

CSR PROJECT IMPACT ASSESSMENT

ISKCON, Dwarka, New Delhi

FY 2024-2025



Prepared by:

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ACKNOWLEDGMENT

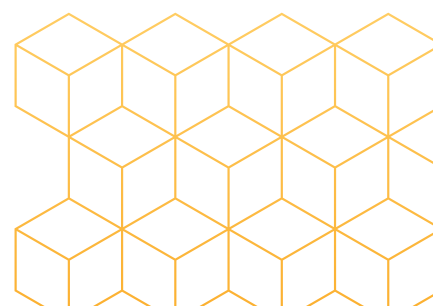
Wire Consultancy expresses its sincere gratitude to the Management of KEI Industries Limited for entrusting us with the task of conducting the CSR Project Impact Assessment for the food distribution program, “Eradicating Hunger through Sharing Sanctified Food,” implemented through ISKCON Dwarka for FY 2024–25.

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 Mr. Prakash Roshanlalji Ojha (Manager – Legal and Secretarial) from KEI Industries Limited, as well as to ISKCON Dwarka and its volunteers—particularly the temple authorities, kitchen management team, and Mr. Akhilesh (Accountant – ISKCON)—for sharing comprehensive project data and facilitating the assessment process.

Wire Consultancy Audit Team extends its sincere gratitude to the facility staff members, volunteers, and beneficiaries who shared their experiences and feedback, providing valuable 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 all project stakeholders for their valuable contributions to this impact study.

It is worthy to mention that the efforts undertaken by KEI Industries Limited in eradicating hunger and promoting food security, along with the dedication shown by ISKCON Dwarka in serving prasadam to underprivileged and marginalized sections of society, are truly commendable.

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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
SDG	Sustainable Development Goals





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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 2024-25. 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.

Project:	Impact Assessment of CSR Project- ISKCON Dwarka- Food for Life (FY 2024-25)	Assessment Done By: Wire Consultancy Delhi/NCR Office: 4th Floor, Tower-C, Bhutani Techno Park, 403 A, Sector 127, Noida, U.P. 201301 info@wireconsultants.com
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CSR Project Undertaken By:	KEI Industries Limited	
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PROJECT OVERVIEW



ISKCON DWARKA

IMPLEMENTATION
PARTNER



FY 2024-25

PROJECT
DURATION



INR 2.90 Cr

PROJECT
COST

Funded By

KEI Industries Limited



FOOD FOR LIFE-

*Eradicating Hunger through
sharing sanctified food*

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
Fund Utilization Period	January 2025 to March 2025
Operational Model	Multi-kitchen network coordination
Expected number of persons benefitted (Target)	14,50,000
Achieved Food distribution under the KEI CSR funding (Approx.)	15,60,000



KEY ACHIEVEMENTS

- Scaled food distribution capacity to 20,800 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, etc.
- Maintained traditional prasadam preparation standards ensuring dietary variety
- Implemented comprehensive employment generation creating direct jobs (ISKCON Dwarka) with competitive salaries ranging ₹18,000-₹20,000
- Received overwhelmingly positive feedback from beneficiaries regarding food quality, spiritual satisfaction, and dignified service delivery



IMPACT HIGHLIGHTS & INSIGHTS

OPERATIONAL EXCELLENCE

- Multi-temple network and kitchen facilities for efficient scaling
- Seven-day rotating food menu
- Minimal waste with eco-friendly disposal (feeding to cows)
- Positive feedback from beneficiaries regarding food quality

BENEFICIARY REACH

- **15,60,000 total** meal servings under project funding
- 6,24,000 monthly meals (average) distributed .
- Vulnerable populations including hospital attendants, patient families
- Delhi NCR coverage focusing on hospital areas

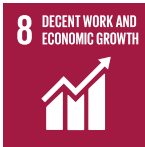
SOCIAL & ECONOMIC IMPACT

- 35 employment opportunities created with competitive salaries (in temple area) in addition volunteers working for food distribution
- ₹20 average cost per nutritious meal
- Sustainable model demonstrating replicability potential



