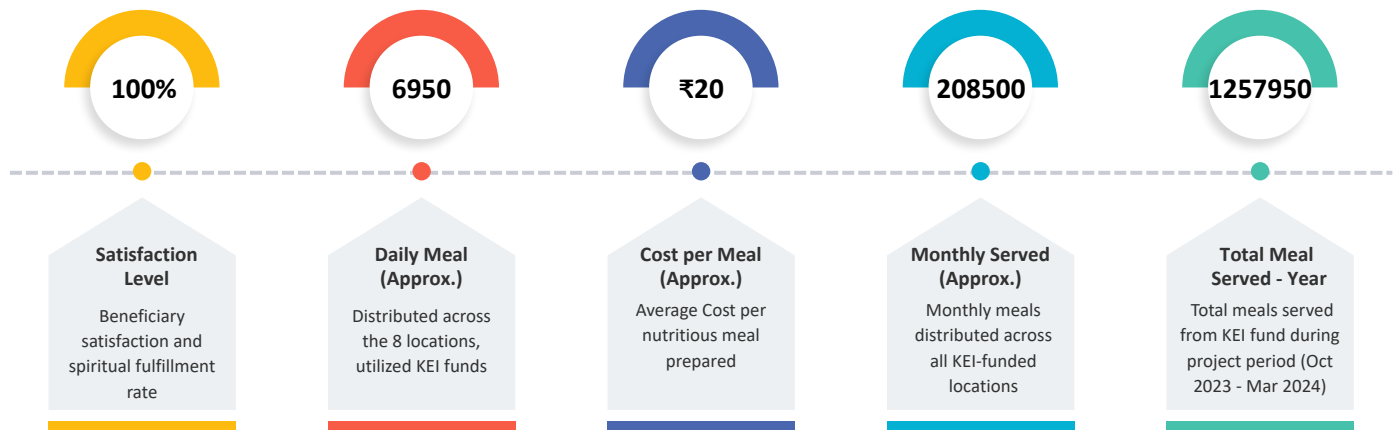
The CSR project has had a significant impact on the beneficiaries, as evident from the comprehensive assessment study. The project has directly improved food security and nutrition access for vulnerable populations through the implementation of systematic prasadam distribution across Delhi NCR. The study highlighted several positive impacts across multiple dimensions including hunger alleviation, nutritional support, employment generation, operational sustainability, and community development.





The CSR initiative has made a substantial contribution to the food security ecosystem by removing barriers to nutritious meals, providing dignified food access during challenging circumstances, creating sustainable distribution systems, and establishing a replicable model for hunger eradication programs.

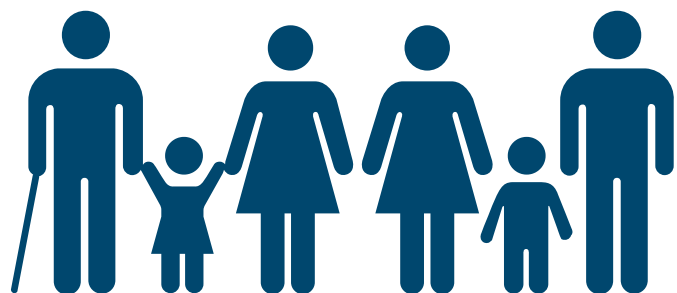
## **E.1 PROJECT IMPACT OVERVIEW**

### **FOOD SECURITY AND NUTRITION IMPACT:**

The food distribution program has significantly enhanced food security by providing consistent access to nutritious prasadam across Delhi NCR, particularly serving vulnerable populations near major hospitals and community areas.



-  Enhanced food security for vulnerable populations across Delhi NCR
-  Improved nutrition and dignity during challenging circumstances
-  Reduced hunger and financial burden for hospital attendants and vulnerable families
-  Sustainable food distribution ecosystem development in the region



The impact analysis demonstrates that CSR project has achieved exceptional success across nutritional, social, and economic dimensions with measurable positive outcomes.

The program has become an integral part of food security ecosystem around major hospitals in Delhi NCR, providing sustainable benefits that continue to serve vulnerable communities while maintaining operational excellence and cost efficiency.

## E.2 IRECS FRAMEWORK ALIGNMENT

The IRECS Framework provides a evaluation methodology that ensures systematic assessment of CSR projects across five critical dimensions. This framework validates the holistic approach adopted in developing and implementing the food distribution program through ISKCON Dwarka, demonstrating alignment with international best practices for sustainable development initiatives.

The project demonstrates strong alignment with the IRECS Framework and we have evaluated the project's adherence to the following framework dimensions on a scale of 'Good', 'Acceptable' and 'Need Improvement'.

### INCLUSIVENESS:

The project includes diverse beneficiary groups - hospital attendants, patient families, migrant workers, and economically vulnerable populations. The stakeholder engagement process is well-established to identify food security challenges. Assessment: **Good**.

