

CSR PROJECT IMPACT ASSESSMENT

ISKCON, Wave City, Ghaziabad

FY 2022-2023 | FY 2023-24 | FY 2024-25



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ACKNOWLEDGMENT

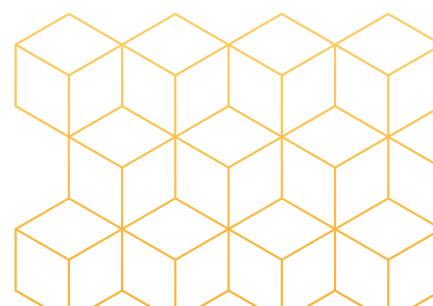
Wire Consultancy expresses its sincere gratitude to the Management of KEI Industries Limited for entrusting the task of conducting this CSR Project Impact Assessment for the Anti-Addiction, Wellness & Skill Development program being implemented through ISKCON's Bhaktivedanta Academy for Culture & Education (B.A.C.E.).

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 Ghaziabad and its volunteers — particularly the temple authorities, program management team, and Mr. Deepak Srivastava (ISKCON) — for sharing comprehensive project data and facilitating the assessment process.

Wire Consultancy Audit Team extends its sincere gratitude to the facility staff members, counselors, program facilitators, volunteers, construction contractors, residential students, and program participants 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 supporting preventive healthcare and youth wellness, along with the dedication shown by ISKCON's in delivering holistic Anti-Addiction & Wellness interventions for vulnerable and marginalized youth, are truly commendable.

Wire Consultancy





ABBREVIATIONS

ABBREVIATIONS	FULL FORM
B.A.C.E.	Bhaktivedanta Academy for Culture & Education
CSR	Corporate Social Responsibility
NCR	National Capital Region
ISKCON	International Society for Krishna Consciousness
FY	Financial Year
SDG	Sustainable Development Goals
OECD	Organisation for Economic Co-operation and Development
Avg.	Average
Sq. Ft.	Square Feet
G+7	Ground Plus Seven Floors





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EXECUTIVE SUMMARY

This report presents the CSR Impact Assessment of the Mental Health & Wellness (Preventive De-Addiction) Program supported by KEI Industries Limited and implemented through ISKCON at B.A.C.E. (Bhaktivedanta Academy for Culture & Education), Wave City, Ghaziabad, Uttar Pradesh. The assessment was conducted by Wire Consultancy to evaluate the project's implementation status, infrastructure development progress, operational systems, beneficiary outreach, and potential social impact.

Project:	Mental Health & Wellness (Preventive De-Addiction) Program	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	
Assessment Date:	13.04.2026	
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PROJECT OVERVIEW



ISKCON GHAZIABAD

IMPLEMENTATION
PARTNER



FY 2022-25

PROJECT
DURATION



INR 3.33 Cr

PROJECT
COST

Funded By

KEI Industries Limited



*Mental Health & Wellness
(Preventive De-Addiction)*

PARAMETER	DETAILS
Project Category	Promoting Healthcare Including Preventive Healthcare
Project Location	International Society for Krishna Consciousness (ISKCON), Wave City, Ghaziabad
Current Status	Construction & Program Activities Ongoing
Target Completion	Planned Completion by 2027
Coverage Area	Ghaziabad and NCR Region
Target Beneficiaries	Youth, college students, and vulnerable young adults



KEY ACHIEVEMENTS

- Construction support provided for the 1st, 2nd, and 4th floors of Hostel Block-2 (comprises total built-up area per floor approx. 3,200 sq. ft.) along with 3 dedicated seminar halls, for residential and wellness-oriented intervention activities.
- Structured operational framework established integrating counseling, yoga, meditation, mentoring, awareness sessions, and life-skill development.
- Weekly awareness and wellness sessions operational across nearby colleges and outreach locations in Ghaziabad region.
- Residential rehabilitation-oriented environment developed for long-duration participant engagement and behavioral intervention support.
- Approximately 35+ students and young participants successfully completed the De-Addiction / Wellness-oriented intervention process over the last one year.



IMPACT HIGHLIGHTS & INSIGHTS

OPERATIONAL EXCELLENCE	BENEFICIARY REACH	SOCIAL & ECONOMIC IMPACT
- Structured operational model integrating counseling, yoga, meditation, mentoring, and behavioral wellness practices. - Residential and seminar-based intervention framework developed for long-duration rehabilitation and awareness activities. - Dedicated monitoring, participant engagement, counseling, and follow-up systems operational under the program framework.	- Awareness and wellness outreach activities operational across 5 major locations in Ghaziabad region (currently rented facility). - Approximately 50–60 new students engaged weekly through seminars, counseling, and awareness sessions. - Approximately 14,400+ residential participants and visitors reached over the assessed five-month period.	- Increase awareness regarding addiction prevention, emotional wellness, and healthy lifestyle practices among youth. - Residential and counseling infrastructure developed for long-term preventive healthcare and rehabilitation-oriented support. - Construction activities generated livelihood opportunities for local skilled, semi-skilled, and female workers during project implementation.