SDG ALIGNMENTS

SDG No.	Contribution	Key Output
	The project directly alleviates economic hardship by providing free, nutritious meals to daily wage workers, migrant labourers, homeless individuals, and economically weaker families accompanying patients at public hospitals. The programme also created direct employment opportunities with competitive wages (₹18,000–₹20,000/month), contributing to poverty reduction through livelihood generation.	15,60,000 free meals; 35+ livelihoods created (from one temple location -direct)
	The core mandate of the programme is hunger eradication. By distributing an average of 20,800 meals daily across 8 strategic locations — including major Delhi hospitals and community centres — the project directly addresses acute food insecurity among vulnerable urban populations. Balanced meals comprising rice, dal, vegetables, roti/paratha, and sweets ensured nutritional adequacy beyond mere caloric sufficiency. The seven-day rotating menu further supported dietary diversity, contributing to improved nutrition outcomes in line with SDG 2's zero hunger and improved nutrition targets.	20,800 daily meals; 7-day rotating menu; Balanced nutrition

SDG No.	Contribution	Key Output
	The programme's hospital-centric distribution model ensures that the populations most vulnerable to health risks—patients' families and caregivers—receive regular, nutritious meals during periods of acute personal crisis. Access to adequate nutrition directly supports physical health, immune function, and recovery outcomes.	Serving meals daily near hospital
	The project generated direct, formal employment opportunities within the kitchen and distribution operations at ISKCON Dwarka's temple premises. Roles included cooking staff, distribution staff, and administrative/logistics support. Salaries were competitive at ₹18,000–₹20,000 per month. Multiple women were employed in skilled food preparation roles (roti, paratha, poori, laddoo making), contributing to gender-inclusive economic participation. Volunteer integration further broadened community economic engagement.	35+ jobs (at temple premises-one location); ₹18K–₹20K/month wages; Gender-inclusive employment
	Multi-location food distribution network across Delhi NCR — programme contributes to making the city more inclusive and resilient for its most vulnerable residents.	8 distribution points; Delhi NCR coverage; Inclusive urban food access
	The project exemplifies the multi-stakeholder partnership model envisioned under SDG 17. KEI Industries Limited provided corporate funding under its statutory CSR mandate; ISKCON Dwarka contributed institutional infrastructure, operational expertise, volunteer networks, and 10+ years of food distribution experience; and government hospitals facilitated access to distribution points for hospital-adjacent populations.	Corporate + ISKCON + Government hospital network



KEY RECOMMENDATIONS

- Scale partnership model by supporting established organizations with existing food distribution networks
- Introduce beneficiary registration or token systems for better tracking and impact documentation
- 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.



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 towards ensuring accountability and transparency in CSR implementation, mandating that impact assessment of CSR projects in India is mandatory for companies with an average CSR obligation of ₹10 crore in the three preceding financial years. Assessments apply to projects with outlays ₹1 crore that are completed at least one year prior. These must be conducted by independent agencies and reported in the annual CSR report.



ABOUT KEI INDUSTRIES LIMITED

KEI Industries Limited stands as a testament to India's industrial growth story, having transformed from a modest partnership corporation in 1968 into a globally recognized leader in the electrical wires and cables manufacturing sector. Founded with a primary focus on rubber cable production for house wiring, KEI has evolved into a comprehensive solution provider serving diverse industrial sectors across 60 countries worldwide.

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. This holistic approach to business has positioned KEI as a responsible corporate citizen committed to sustainable development.



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



Ensuring Animal Welfare: Supporting the protection, care, and welfare of animals.



Eradicating Hunger, Poverty and Malnutrition: Supporting initiatives aimed at improving food security, nutrition, and the socio-economic well-being of vulnerable communities

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



IMPACT ASSESSMENT REPORT

Impact assessment is an important tool for assessing 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.



KEI CSR PROJECT

ERADICATING HUNGER THROUGH SHARING SANCTIFIED FOOD, ISKCON DWARKA

KEI Industries Limited has partnered with ISKCON Dwarka, a registered religious and charitable organization with proven experience in large-scale food distribution and community service. This collaboration reflects a strong model of public-private partnership aimed at tackling pressing issues such as hunger and food insecurity.

The “Food for Life” initiative is a focused CSR effort by KEI Industries Limited to combat hunger and improve access to nutritious meals for vulnerable populations across Delhi NCR. It highlights the company’s commitment to creating meaningful and sustainable social impact. The initiative was developed following a detailed needs assessment that revealed significant challenges related to hunger and malnutrition among vulnerable groups in Delhi. These include hospital attendants, migrant workers, economically weaker families, and individuals seeking treatment at major hospitals. The program caters to beneficiaries from diverse socio-economic backgrounds who often face difficulty in accessing affordable and nutritious food.

