
Impact Assessment Report on Holistic Village Development of Community

Vallam Village, Tamil Nadu

Prepared For



Eicher Group Foundation (EGF)

Prepared By



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ISO 27001:2013 Certified

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EXECUTIVE SUMMARY

Eicher Group Foundation (EGF) in partnership with Habitat for Humanity India Trust carried out different interventions across Sanitation, Safe Drinking water, Education, and Water conservation for Holistic Village Development of the community in Vallam Village, Tamil Nadu. The project covered rural/marginalized families/communities in Vallam village by providing access to sanitation, quality drinking water, and hygiene education.

An Impact Assessment Study has been carried out to understand the impact that has been created under different interventions in Vamman Village, Tamil Nadu. The study covered individual Households along with different stakeholders at the community level through a mixed approach of quantitative and qualitative surveys to gather factual and reliable outcomes through project interventions.

The study finds that individual household toilets, school infrastructure, community RO plant, and Roof Top Rain Water Harvesting (RWH) structures have been supported under the project intervention. The Villagers and the panchayat members are very much happy for undertaking these initiatives. The study reveals that 51% of the responded beneficiaries are daily wage laborers followed by 26% that are involved in private jobs. The monthly income for most of the beneficiaries (69%) is between Rs. 5,000 to 10,000 per month.

The toilet built for every individual home is of good quality as reported by the beneficiaries. 92% of the toilet block are functional and a few of them (8%) are not functional due to maintenance issues. Open defecation has been reduced to a great extent in the village. However, the lack of toilet facilities in the workplace forces them to defecate openly as stated by some of the beneficiaries (34%) during their working hours.

The water ATM constructed in Vallam has been providing pure drinking water to the people at a low cost. The tariff is Rs.5 for 10 liters of RO water. The beneficiaries had to use handpumps and Tanker water as primary sources of drinking water and had to suffer during summer due to scarcity/shortage of water. All the beneficiaries stated about meeting daily needs through the Water ATM service and the majority of them (60%) felt that the water quality is excellent.

School teachers at RCM schools are very happy with the different supports like the construction of the sanitation block, hand hand-wash units, renovation of the kitchen, etc. All of the facilities are in good use and attendance of the students has increased post interventions.

The rainwater harvesting system had also built for over 328 homes in the Vallam village by EGF. Before the intervention, there were no means to collect and store the rainwater creating a muddy environment. Now, people are able to collect rainwater through a proper channel; however, people have not seen any significant change in their wells till now.

All the interventions have created a positive change at the community level and the villagers, panchayat, and school staff are welcoming such great projects in the future of their villages.

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CHAPTER 1: INTRODUCTION

About Habitat for Humanity India

Founded in 1983, it's one of the largest housing programs in the Asia-Pacific region. It's affiliated with Habitat For Humanity International – a global non-government organization now present in more than 70 countries. Habitat for Humanity was founded by Millard and Linda Fuller who developed the concept of partnership housing with the farmer and biblical scholar Clarence Jordan. Though this NGO has Christian roots, Habitat for Humanity India works with people of all backgrounds, races, and religions across India to build houses in partnership with families in need.

Their process of implementation includes:

- Identify schools or communities - conduct detailed assessments of communities that need sanitation facilities to determine the best solution.
- Select an Implementation Model - They either implement the program by themselves or through a network of established partners.
- Provide Construction Assistance - When not implementing projects directly, They use their construction expertise to provide technical assistance.

About Eicher motors Limited

Eicher Motors Limited (EML) (Bloomberg: EIM IN Reuters: EICH.NS) is the listed parent of Royal Enfield, the global leader in middleweight motorcycles. The world's oldest motorcycle brand in continuous production, Royal Enfield has made its distinctive motorcycles since 1901. Focussed on bringing back simple, yet engaging and accessible motorcycling, Royal Enfield operates in India, and over 60 countries around the world with modern development facilities in Leicestershire, UK, and Chennai, India. Royal Enfield makes its motorcycles in Chennai, Tamil Nadu for the world. Royal Enfield has evolved into an experiential brand. Royal Enfield with its motorcycle that combines modern-day elements with the brand's heritage, garners immense enthusiasm amongst global motorcyclists.

In addition to motorcycles, Eicher has a joint venture with Sweden's AB Volvo - Volvo Eicher Commercial Vehicles Limited (VECV) - which has pioneered the modernization of commercial vehicles in India and other developing countries.

VECV has a complete range of trucks and buses from 4.9-55 tonnes, and its integrated manufacturing plant in Pithampur, Madhya Pradesh is the global hub for medium-duty five- and eight-liter engines for Volvo Group.