SDG ALIGNMENTS

SDG No.	Contribution	Key Output
	Promotes preventive healthcare and mental wellness through counseling, yoga, meditation, anti-addiction awareness, and behavioral intervention programs	Wellness sessions, counseling support, awareness activities
	Supports life-skill development, behavioral awareness, mentoring, and youth engagement through structured educational and wellness sessions	Awareness seminars and life-skill development activities
	Encourages inclusive participation and supports safe accommodation arrangements for female participants	Female-friendly residential arrangements and workforce participation

SDG No.	Contribution	Key Output
	Construction activities generated local employment opportunities for skilled and semi-skilled workers	Engagement of construction workforce including female workers
	Provides wellness and counseling support to vulnerable youth from diverse social and economic backgrounds	Inclusive access to anti-addiction and wellness-oriented support
	Strengthens community wellness and preventive awareness systems across Ghaziabad region	Outreach across 5 awareness and engagement locations
	Demonstrates collaboration between KEI Industries Limited and ISKCON for preventive healthcare and youth wellness initiatives	CSR-supported institutional partnership model



KEY RECOMMENDATIONS

- Strengthen collaboration with colleges and educational institutions for expanding preventive outreach among youth.
- Develop structured digital monitoring and participant follow-up systems for long-term behavioral tracking and rehabilitation support.
- Enhance engagement of qualified counselors, wellness experts, and mental health professionals for specialized interventions.
- Expand future residential rehabilitation capacity for supporting larger number of participants.
- Strengthen documentation, beneficiary tracking, and evidence-based impact monitoring mechanisms.
- Continue strengthening seminar infrastructure, counseling facilities, and outreach systems for sustainable long-term program delivery.



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.

Substance abuse and addiction remain major public health and social concerns in India, affecting people across all age groups and socio-economic backgrounds. The increasing prevalence of alcohol and drug dependency has led to serious health issues and reduced quality of life. It also results in loss of productivity and places a significant economic burden on families. Communities are further impacted through social instability and strained relationships. Access to structured de-addiction services, such as counseling, rehabilitation, and awareness programs, is still limited. This gap is more pronounced among economically weaker sections and rural populations. Therefore, expanding affordable and effective de-addiction services is essential for recovery, social reintegration, and overall community well-being.



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

DE-ADDICTION PROGRAM, ISKCON -WAVE CITY

KEI Industries Limited has partnered with a credible implementing organization specializing in de-addiction and rehabilitation services, with demonstrated experience in counseling, awareness, and community outreach programs. This collaboration reflects an effective model of public-private partnership aimed at addressing the growing challenge of substance abuse and its impact on society.

The de-addiction initiative is a focused CSR effort by KEI Industries Limited to support individuals struggling with substance dependency and to improve access to rehabilitation and mental health services for vulnerable populations. It highlights the company's commitment to creating meaningful and sustainable social impact. The initiative was developed following a detailed needs assessment that identified significant challenges related , lack of awareness, and limited access to affordable treatment facilities.

Under this initiative, KEI Industries Limited has made a significant contribution towards the construction of Hostel Block 2 at the B.A.C.E. facility, including the 1st, 2nd, and 4th floors, along with 3 dedicated seminar halls. Each floor comprises 6 rooms and related residential and functional spaces. The facility also provides mess services, residential accommodation, and seminar infrastructure to support structured rehabilitation, awareness, and skill development programs for participants.

SCOPE OF WORK

The main objective of the study is to evaluate the CSR Activity of KEI Industries Limited in supporting the construction of the Anti-Addiction, Wellness & Skill Development facility at B.A.C.E. and to assess the interim impact of the awareness and wellness programs currently being conducted. The study aims to capture both the infrastructure progress and the early programmatic impact on participants



Scope of work of the study includes the following:

- Assess the consistency and progress of construction and program implementation
- Evaluate the direct and indirect impact of the anti-addiction awareness program on participants
- Study the financial contribution and its utilization towards infrastructure development
- Verify relevant project documents including MOU, program plans, and construction records
- Understand the cost-effectiveness and social value generated by the CSR investment
- Analyse participant feedback from weekly awareness sessions
- Assess alignment with CSR regulatory requirements and SDG goals
- Provide forward-looking recommendations for program scale-up post-construction

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 Mental Health & Wellness (Preventive De-Addiction) Program implemented through ISKCON's Bhaktivedanta Academy for Culture & Education (B.A.C.E.), Wave City, Ghaziabad.

The Wire Consultancy team visited ISKCON on 13th April, 2026 covering the ongoing construction areas across the 1st, 2nd, and 4th floors and the 3 dedicated seminar halls, as well as the active weekly awareness program sessions. During the visit, the team engaged extensively with ISKCON program coordinators, B.A.C.E.



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 participant surveys and stakeholder interviews, along with secondary analysis of construction records, program documentation, and financial documents. In addition, on-site evaluations were conducted to examine the program's contribution to preventive healthcare, youth wellness, and addiction recovery among vulnerable and marginalized groups.



ASSESSMENT FRAMEWORK

The impact of the CSR project was assessed using the OECD DAC Framework (Inclusiveness, Relevance, Expectation, Convergence, and Service Delivery) 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 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 of construction progress across all funded floors and seminar halls
- Reviewed all relevant project documentation including construction plans, and layout.
- Engaged in interviews and discussions with ISKCON management, B.A.C.E. counselors, and program participants
- Interacted with project beneficiaries to gather firsthand feedback on their program experience

3. Beneficiary Survey:

- Conducted surveys and interactions with program participants and beneficiaries
- Utilized semi-structured questionnaires to cover participant backgrounds, wellness progress, and overall satisfaction
- Interviewed facility staff members across counseling, program facilitation, and administrative support categories

4. Impact Assessment:

- Identified and assessed impact of Anti-Addiction & Wellness program on participants
- Analyzed project's contribution to preventive healthcare infrastructure and youth wellness 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 Rs. 3.33 Cr from KEI Industries Limited. The entire sanctioned amount was utilized towards the construction and development of the 1st, 2nd, and 4th floors of Hostel Block-2 and 3 dedicated seminar halls connected through the adjoining block. The supported infrastructure is being developed to create a structured residential and wellness environment for youth and young adults requiring anti-addiction support, behavioral intervention, counseling, mindfulness-based wellness activities, and value-based rehabilitation.