SCOPE OF WORK

The main objective of the study is to evaluate the CSR Activity of KEI Industries Limited undertaken in the fiscal year 2024-25, 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

APPROACH & METHODOLOGY

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 Wire Consultancy team visited ISKCON Dwarka on 15th April, 2026 and conducted comprehensive field assessment at ISKCON Dwarka and nearby distribution areas and engaged with management and volunteers for project evaluation.



APPROACH FOR IMPACT ASSESSMENT

The impact assessment of KEI Industries Limited's CSR project was carried out using a structured approach to evaluate the program's effectiveness, sustainability, and overall social impact. A mixed-methods framework was adopted, integrating quantitative data analysis with qualitative feedback from stakeholders to ensure a comprehensive understanding of the project's outcomes.

The assessment involved primary data collection through beneficiary surveys and stakeholder interviews, along with secondary analysis of operational records and financial documents. In addition, on-site evaluations were conducted to examine the program's contribution to food security and community welfare.



ASSESSMENT FRAMEWORK

The impact of CSR project was assessed using the OECD DAC framework and criteria for evaluation. These criteria were utilised across all stages of the impact assessment including the preparation of the checklist, data analysis, and reporting.





METHODOLOGY FOR IMPACT ASSESSMENT OF CSR PROJECT

The broad methodology adopted for the Impact Assessment of CSR Project is furnished below:

1. Preliminary Data/Information Collection:

- Collection of preliminary data and relevant information related to the CSR project from ISKCON Dwarka and KEI Industries Limited.
- Evaluation of available documents to develop a comprehensive understanding of the project's background and objectives.
- Review documents, including the CSR MoU and project proposal

2. Physical Verification & Stakeholder Engagement:

- Conducted physical verification at both kitchen facilities
- Reviewing all relevant documentation related to the project
- Engaging in interviews & discussions with key stakeholders including ISKCON management, volunteers, kitchen staff & distribution coordinators
- Observed both the Temple Kitchen and Main Production Kitchen during operations

3. Beneficiary Survey:

- Conducted survey and interactions with project beneficiaries
- Utilized semi-structured questionnaires to cover beneficiary backgrounds and overall satisfaction.
- Interviewed facility staff members across cooking, distribution, and support 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:

- Developed a detailed Impact Assessment report encompassing key findings, observations, and actionable recommendations.
- Submitted the report to KEI Industries Limited, outlining the project's accomplishments, operational effectiveness, and areas for further improvement



ASSESSMENT OF CSR PROJECT

The project received an approved fund allocation of INR 2.90 Cr 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. The CSR Agreement was signed on 21st January 2025, with the fund utilization period running from January 2025 to March 2025. The CSR funding from KEI Industries significantly scaled up ISKCON Dwarka's operations, enabling systematic expansion of their meal distribution programme across Delhi NCR. The project enhanced ISKCON's existing daily food distribution activities by providing necessary financial support for ingredients, logistics, staff support, and operational expansion.



OBJECTIVE AND EXPECTED OUTCOME OF THE PROJECT

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

- **Support hunger alleviation** efforts by providing financial assistance to ISKCON Dwarka's food distribution activities.
- **Expand meal distribution** capacity for vulnerable groups.
- **Strengthen the nutritional and spiritual** value of the prasadam programme through consistent quality and operations.
- **Enhance geographic coverage** across Delhi NCR through a dual-kitchen operational model.

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.



ACTIVITIES AND IMPLEMENTATION OF CSR PROJECT

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: January 2025- March 2025
- Distribution Locations: 8 strategic locations (utilized KEI fund)
- Kitchen Operations: Distributed from various kitchen of ISKCON including ISKCON Dwarka temple kitchen



KITCHEN	Location & Description	Beneficiary Area
Temple Kitchen	Located adjacent to ISKCON Dwarka temple premises. Smaller-scale production facility integrated with the temple's daily ritual operations.	Food distributed to devotees and needy individuals at and near the temple premises
Production Kitchen	Larger-scale production kitchen with industrial cooking infrastructure, dedicated logistics support, and coordinated distribution fleet.	Food distributed to nearby hospital locations (AIIMS, Safdarjung, RML, IGH, Jaffarpur, DDU) and Rama Store – Dwarka.