Eicher Motors is listed on the BSE and National Stock Exchange and has been part of the NSE's benchmark Nifty 50 Index since April 1, 2016.

Rural Development: Several social development activities are being undertaken by the Company in communities near the Oragadam plant in Tamil Nadu. Key interventions include women's empowerment through Self-Help Groups (SHG), school education (academic assistance to children, transit schools for dropouts to integrate back into the system, computer education, scholarships), health and hygiene (provision of household toilets, and renovation of women sanitary complex, hand washing program at schools) and renovation of existing water bodies such as ponds and bore wells.





CHAPTER 2: RESEARCH METHODOLOGY

Research can be stated as a logical and systematic search for new and useful information on a particular subject matter. Social Science Research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimize bias and subjectivity. It is opposed to writing something based on speculations. Though information on certain facts can also be gained through common sense and general observation and hearsay, those facts won't be considered valid until they have been obtained in a methodical manner, which can stand the test of time. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency. Identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the Literature on the problem or deliberations with research experts and knowledgeable others in the subject matter of interest. Each research problem has a multitude of perspectives and dimensions. Research cannot cover all of those in a single study. Thus, we need to delimit the research problem into a 'measurable problem and formulate objectives, make decisions on the research design, sample design, type of research instruments for collecting the data, and the way data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached.' Every research needs to have a proper methodology to foresee the problems that could arise in the course of research and steer through the research process in a proper direction without losing focus.



Use of Mixed Methodology for Maximum Insights

The research problem consisted of understanding the extent of impact created by Eicher Motors- supported initiatives, whether they created awareness and sensitize the local communities towards improving the quality of life through built environment initiatives in the village. To this end, to gain maximum insight, both quantitative and qualitative techniques are used.

Application of Quantitative Techniques

A quantitative study will be needed if the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. A quantitative study always uses structured tools like questionnaires and interview schedules, in which questions are planned well in advance by the researcher before entering the field. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its own limitations. It can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden deep beneath. In this study, to assess the impact, structured tools like the interview schedule administered were used. This helped in getting quantifiable information.

Application of Qualitative Techniques

Qualitative Research can only unravel enriched and hidden information that may not be evident at the first glance. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. For better accuracy, to ensure anonymity and at the same time, to cover a larger sample population, quantitative techniques were used. Qualitative techniques of interviews with key stakeholders and interviews with community people were adopted for a better understanding of the problem alongside Quantitative Research.

Ensuring Triangulation

Triangulation is needed to increase the credibility and validity of the research findings. It is also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research were verified with insights from qualitative research and the reports have also been structured to reflect this point.

Research Design

- **Name of the project** : Holistic Village Development of community
- **Project Partner** : Habitat for Humanity India
- **Research Design used** : Descriptive Research Design
- **Sampling Technique** : Simple random sampling
- **Sample size** : 50
- **Qualitative methods used** : Focus Group Discussions, in-depth interview and case studies

Study Tools

Tools used during the study

SoulAce has developed a mobile application a platform for data collection that the field team used to undertake the study. This application has real-time data entry and data upload with GPS location details with a questionnaire, for interaction with the project beneficiaries, as well as a provision to take pictures of each respondent.



Primary data was collected using two types of questionnaires.

Questionnaire for Primary Beneficiaries:

Structured questionnaires were developed reviewing the project details for each of the focus areas and indicators were pre-defined before conducting the surveys.

Questionnaire for Secondary Beneficiaries & Stakeholders:

Semi-structured questionnaires were developed for each type of sample of this group. Stakeholders were identified across the focus areas. One on One discussion was done with beneficiaries to prepare the case studies.

Ensuring Commitment to Research Ethics

Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly sticks to not revealing the identity of respondents unless the same is warranted for the illustration of success stories or case studies. After the research was completed, the study did not reveal which individual respondents answered which question in what manner. The results were revealed only as an aggregate, so no one would be able to single out the identity of a particular respondent. This was required to safeguard the trust of the respondent.

Confidentiality

Research subjects participate in the process only based on the trust that confidentiality had maintained. Hence, the research would not reveal any data regarding the respondents for purposes other than the research study.

Non Maleficence

Research subjects participate in the process only on the basis of the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Beneficence

Any research study should lead to some benefits for the respondent. This research study also ensures that individuals, groups, and the benefit of the communities and their wellbeing are enhanced.