The project has established a strong infrastructural foundation for ISKCON's Anti-Addiction & Wellness initiative by supporting residential accommodation facilities, seminar and counseling infrastructure, wellness-oriented living arrangements, and integrated program delivery systems. The developed infrastructure is intended to support both residential and non-residential interventions, including awareness sessions, counseling programs, mentoring, mindfulness practices, life-skill development, and long-term behavioral improvement initiatives. At present, the facility is operationally supporting awareness and outreach activities across nearby colleges and local communities in Ghaziabad and NCR region.



OBJECTIVE AND EXPECTED OUTCOME OF THE PROJECT

The project has been conceptualized to create a structured Mental Health & Wellness ecosystem for youth and young adults vulnerable to addiction, substance abuse, unhealthy peer influence, and lifestyle-related behavioral challenges.

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

- Support preventive healthcare and mental wellness initiatives through development of anti-addiction infrastructure at B.A.C.E., ISKCON Wave City, Ghaziabad
- Strengthen rehabilitation and recovery support systems for vulnerable youth struggling with substance dependency and behavioral challenges
- Promote holistic wellness through yoga, meditation, counseling, mindfulness practices, satvik nutrition, mentoring, and life-skill development
- Enhance outreach capacity through residential and non-residential awareness and intervention programs
- Create sustainable infrastructure for long-term behavioral transformation and youth wellness support
- Strengthen institutional capacity for conducting structured seminar-based awareness and counseling programs

Expected Outcomes:

- Improved institutional infrastructure for conducting anti-addiction and wellness programs
- Enhanced reach and operational capacity of the B.A.C.E. facility for residential and seminar-based interventions
- Increased access to structured counseling, mindfulness, mentoring, and wellness support for vulnerable youth
- Improved behavioral awareness, emotional regulation, discipline, and self-management among participants
- Strengthened preventive outreach among college students and youth groups through campus-based interventions
- Availability of safe and structured residential stay facilities for students requiring focused behavioral intervention and recovery support
- Enhanced sustainability and scalability of ISKCON's Anti-Addiction & Wellness Program model
- Improved documentation, monitoring, and follow-up mechanisms for participant engagement and behavioral tracking
- Creation of a supportive peer-learning and mentoring ecosystem for youth recovery and rehabilitation

The project is expected to create long-term social impact by strengthening awareness, early intervention, behavioral support systems, and community-level wellness engagement while aligning with the preventive healthcare and youth development objectives of KEI Industries Limited's CSR initiatives.



ACTIVITIES AND IMPLEMENTATION OF CSR PROJECT

Following steps for implementation of Project:

1. Project Planning and Enhancement:

The initial phase of the project involved assessment of the infrastructural requirements for establishing a dedicated Anti-Addiction & Wellness facility at B.A.C.E., ISKCON Wave City, Ghaziabad. The planning process focused on developing residential accommodation facilities, seminar halls, counseling spaces, wellness-oriented environments, and integrated support infrastructure required for structured anti-addiction interventions.

CSR support from KEI Industries Limited was utilized towards construction and development of the 1st, 2nd, and 4th floors of Hostel Block-2 along with 3 dedicated seminar halls. The supported infrastructure has been designed to facilitate residential stay, counseling support, awareness sessions, life-skill development activities, mentoring interactions, and mindfulness-based wellness programs.

Construction activities were observed to be ongoing during the assessment period. As informed by project representatives and site personnel, construction activities commenced in 2021 and are planned to be completed by 2027. During the construction phase, an average workforce of approximately 25–30 workers was engaged at the site, including around 2–3 female workers.

2. Program Specifications:

- Funding Period: FY 2022-25
- Program Locations: ISKCON, Wave City, Sector 5, Ghaziabad, U.P. – 201010
- Program Model: Residential and Non-Residential Anti-Addiction & Wellness Intervention
- Coverage Area: Ghaziabad and nearby NCR region
- Target Group: Youth, college students, young adults, and individuals vulnerable to addiction and unhealthy behavioral patterns



Facility Infrastructure Supported under CSR:

- Construction support for 1st, 2nd, and 4th floors of Hostel Block-2
- Development support for 3 dedicated seminar halls
- Floor Area Specifications (Layout-Annexure-I):
 - Total built-up area per floor: approximately 3,200 sq. ft.
 - Building configuration: G+7 structure
- Residential stay infrastructure for students and participants
- Seminar and awareness infrastructure for counseling and group sessions
- Wellness-oriented accommodation and common facilities
- Integrated infrastructure for yoga, meditation, counseling, and behavioral intervention programs

Program Operations:

MONTH	Phase	Key activities	Outputs
Month 1	Outreach & Awareness	College seminars, parent sessions, helpline outreach, registration	Enrolled participant pool, baseline data
Month 2	Counseling & Alignment	One-on-one counseling, motivation assessment, batch formation	Participant profiles, confirmed batches

MONTH	Phase	Key activities	Outputs
Month 3	Behavioral Intervention	Addiction awareness, habit transformation, yoga, satvic nutrition	Behavioral shift indicators, attendance report
Month 4	Skill Development	Communication, emotional intelligence, goal setting, work ethics	Life-skill competency scores
Month 5	Mentoring & Reinforcement	One-to-one mentoring, alumni interactions, habit tracking	Sustained behavioral consistency
Month 6	Review & Transition	Final assessments, testimonials, alumni group, CSR reporting	Impact report & case studies

3. Residential Accommodation & Facility Arrangement:

The developed residential infrastructure is intended to support long-duration anti-addiction and wellness interventions for students and youth participants.