3. Distribution Network:

LOCATION	AVG. DAILY MEALS	AVG. MONTHLY MEALS	DISTRIBUTION TIMING
Rama Store - Dwarka	1,320	39,600	6:30 pm to 8:00 pm
ISKCON Dwarka, Outside	3,960	1,18,800	09:00 am to 11:00 am & 3:00 pm to 9:00 pm
Indira Gandhi Hospital - Dwarka	1,980	59,400	09:30 am to 11:00 am
VMMC & Safdarjung Hospital, Delhi	2,480	74,400	10:30 am to 01:00 pm
Ram Manohar Lohia Hospital	3,300	99,000	10:30 am to 01:00 pm
AIIMS, Delhi	3,800	1,14,000	11:00 am to 02:00 pm
Rao Tula Ram Memorial Hospital - Jaffarpur	1,980	59,400	10:15 am to 12:30 pm
Deen Dayal Upadhyay Hospital	1,980	59,400	10:30 am to 12:30 pm
TOTAL	20,800	6,24,000	

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: Approx. 35 personnel (paid staff) in Temple Kitchen, Dwarka

- Cooking Staff: 21 personnel approx.
- Distribution Staff: 9 personnel approx. (near to temple area)
- Support Staff: 5 personnel for administration, logistics, and coordination (near to temple area)
- Volunteer Integration: Seamless integration with multiple volunteers

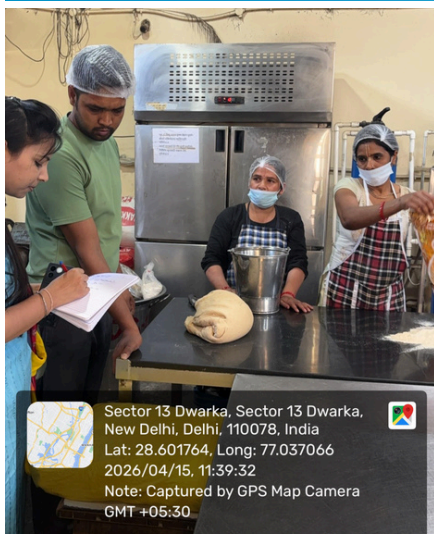
c. Monitoring and Reporting:

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



KITCHEN AREA PHOTOGRAPHS

TEMPLE KITCHEN



PRODUCTION KITCHEN (BHARTHAL, DELHI)





FOOD DISTRIBUTION AREAS PHOTOGRAPHS

**AIIMS, DELHI AND VMMC &
SAFDARJUNG HOSPITAL, DELHI**



DEEN DAYAL UPADHYAY HOSPITAL



INDIRA GANDHI HOSPITAL



ISKCON DWARKA, OUTSIDE



RAM MANOHAR LOHIA HOSPITAL



RAMA STORE - DWARKA



RAO TULA RAM MEMORIAL HOSPITAL - JAFFARPUR





OBSERVATIONS & ASSESSMENT OF COMPLETENESS OF PROJECT

Wire Consultancy team conducted a comprehensive assessment visit to ISKCON Dwarka on 15th April, 2026, observing kitchen operations at both the Temple Kitchen and the Production Kitchen, meal preparation processes, and distribution activities. Various project-related documents were reviewed including the CSR MOU, 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	OBSERVATION & REMARKS
1.	Enhancement of Food Distribution Capacity	- Daily meal distribution capacity scaled to 20,800 (avg.) meals across 8 locations. - Total 15,60,000 meals approx. distributed (targeted 14,50,000) for the project period. - Systematic scaling of existing ISKCON food distribution activities achieved
2.	Multi-Kitchen Operations Setup	Dedicated ISKCON kitchens operational: - Temple Kitchen near ISKCON Dwarka temple – serves food distributed at the temple and nearby community areas; - Production Kitchen – caters to all hospital locations and Rama Store. Quality control systems implemented at kitchen facilities following ISKCON prasadam preparation protocols. Currently due to LPG Cylinder Shortage, outside area being used. However, it is planned for setting up of diesel-fired boilers to generate steam, which is utilized in cookers for large-scale food preparation.
3.	Distribution Network	8 strategic areas where food distributed utilized KEI CSR fund: 1. Rama Store - Dwarka. 2. ISKCON Dwarka, Outside. 3. Indira Gandhi Hospital - Dwarka. 4. VMMC & Safdarjung Hospital, Delhi. 5. Ram Manohar Lohia Hospital. 6. AIIMS, Delhi 7. Rao Tula Ram Memorial Hospital - Jaffarpur. 8. Deen Dayal Upadhyay Hospital
4.	Financial Utilization	- Complete utilization of INR 2.90 Cr funding. - Cost-effective meal preparation at ₹20 per meal average. - Transparent financial management and reporting maintained throughout the project period.