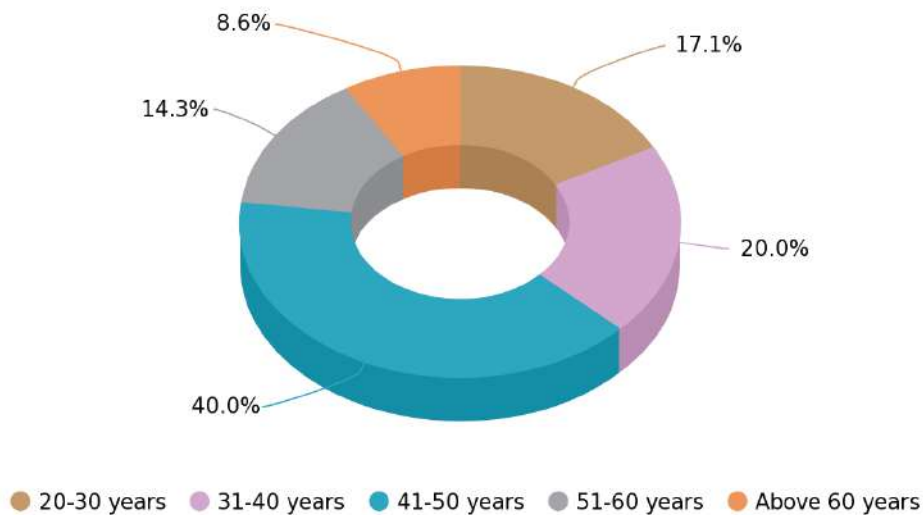
Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.



CHAPTER 3: DATA INTERPRETATION

Percentage distribution of beneficiaries Age-Group



The village visited had a mixed group of population. It meant that the toilet was built for each and every house without considering the age groups of the population. 40% of the respondents were from the age group 41 to 50. 20% of them were from 31 to 40 years. 20 to 30 years old comprised 17%. 14% of them were from 51 to 60 years and 8.6% were above 60 years old.

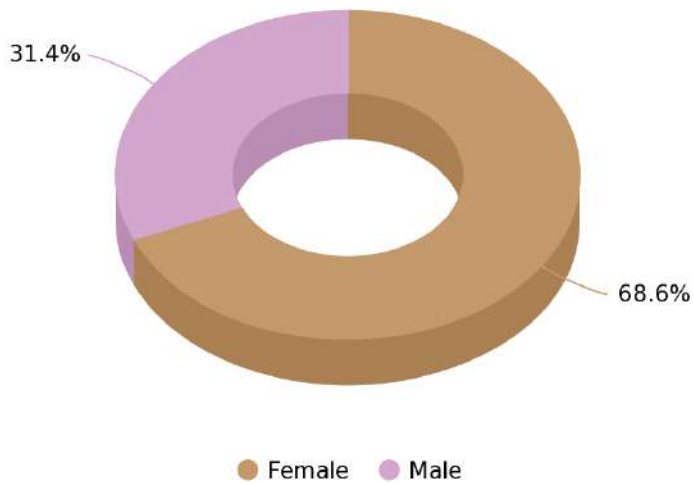
“My Family and I were going to open fields for the toilet before this toilet was built. I am a daily wage laborer and I am the only working member in my family. I didn't have money to construct a toilet for our use.

When my daughter attained menarche, the open toilet system frustrated her. We had appealed to the Gram Panchayat but didn't take any action. When Eicher Motors took a survey of homes needing toilets, I registered my name and explained our grievances to them. In no time they got the toilet constructed for our use. It is a shower room-cum-toilet. It is good. There is no seepage of water during the rainy season. No drain blockage too. We are so happy now. We thank Eicher Motors and Habitat for the initiative.”