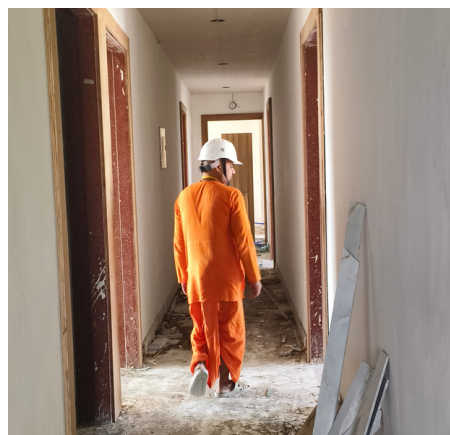
As informed during stakeholder interactions, the residential stay duration is generally planned for a minimum period of 6 months depending upon participant condition, behavioral progress, counseling assessment, and recovery requirements.

Residential Infrastructure:

- Each supported floor consists of approximately 6 residential rooms along with associated functional spaces
- Each room is designed to accommodate approximately 2–4 participants depending on occupancy requirements
- In case of female participants, room occupancy is planned to be restricted to approximately 2 girls per room for safety, comfort, and privacy considerations
- Rooms are equipped with beds, lighting, fans, study arrangements, and attached washroom facilities
- The building is supported with lift access and associated residential utilities
- Residential arrangements are designed to promote discipline, structured routine, peer support, and recovery-focused engagement

The residential environment is integrated with counseling support, yoga sessions, meditation practices, group discussions, mentoring interactions, and satvik dietary support as part of the holistic wellness approach.

ROOMS (1ST, 2ND AND 4TH FLOOR)



Seminar Hall Infrastructure:

The project also supported the development of 3 dedicated seminar halls connected through the adjoining block infrastructure. These seminar halls are intended to function as the primary venues for:

- Anti-addiction awareness sessions
- Counseling and mentoring interactions
- Group discussions and peer-learning activities
- Life-skill development workshops
- Wellness and mindfulness sessions
- Motivational and value-based learning sessions

As observed during the assessment, seminar halls are being equipped with:

- Projector and presentation systems
- Sound system arrangements
- Air-conditioning and lighting facilities
- Seating arrangements for participants
- Structured learning and counseling environment

SEMINAR HALL

4. Operational Systems and Program Routine:

A major strength of the B.A.C.E. intervention model is the structured and disciplined daily routine designed to support behavioral transformation, emotional regulation, self-discipline, and healthy lifestyle development among participants. The operational framework integrates counseling, mindfulness-based practices, peer interaction, wellness-oriented discipline, and value-based engagement to create a supportive recovery-oriented environment.

The facility follows a structured daily operational schedule incorporating:

- Early morning wake-up and personal discipline practices
- Yoga and breath regulation sessions for stress reduction and physical wellness
- Guided meditation, mindfulness, and reflection sessions
- Group counseling and peer interaction activities
- Awareness and educational sessions related to addiction and behavioral wellness
- Life-skill development and communication sessions
- One-to-one mentoring and counseling support
- Reflection, journaling, and self-assessment practices
- Satvik nutrition and structured dietary support
- Group discussions and motivational interactions

The weekday operational routine is designed to balance wellness engagement with academic and professional responsibilities of participants. Participants are encouraged to continue their studies, internships, or work responsibilities while simultaneously participating in counseling, wellness, and behavioral support activities at the facility.

The weekend operational schedule focuses on intensive engagement through awareness sessions, counseling interactions, value-based learning, creative therapy, mindfulness practices, and group discussions. These sessions are intended to strengthen emotional resilience, self-awareness, peer bonding, and recovery motivation among participants.

The program routine also emphasizes:

- Time discipline and accountability
- Reduction in unhealthy behavioral patterns
- Development of positive daily habits
- Emotional regulation and stress management
- Improvement in interpersonal communication
- Enhancement of self-confidence and purpose orientation
- Promotion of healthy social interaction and peer support

Mindfulness-based practices including yoga, meditation, guided introspection, and reflection sessions form an integral part of the operational framework. These activities are aimed at supporting mental calmness, emotional balance, self-control, and improved decision-making abilities among participants.

The dietary component of the program includes structured satvik vegetarian meals prepared through the facility kitchen and mess arrangements. The nutritional approach is intended to support physical wellness, routine discipline, and healthy lifestyle practices as part of the overall rehabilitation-oriented environment.

Operational systems at the B.A.C.E. facility also include:

- Participant registration and onboarding mechanisms
- Counseling and participant profiling
- Attendance tracking and engagement monitoring
- Batch formation and mentoring allocation
- Awareness and outreach coordination
- Follow-up and participant interaction mechanisms
- Documentation and program reporting systems

EVENT PHOTOGRAPHS



5. Program Model & Implementation

The Anti-Addiction & Wellness Program at B.A.C.E. is a structured, evidence-informed intervention model delivered across two complementary formats to ensure wider reach and flexibility:

A. Residential Program (B.A.C.E.) — The residential intervention model is intended for students and youth requiring focused behavioral support, structured discipline, and a controlled wellness-oriented environment. The program provides participants with residential stay facilities integrated with counseling, mentoring, mindfulness, and daily routine management.

The residential intervention model aims to reduce exposure to unhealthy social environments and support development of healthy behavioral patterns through continuous engagement and positive peer interaction.

B. Non-Residential / Campus-Based Program —The non-residential intervention model focuses on preventive awareness generation and early-stage behavioral intervention among college students and youth groups. Programs are conducted in colleges, educational institutions, and community areas through awareness seminars, counseling interactions, and wellness-oriented sessions.

The campus intervention approach enables larger outreach and supports early identification and engagement of youth vulnerable to addiction-related behaviors.

Key Program Components:

The operational framework of the B.A.C.E. intervention model includes:

(i) Outreach & Engagement- Awareness generation through colleges, local communities, referrals, volunteers, and self-registration mechanisms to encourage voluntary participation among youth and students.