COMPOSITION OF BENEFICIARIES

The following composition of beneficiaries has been observed:

BENEFICIARY DEMOGRAPHICS:



Geographic Distribution:

- Coverage Area - Delhi NCR region with focus on major hospital areas
- Primary Catchment - Hospital attendants, patient families, and vulnerable populations near medical centers
- Target Population: All individuals and families struggling with food security, open to all age groups and socio-economic backgrounds across the entire Delhi region, with primary focus on Dwarka

BENEFICIARY CATEGORIES:

The beneficiary composition reflects the diverse needs -

- Caregivers and attendants staying near hospitals to support patients
- Family members accompanying patients for medical treatment
- Migrant labourers and daily wage workers in nearby areas
- Economically weaker individuals and families facing financial constraints
- Children in need of access to nutritious meals
- Elderly individuals requiring regular food support
- Homeless and street-dwelling populations availing meal services
- Devotees and visitors at ISKCON Dwarka premise

DISTRIBUTION LOCATION WISE BENEFICIARY REACH:



HOSPITAL LOCATIONS

15,520 average daily meals across 7 major hospitals



COMMUNITY CENTERS

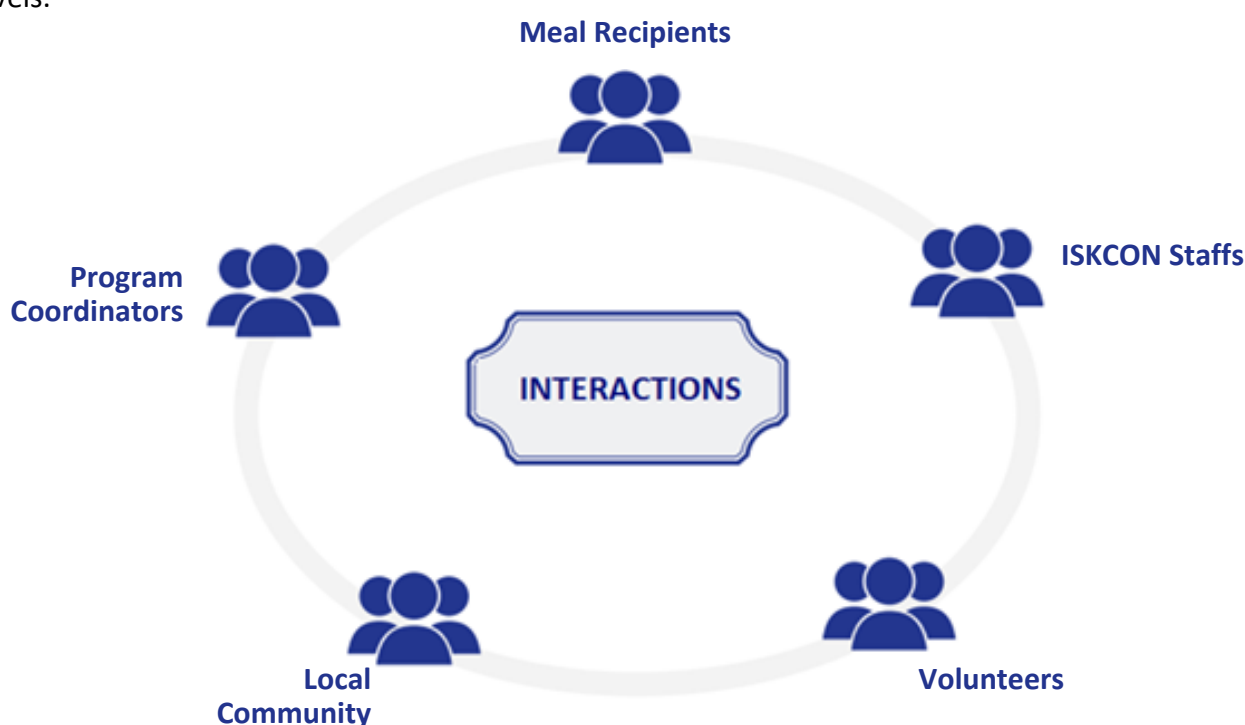
5,280 average daily meals at Dwarka locations

Peak Distribution - Higher demand during winter months and medical emergency periods



BENEFICIARIES INTERACTION

Wire Consultancy team conducted interactive sessions and discussions with various beneficiaries, volunteers, and stakeholder representatives during the field assessment at ISKCON Dwarka on 15th April, 2026. 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.