### RELEVANCE:

The project addresses relevant hunger and malnutrition needs for vulnerable populations. The CSR intervention tackles authentic community food security gaps and accessibility challenges. Assessment: **Good**.

### EXPECTATION:

The project demonstrates strong alignment with stakeholder expectations regarding nutritious meal distribution services. Beneficiaries provided overwhelmingly positive feedback with 100% satisfaction rates. Assessment: **Good**.

### CONVERGENCE:

The project shows effective convergence through coordination between ISKCON's multiple kitchen operations and systematic distribution across 8 strategic locations near hospitals and community areas. The operational coordination mechanisms are well-established. Assessment: **Good**.

### SERVICE DELIVERY:

The project implements robust service delivery mechanisms ensuring consistent quality standards with systematic meal preparation and distribution protocols. The approach demonstrates strong adherence to service delivery framework. Assessment: **Good**.

### IRECS FRAMEWORK

INCLUSIVENESS

RELEVANCE

EXPECTATION

CONVERGENCE

SERVICE DELIVERY



## E.3 SUMMARY OF IMPACT STUDY

S.No.	PARAMETERS	BENEFICIARY VIEW POINT	IMPACT (HIGH/ MEDIUM/ LOW)
<b>HEALTH BENEFITS</b>			
1.	Improved access to nutritious meals for vulnerable populations	Yes	High
2.	Reduced hunger and malnutrition among economically disadvantaged families	Yes	High
3.	Access to balanced meals including rice, vegetables, dal, and bread	Yes	High
<b>SOCIAL BENEFITS</b>			
4	Enhanced food security for families from diverse geographic regions	Yes	High
5.	Dignified meal access for vulnerable and economically disadvantaged populations	Yes	High
6.	Employment opportunities created for local community members	Yes	Medium
7.	Gender-inclusive employment in kitchen operations	Yes	Medium
8.	Community integration and spiritual upliftment	Yes	High
<b>ECONOMIC BENEFITS</b>			
9.	Significant cost savings compared to commercial meal alternatives	Yes	High
10.	Sustainable meal distribution ensuring long-term operational viability	Yes	High
11.	Employment generation with competitive salaries and benefits	Yes	Medium
12.	Reduced financial burden enabling focus on medical treatment expenses	Yes	Medium



# CONCLUSION

The CSR project undertaken by KEI Industries Limited through ISKCON Dwarka has successfully achieved its objectives and made a significant impact on food security and hunger alleviation for vulnerable populations across Delhi NCR. The project has demonstrated KEI Industries' commitment to corporate social responsibility by enhancing ISKCON's existing food distribution capabilities that continue to benefit marginalized communities .

Through the implementation of the enhanced food distribution program, including scaling up meal preparation capacity to 6,950 daily meals average, establishment of systematic distribution across 8 strategic locations, and creation of efficient operational systems, the project has transformed food accessibility for families seeking medical treatment and vulnerable populations across Delhi NCR. The program provides nutritious, sanctified prasadam that significantly reduces hunger while ensuring quality food preparation and safety standards.

Furthermore, the project has not only addressed immediate hunger and malnutrition needs but also fostered long-term sustainability through employment generation, systematic distribution networks, and establishment of operational excellence standards.

The food distribution approach implemented through ISKCON's multi-kitchen network, including diverse meal preparation across multiple locations, essential nutritional components, systematic distribution scheduling, and integration with spiritual service delivery, has proven highly successful.

The provision of prasadam, quality service coordination, and community outreach has addressed critical food security challenges while empowering families to focus on medical treatment and other priorities rather than meal concerns.

## F.1 QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
Daily Meal Distribution	6,950 meals average across 8 locations	Target Met
Monthly Beneficiaries	208,500 meals served monthly average	Target Met
Cost Efficiency	₹20 average per nutritious meal	High Performance
Total Project Impact	~1,257,950 meals (Oct 2023 - Mar 2024)	Target Met
Employment Created	31 jobs across kitchen and distribution	Achieved
Cost Savings for Beneficiaries	Approx. 60-80% vs. alternatives	Significant Impact
Geographic Reach	Delhi NCR coverage with hospital focus	National Access
Beneficiary Satisfaction	100% satisfaction and spiritual fulfillment	Good
Operational Consistency	Systematic daily distribution maintained	Good

## F.2 FUTURE RECOMMENDATIONS

- Scale successful partnership model by supporting other established organizations with existing food distribution networks across major healthcare hubs and vulnerable communities in India.
- Implement enhanced monitoring systems including beneficiary tracking, nutritional impact assessment, and digital documentation across supported distribution networks.
- Develop comprehensive feedback mechanisms including regular beneficiary surveys, community input sessions, and continuous improvement processes across all supported locations.
- Establish emergency response protocols and contingency planning to ensure food distribution continuity during crises through ISKCON's established multi-temple network infrastructure.