(ii) Counseling & Screening- Initial counseling, participant profiling, motivation assessment, and identification of suitable intervention pathways based on participant needs and behavioral condition.

(iii) Expert-Led Sessions- Structured sessions on addiction awareness, emotional regulation, behavioral transformation, stress management, peer pressure, and decision-making.

(iv) Life-Skill Development- Interactive sessions focused on communication skills, emotional intelligence, self-discipline, interpersonal awareness, confidence building, and goal setting.

(v) Mindfulness & Wellness Practices- Yoga, meditation, guided reflection, and wellness-oriented activities aimed at improving emotional balance, self-control, and mental well-being.

(vi) Health & Nutrition Support- Provision of satvik vegetarian meals and healthy lifestyle orientation as part of the structured rehabilitation and wellness framework.

(vii) Follow-Up & Mentoring- Continuous mentoring, peer interaction, alumni engagement, and counseling support to encourage sustained behavioral improvement and recovery support.

(viii) Monitoring & Documentation- Attendance tracking, participant interaction records, behavioral observations, progress discussions, documentation systems to support program monitoring & reporting.



OBSERVATIONS & ASSESSMENT OF COMPLETENESS OF PROJECT

Wire Consultancy team conducted a field assessment visit at the B.A.C.E. facility, ISKCON Wave City, Ghaziabad on 13th April 2026 to assess the status of infrastructure development, implementation progress, operational systems, beneficiary engagement, and utilization of CSR-supported assets.

During the assessment, physical verification of the supported infrastructure, interactions with stakeholders, beneficiary discussions, and review of operational records and supporting documents were undertaken. The following key observations were made during the assessment:

S.No.	TARGET ACTIVITIES	OBSERVATION & REMARKS
1.	Infrastructure Development	- Construction and development activities for the 1st, 2nd, and 4th floors and 3 seminar halls were observed to be progressing at B.A.C.E. facility. - Infrastructure developed specifically for anti-addiction, counseling, residential stay, and wellness-oriented activities.
2.	Residential Rehabilitation Support	- Residential accommodation arrangements have been planned for students and youth requiring focused behavioral intervention. - Each floor consists of approximately 6 rooms with occupancy arrangements of around 2–4 participants per room.
3.	Awareness & Outreach Programs	- Awareness sessions and outreach activities are being conducted in nearby colleges and local communities across Ghaziabad region. - Program representatives informed that around 50–60 students (Avg.) participate weekly following awareness and engagement activities.
4.	Operational Systems	Structured routines including yoga, meditation, counseling, mentoring, group interaction, life-skill development, and satvik nutrition support were observed as part of the intervention framework.
5.	Seminar Hall Infrastructure	Seminar halls are being developed and equipped for awareness sessions, group counseling, workshops, presentations, and community engagement activities.
6.	Construction Workforce	- Construction activities reportedly commenced in 2021 and are planned for completion by 2027. - During the construction phase, approximately 25–30 workers on average were engaged at the site, including around 2–3 female workers.



COMPOSITION OF BENEFICIARIES

The project primarily targets youth and young adults vulnerable to addiction, substance dependency, unhealthy peer influence, emotional stress, and lifestyle-related behavioral challenges. The intervention model has been designed to support both preventive outreach and rehabilitation-oriented engagement through residential and non-residential program formats.



Geographic Coverage:

The project activities are primarily concentrated in Ghaziabad and nearby NCR region through the B.A.C.E. facility at ISKCON Wave City and associated outreach locations.

Major Outreach Locations

- Chippiyana, Ghaziabad
- Modinagar, Ghaziabad
- Muradnagar, Ghaziabad
- Raj Nagar Extension, Ghaziabad
- Sanjay Nagar, Ghaziabad
- Nearby colleges and community locations across NCR region

Residential Program Beneficiaries

The residential intervention model primarily focuses on students and youth requiring structured engagement, discipline-oriented living, counseling support, and long-term behavioral improvement.

Key observations regarding residential beneficiaries include:

- Residential stay duration generally planned for a minimum period of approximately 6 months depending upon participant condition and recovery progress
- Each supported floor consists of approximately 6 rooms with occupancy arrangements of around 2–4 participants per room
- Female occupancy proposed to be limited to approximately 2 girls per room considering safety and privacy requirements
- Participants are engaged through structured routines including yoga, meditation, counseling, mentoring, and life-skill sessions

BENEFICIARY REACH:

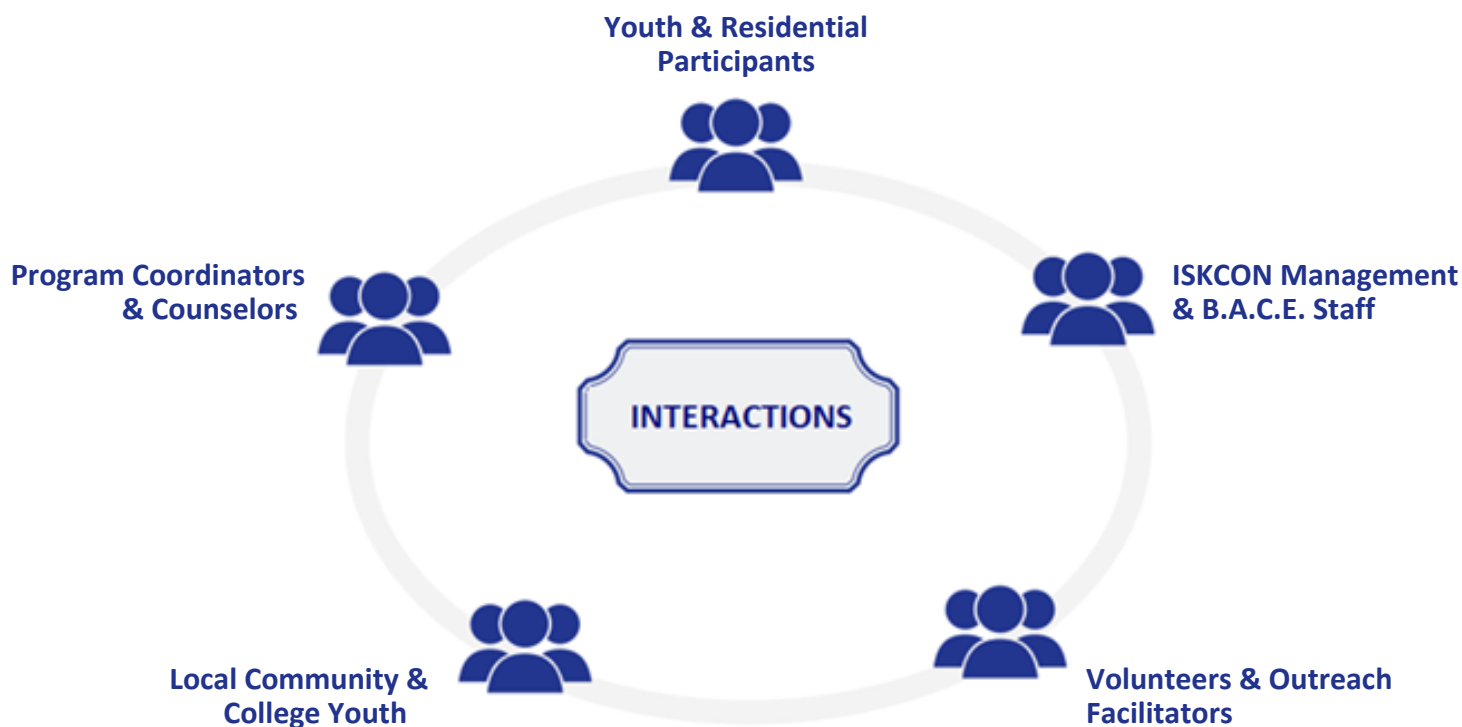


Program representatives informed that awareness and wellness sessions conducted across nearby colleges and local communities engage approximately 50–60 students on a weekly basis. The outreach activities are helping in increasing awareness, encouraging voluntary participation, and connecting vulnerable youth with counseling and wellness support systems. The project is expected to significantly enhance future beneficiary outreach and residential intervention capacity after completion and full operationalization of the infrastructure facilities.



BENEFICIARIES INTERACTION

Wire Consultancy team conducted interaction sessions with various stakeholders, program representatives, residential participants, volunteers, counselors, and local coordinators during the field assessment visit at B.A.C.E., ISKCON Wave City, Ghaziabad on 13th April 2026.



BENEFICIARIES FEEDBACK (FEW CASE STUDIES)



Mr. Deepak Srivastava – Program Representative

"I am conducting awareness sessions and programs to help students improve. Around 50 students join after awareness activities, and it feels good to support their growth."



Tushar , Age-22 – Muradnagar

"I developed a cigarette habit due to bad company. After joining this program, it is helping me improve, and staying here is supporting my recovery."

**Krishna, Age 19**

"I have been smoking and slowly got into other substances too. When I joined this residential program at B.A.C.E., the structured daily routine — early morning yoga, group counseling, and meditation — completely changed my perspective. The counselors never judged me."

**Bikas, BDS student**

"Three years of drinking and smoking habits had affected my life. After joining B.A.C.E., it feels really supportive and positive here."

**Mr. Radha Krish (B.Tech CS), Counselor**

"I work closely with the students and they are doing really well. They are sincerely following the routine, and it feels meaningful to contribute to such work."

**Mrs. Ankita Singhal (Architect)**

"I have been associated with this project for several years. It feels good to contribute to a meaningful and impactful initiative."

**Om Narayan - B.Tech 3rd Year Student**

"I had a drinking habit for 2 years. After joining here, I am improving. Yoga, meditation, and the program help me stay connected to God."



SUMMARY OF BENEFICIARY SATISFACTION

PARAMETER	SATISFACTION LEVEL	FEEDBACK SUMMARY
Program Environment	High	Participants appreciated the disciplined, peaceful, and supportive environment at the B.A.C.E. facility
Counseling & Mentoring Support	Very High	Beneficiaries reported that counselors and mentors were supportive, approachable, and non-judgmental
Yoga, Meditation & Mindfulness Activities	High	Participants highlighted improvement in emotional stability, focus, and self-control through wellness practices
Residential Stay Facilities	High	Residential participants (currently rented facility) expressed satisfaction with room arrangements, cleanliness, safety, and structured living environment
Awareness & Educational Sessions	High	Students found awareness sessions informative and useful in understanding addiction-related impacts and recovery pathways
Spiritual & Holistic Value	Very High	Spiritual teachings, mantra meditation, and yoga sessions provided deep inner peace and motivation to quit intoxication
Behavioral & Wellness Impact	Very High	Participants reported improved discipline, emotional regulation, and renewed sense of purpose
Overall Program Experience	High	Strong appreciation for the holistic and structured approach to addiction prevention and recovery