BENEFICIARIES FEEDBACK (FEW CASE STUDIES)



Mrs. Usha (Roti Maker)

I have been involved in preparing rotis at the temple for the past four years. This work gives me a deep sense of spiritual fulfillment, as it allows me to serve Krishna by feeding His devotees



Mrs. Vidhya (Roti/Paratha Maker)

I have been preparing roti and paratha for the past five years, working from 6:00 AM to 4:00 PM. This role allows me to contribute meaningfully through my work each day.

**Mrs. Premlata (Roti/Poori Maker)**

Mrs. Premlata (Roti/Poori Maker): I have been working here for the past one year, and serving in this role gives me a sense of satisfaction while also supporting my family financially.

**Mr. Shankar**

I often visit the temple for having food during my lunch hours. The prasadam not only fills our stomach but also gives spiritual peace.

**Mr. Manoj (Kitchen Staff)**

I have been working in the temple kitchen for 4 months, I do chopping and cleaning. It feels great to serve here.

**Mr. Ramatma Das (Kitchen Head)**

I'm working here around 10 years. Our daily preparation has increased significantly over time. We now prepare and serving lots of people daily which requires better planning and teamwork

**Mr. Rairamnanand (Kitchen Maintenance)**

I handle kitchen work. I 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 due to LPG, we are preparing in temporary set-up.

**Mrs. Sonu (Ladoo Maker)**

I prepare both ladoos and sweets depending on the menu. Being part of prasadam distribution and helping feed those in need brings a deep sense of spiritual fulfillment.



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.

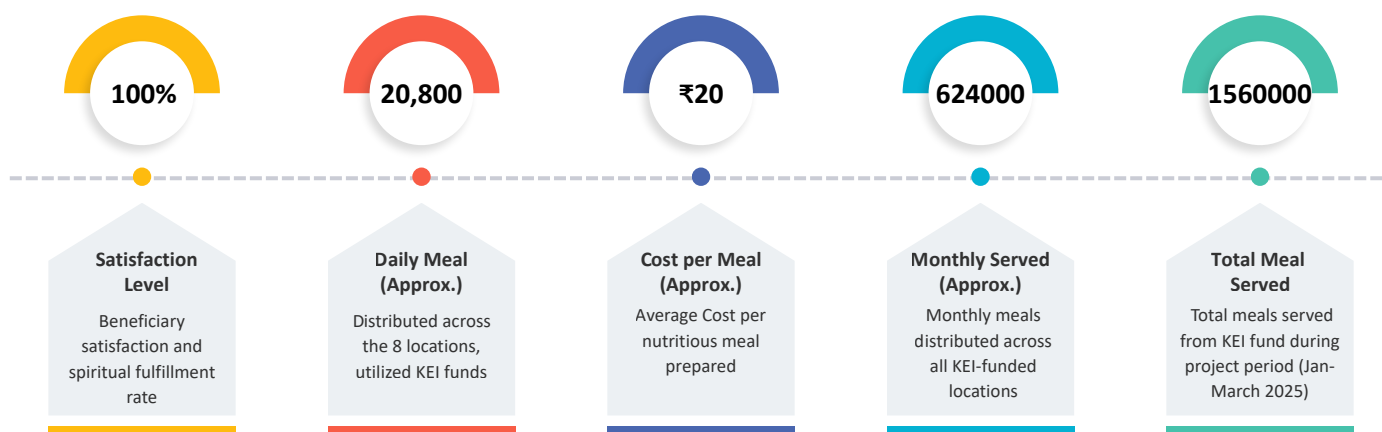
The CSR initiative has made a substantial contribution to the food security ecosystem by removing barriers to nutritious meals, providing dignified food access during challenging circumstances, creating sustainable distribution systems through the innovative dual-kitchen model, and establishing a replicable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



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.



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.



Improved food security for vulnerable populations across Delhi NCR.



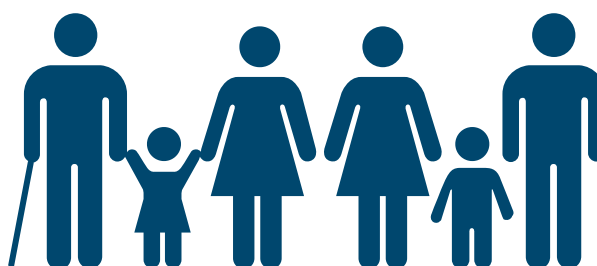
Ensured access to nutritious meals with dignity.



Reduced hunger and financial burden for beneficiaries.



Supported a more sustainable food distribution system.



OECD DAC FRAMEWORK ALIGNMENT

The following OECD DAC evaluation presents a structured assessment of KEI Industries Limited's CSR project implemented through ISKCON Dwarka under the 'Food For Life' programme. The assessment applies the six internationally recognised OECD DAC criteria — Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability — to provide a comprehensive, evidence-based judgment of the project's overall performance and social value.

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
RELEVANCE	Is the intervention doing the right things?	The project directly addresses critical hunger and food insecurity challenges in Delhi NCR, especially near major public hospitals. Hospital attendants, patient families, daily wage workers, migrants, and homeless populations represent some of the most acutely food-insecure groups in urban India at 8 high-footfall locations. The programme was conceived and scaled in direct response to need, making its design highly appropriate.	Highly Satisfactory	8 strategically identified distribution points covering major hospitals

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
COHERENCE	How well does intervention fit?	The project demonstrates strong internal coherence — the multi-kitchen model (Temple Kitchen for community distribution; Production Kitchen for hospital-linked sites) is logically structured to match operational requirements with beneficiary geography. External coherence is evidenced by alignment with 6 UN SDGs (SDG 1, 2, 3, 8, 11, 17).	Satisfactory	Multi-kitchen model; Alignment with 6 SDGs; Partnership with ISKCON's proven distribution network
EFFECTIVENESS	Is the intervention achieving its objectives?	Project objectives were met or exceeded. Against a target of 14,50,000 meals, 15,60,000 meals were distributed — a 7.6% overachievement. Daily distribution reached 20,800 meals across 8 locations. A seven-day rotating nutritious menu ensured dietary diversity. Beneficiary satisfaction was assessed across parameters of food quality, quantity, dignity of service, and spiritual fulfillment. The systematic hospital-area focus ensured that the hardest-to-reach populations — families of hospitalised patients — received consistent support during a period of acute vulnerability.	Highly Satisfactory	7.6% overachieved; Project objectives met
EFFICIENCY	How well are resources being used?	The programme achieved a unit cost of ₹20 per nutritious meal — a figure that is highly cost-efficient relative to market-priced alternatives (typically ₹80–₹150 for comparable meals). The entire INR 2.90 Cr fund was utilised, as confirmed through review of fund utilisation certificates and operational documentation. A staff complement of paid personnel (cooking, distribution, and administrative) complemented by an active volunteer base ensured a favourable staff-to-output ratio. Minimal food wastage was maintained through eco-friendly disposal (excess food fed to cows), further maximising resource utilisation.	Satisfactory	₹20/meal vs. ₹80–150 market equivalent; 100% fund utilisation; Zero waste policy

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
IMPACT	What difference does the intervention make?	The project generated measurable positive impact across three dimensions: • Health: Reduced hunger and malnutrition among economically weaker sections; provision of balanced meals (rice, dal, vegetables, roti/paratha) to hospital-adjacent populations who might otherwise skip meals due to financial constraints during medical crises. • Social: Dignified food access for disadvantaged groups; strengthened community bonds; gender-inclusive participation (multiple women employed as roti/paratha/ladoo makers); improved spiritual well-being as reported by beneficiaries. • Economic: Direct employment opportunities created at competitive salaries of ₹18,000–₹20,000 per month; significant household cost savings for beneficiaries; reduced financial burden enabling hospital-visiting families to better prioritise medical expenditure.	Highly Satisfactory	3 impact dimensions: Health, Social, Economic; 35 jobs; Cost saving of ₹60–130/meal for beneficiaries
SUSTAINABILITY	Will the benefits last?	ISKCON Dwarka has operated its food distribution programme for over a decade, demonstrating institutional longevity. Plans for diesel-fired boilers to replace LPG dependency (noted during assessment) indicate active infrastructure investment for long-term operations. The replicability of this model — scalable, low-cost, institution-backed — positions it as a template for future CSR engagements across other cities and healthcare clusters.	Satisfactory	10+ years institutional history; Plans for boiler infrastructure; Replicable model confirmed; Volunteer base ensures continuity

Weighted scores were used to develop a 6-point scale. Following criteria is applied while rating the sustainability score of CSR project impact assessment.