ASSESSMENT OF IMPACT

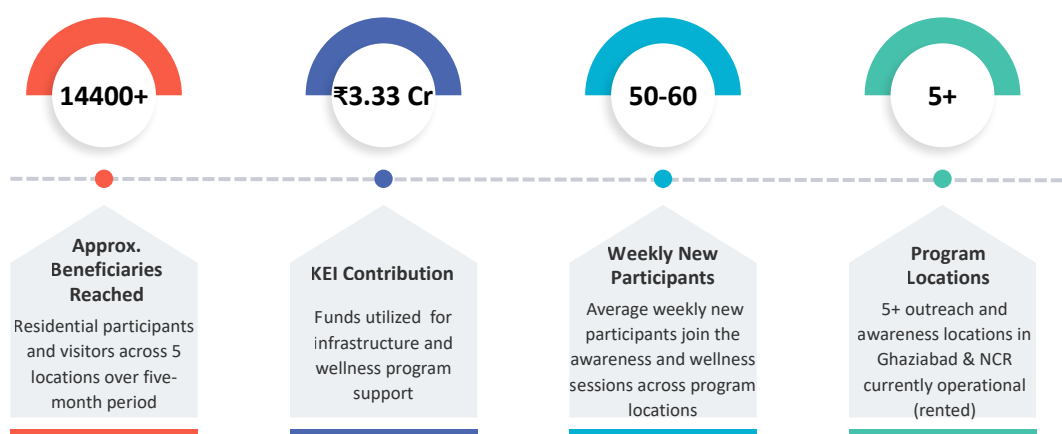
The CSR-supported Mental Health & Wellness / Anti-Addiction initiative at B.A.C.E., ISKCON Wave City, Ghaziabad has contributed towards strengthening infrastructure and institutional capacity for conducting structured awareness, counseling, residential wellness, and behavioral intervention programs for youth and young adults. Through the support provided by KEI Industries Limited, the project has established a foundation for long-term rehabilitation-oriented engagement by integrating residential accommodation, seminar infrastructure, counseling support systems, mindfulness practices, and wellness-focused program delivery.

The assessment indicates that the project is contributing towards increased awareness regarding addiction-related challenges among youth, improved access to counseling and wellness-oriented support systems, and creation of a structured environment for behavioral improvement and emotional well-being. The intervention model combining awareness generation, residential support, mentoring, yoga, meditation, and life-skill engagement demonstrates potential for generating long-term positive social impact among vulnerable youth groups in Ghaziabad and nearby NCR regions.



PROJECT IMPACT OVERVIEW

Preventive Healthcare and Wellness Impact: The Anti-Addiction & Wellness program has significantly enhanced access to preventive healthcare by providing consistent, structured awareness and rehabilitation interventions across Ghaziabad and NCR, particularly serving vulnerable youth, college students, and community members seeking recovery support and behavioral transformation.



The program is expected to become an integral part of the preventive healthcare ecosystem across Ghaziabad and NCR, providing sustainable support to vulnerable youth and communities through continued awareness, counseling, wellness-oriented intervention, and structured program delivery.



COMPOSITION OF IMPACT ANALYSIS

QUANTITATIVE IMPACT	QUALITATIVE IMPACT
Improve awareness among youth regarding smoking, alcohol, substance abuse, and unhealthy lifestyle practices.	CSR investment of Rs. 3.33 Cr utilized for development of the Anti-Addiction & Wellness infrastructure including construction support for the 1st, 2nd, and 4th floors and 3 dedicated seminar halls at ISKCON Wave City, Ghaziabad.
Developed local employment generation and livelihood support during infrastructure development.	During the construction phase, approximately 25–30 workers on average were engaged at the site including around 2–3 female workers.
Development of residential accommodation, counseling spaces, seminar facilities, and wellness-oriented infrastructure.	Total built-up area per floor approx. 3,200 sq. ft. infrastructure supported under the project
Creating structured stay capacity for youth enrolled in anti-addiction and wellness-oriented intervention programs	Residential infrastructure developed with 18 rooms (through KEI-funded) across the supported floors with occupancy arrangements of around 2–4 participants per room
Development of a supportive and non-judgmental rehabilitation-oriented environment encouraging voluntary participation and recovery.	Approximately 8–10 awareness and wellness sessions are being conducted per month per center with average participation of around 20 residential participants and 45 visitors, while approximately 50–60 new students are engaged weekly through awareness and outreach activities. (Based on October 2025 to March 2026 record)
Enhanced outreach and engagement with nearby colleges and local youth communities across Ghaziabad region.	Approx. 14,400+ Beneficiaries Reached- Residential participants and visitors reached across 5 outreach locations over 5-month period (Based on October 2025 to March 2026 record)
Strengthened counseling and peer-support mechanisms for students and young adults requiring behavioral intervention.	Approx. 35+ students and young participants successfully completed the De-Addiction / Wellness-oriented intervention process over the last one year.



OECD DAC FRAMEWORK ALIGNMENT

The following OECD DAC evaluation presents a structured assessment of KEI Industries Limited's CSR-supported Mental Health & Wellness (Preventive De-Addiction) initiative being implemented through ISKCON at B.A.C.E., Wave City, Ghaziabad. The assessment applies the internationally recognized OECD DAC evaluation criteria — Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability — to evaluate the project's implementation approach, infrastructure development, outreach systems, and long-term social value creation potential.

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
RELEVANCE	Is the intervention doing the right things?	The project directly addresses growing concerns related to addiction, substance abuse, emotional stress, and behavioral challenges among youth and college students in Ghaziabad and NCR region. The intervention combines preventive awareness, counseling, wellness practices, and residential rehabilitation support.	Highly Satisfactory	Youth-focused preventive healthcare and rehabilitation infrastructure
COHERENCE	Is the intervention aligned with stakeholder and community needs?	The program demonstrates alignment with preventive healthcare objectives under CSR, community wellness priorities, and youth behavioral support requirements. The intervention integrates awareness outreach, counseling, yoga, meditation, mentoring, and structured rehabilitation support.	Satisfactory	Integrated wellness and anti-addiction intervention model
EFFECTIVENESS	Is the project achieving intended outputs and outcomes?	Construction support for 1st, 2nd, and 4th floors and 3 seminar halls is progressing. Awareness programs are operational across multiple outreach locations with regular weekly participation from students and youth beneficiaries.	Satisfactory	Integrated wellness and anti-addiction intervention model

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
EFFICIENCY	Are resources being utilized effectively?	CSR support of Rs. 3.33 Cr utilized towards development of wellness-oriented infrastructure including residential accommodation, seminar halls, and counseling spaces. Existing ISKCON outreach systems and volunteer support contribute to operational efficiency.	Satisfactory	Infrastructure and operational systems developed through integrated implementation approach
IMPACT	What difference has the intervention created?	The project provides awareness regarding addiction-related risks, strengthened access to counseling and wellness-oriented support systems, and created a structured environment promoting emotional well-being, self-discipline, and behavioral improvement among participants.	Satisfactory	Structured counseling, mentoring, yoga, and wellness engagement systems operational
SUSTAINABILITY	Will the benefits continue beyond the project period?	The developed infrastructure, residential facilities, seminar halls, counseling systems, and awareness network provide long-term potential for sustained anti-addiction and wellness-oriented program delivery across Ghaziabad and NCR region.	Satisfactory	Long-term residential and outreach-based wellness infrastructure under development

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.	Increase awareness regarding smoking, alcohol, substance abuse, and addiction-related risks among youth	Yes	High
2.	Reduce stress and improved emotional stability through yoga, meditation & mindfulness practices	Yes	High
3.	Access to counseling, mentoring, and wellness-oriented behavioral support systems	Yes	High
4.	Improve routine discipline, self-control, and healthy lifestyle practices among participants	Yes	High
SOCIAL BENEFITS			
5.	Enhance awareness and community engagement regarding addiction prevention and mental wellness	Yes	High
6.	Development of supportive peer-learning and non-judgmental recovery-oriented environment	Yes	High
7.	Improve social interaction, confidence, and communication among youth participants	Yes	Medium
8.	Strengthen outreach among colleges and nearby communities across Ghaziabad region	Yes	High
9.	Alumni mentoring network being developed for long-term sustained impact	Yes	Medium
ECONOMIC BENEFITS			
10.	CSR investment supports development of long-term wellness and rehabilitation infrastructure	Yes	High
11.	Employment generation during construction activities including participation of local workers and female workforce	Yes	Medium

CONCLUSION

The CSR-supported Mental Health & Wellness / Anti-Addiction initiative at B.A.C.E., ISKCON Wave City, Ghaziabad has contributed towards strengthening infrastructure and institutional capacity for conducting structured awareness, counseling, residential wellness, and behavioral intervention programs for youth and young adults. Through the support provided by KEI Industries Limited, the project has established a foundation for long-term rehabilitation-oriented engagement by integrating residential accommodation, seminar infrastructure, counseling support systems, mindfulness practices, and wellness-focused program delivery.

The assessment indicates that the project is contributing towards increased awareness regarding addiction-related challenges among youth, improved access to counseling and wellness-oriented support systems, and creation of a structured environment for behavioral improvement and emotional well-being. The intervention model combining awareness generation, residential support, mentoring, yoga, meditation, and life-skill engagement demonstrates potential for generating long-term positive social impact among vulnerable youth groups in Ghaziabad and nearby NCR regions.



QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
CSR Contribution	Approximately Rs. 3.33 Cr utilized towards Anti-Addiction & Wellness infrastructure development	On Track
Infrastructure Supported	Construction support for 1st, 2nd, and 4th floors along with 3 dedicated seminar halls	On Track (Complete building G+7 construction still in progress, planned to complete operational from 2027)
Built-up Area Developed	Total built-up area per floor: approximately 3,200 sq. ft.	Achieved
Employment Created	Local contractors, skilled & semi-skilled construction workers engaged	Achieved
Beneficiaries Outreach	Approximately 14,400+ individuals (residential participants & visitors) reached across 5 locations over five-month period (in rented facility)	Achieved



QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
Geographic Reach	5 outreach and awareness locations currently operational in Ghaziabad region (rented facility)	On Track
Average Weekly Participation	Around 50–60 new students participating weekly in awareness and wellness activities	On Track
Program Completion	35+ students successfully completed De-Addiction / Wellness-oriented intervention process over the last one year	Good
Construction Employment Generation	Approximately 25–30 workers engaged during construction including participation of female workers	Good



FUTURE RECOMMENDATIONS

- Strengthen collaboration with colleges, universities, and community institutions to expand awareness and preventive outreach activities among youth.
- Develop a structured digital monitoring and follow-up system for tracking participant progress, counseling engagement, and post-program recovery status.
- Enhance involvement of qualified mental health professionals, wellness experts, and rehabilitation counselors for specialized intervention support.
- Expand residential rehabilitation capacity to support a larger number of vulnerable youth and long-duration participants.
- Introduce structured vocational guidance, career counseling, and employability-oriented life-skill programs for participants.
- Conduct periodic impact assessments and beneficiary feedback studies to strengthen program monitoring and evidence-based improvements.
- Strengthen alumni engagement and peer-support networks to encourage long-term behavioral consistency and relapse prevention.
- Increase community awareness campaigns focusing on early intervention, emotional wellness, and substance abuse prevention among adolescents and college students.
- Explore partnerships with healthcare institutions, educational bodies, and local administration for integrated preventive healthcare and mental wellness initiatives.
- Continue strengthening seminar infrastructure, counseling facilities, and wellness-oriented operational systems for sustainable program delivery and long-term outreach expansion.

ANNEXURE-I