85-100 % : Highly satisfactory

70-84% : Satisfactory

55-69 % : Moderately satisfactory

40-54 % : Moderately unsatisfactory

20-39 % : Unsatisfactory

< 20 % : Highly unsatisfactory



SUMMARY OF IMPACT STUDY

S.No.	PARAMETERS	BENEFICIARY VIEW POINT	IMPACT (HIGH/ MEDIUM/ LOW)
HEALTH BENEFITS			
1.	Better availability of nutritious meals for vulnerable groups near hospitals	Yes	High
2.	Provision of balanced meals (rice, dal, vegetables) ensuring proper nutrition	Yes	High
3.	Decrease in hunger and malnutrition among economically weaker	Yes	High
SOCIAL BENEFITS			
4	Access to meals in a respectful and dignified manner for disadvantaged groups	Yes	High
5.	Creation of livelihood opportunities for local community members	Yes	High
6.	Strengthened food security for beneficiaries from varied regions	Yes	Medium
7.	Promotion of gender-inclusive participation in kitchen and operational roles	Yes	Medium
8.	Increased community engagement through regular food distribution	Yes	Medium
9.	Encouragement of community bonding along with spiritual well-being	Yes	High
ECONOMIC BENEFITS			
10.	Considerable cost savings compared to market-priced meals	Yes	High
11.	Sustainable distribution model supporting long-term continuity	Yes	High
12.	Job creation with fair wages and associated benefits	Yes	Medium
13.	Lower financial strain, allowing beneficiaries to prioritize medical expenses	Yes	Medium

CONCLUSION

The CSR project undertaken by KEI Industries Limited through ISKCON Dwarka for FY 2024-25 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' continued commitment to corporate social responsibility by enhancing ISKCON's existing food distribution capabilities that continue to benefit marginalized communities.

A notable operational innovation in this year's programme is the dual-kitchen model: the Temple Kitchen near the ISKCON Dwarka temple caters to devotees and the immediate temple community, while the Main Production Kitchen handles large-scale meal preparation for hospital distribution sites and Rama Store. This model has proven highly effective in ensuring both quality and reach, demonstrating that decentralised food production can efficiently serve diverse beneficiary groups across a large geographic area.

Through scaling up meal preparation capacity to 20,800 average daily meals, establishment of systematic distribution across 8 strategic locations, creation of a seven-day rotating nutritious menu, and the generation of direct employment opportunities, the project has transformed food accessibility for families seeking medical treatment and vulnerable populations across Delhi NCR.



QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
Daily Meal Distribution	20,800 meals across 8 locations	Target Met
Monthly Beneficiaries	6,24,000 meals served monthly (avg per month)	Target Met
Cost Efficiency	₹20 average per nutritious meal	High Performance
Total Project Impact	15,60,000 meals (21 Jan - 31 Mar 2025)	Target Met
Employment Created	35 jobs across kitchen and distribution (Approx. at one location- temple area)	Achieved
Geographic Reach	Delhi NCR coverage with hospital focus	Delhi NCR
Beneficiary Satisfaction	Approx. 100% satisfaction and spiritual fulfillment	Good
Operational Consistency	Systematic daily distribution maintained	Good



FUTURE RECOMMENDATIONS

- Replicate the successful partnership model by collaborating with other established organizations that have existing food distribution networks across key healthcare centers and vulnerable communities in India.
- Strengthen monitoring mechanisms through beneficiary tracking, nutritional impact evaluations, and improved digital documentation across all distribution channels.
- Introduce structured feedback systems, including regular beneficiary surveys, community consultations, and continuous improvement practices.
- Develop emergency response strategies and contingency plans to ensure uninterrupted food distribution during crises, leveraging ISKCON's extensive multi-temple network.