-Shankar, a resident of Vallam village

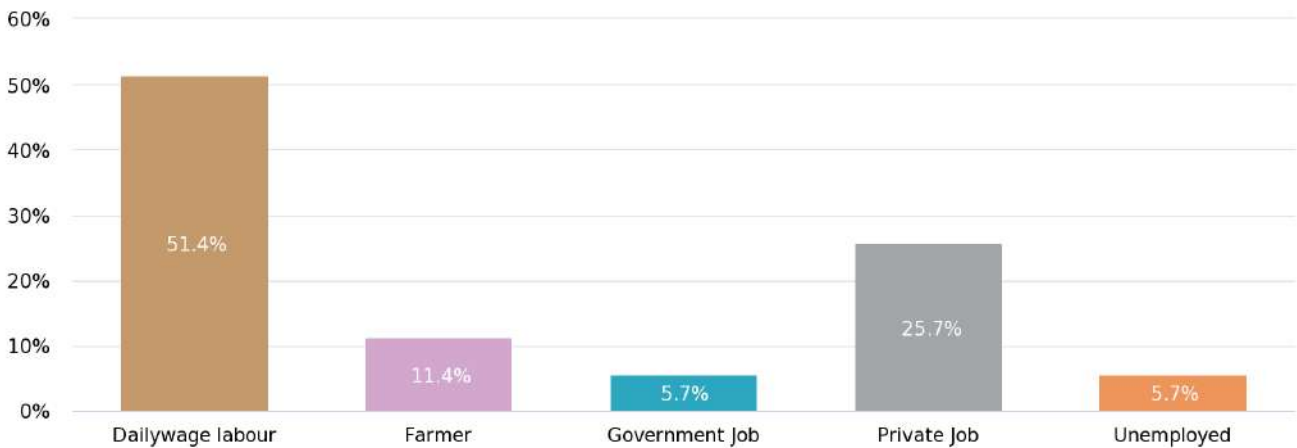


Percentage distribution of respondents by Gender



Here in the Vallam district, 69% of them were female beneficiaries and 31% were male beneficiaries.

Percentage distribution of respondents by Occupation of the Head of Family



This village had 51% of daily wage laborers. 26% of them were going for private jobs. 11% were farmers. 6% were government employees and 6% were unemployed.

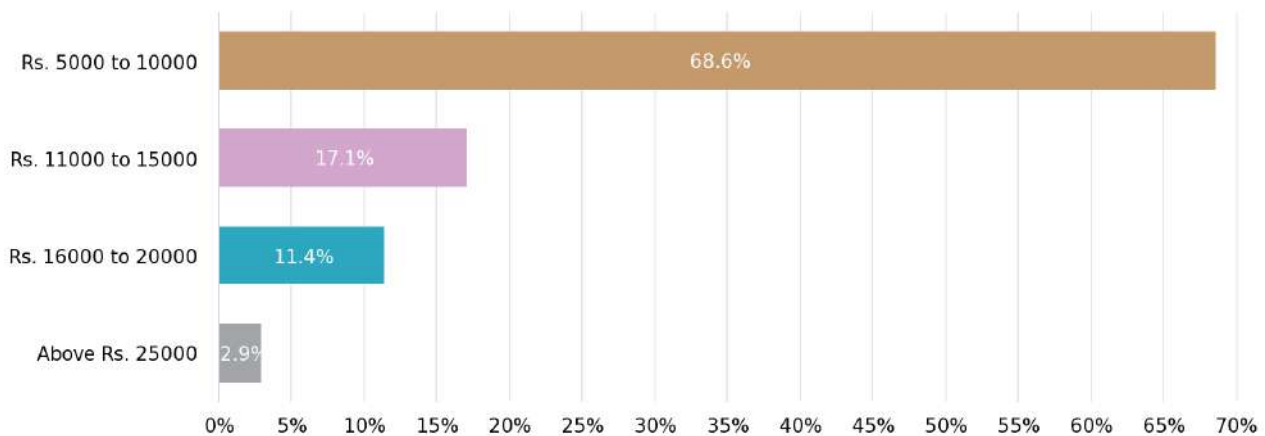
“I am an old and ailing woman living alone in a single-storeyed house. My daughter and son are married and they are settled in the nearby village.

I am here because I have a small piece of cultivable land that I still keep in use. I used to go to the open fields early in the morning to do my ablutions. In the darkness, I got bit by animals and insects. I fell sick without hope of recovery. Now, this at home-toilet has solved my problem. I use the toilet and keep the door locked when not in use. I feel safe and relieved now.”

-Visalam, resident of Vallam village



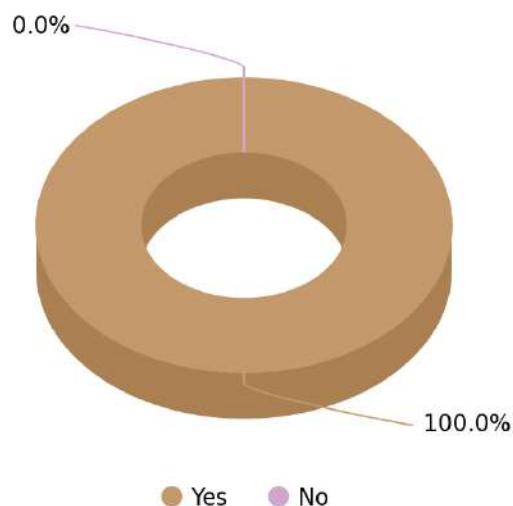
Percentage distribution of respondents by their Monthly Income



Based on the monthly income, 69% of the respondents were earning from Rs.5000 to 10000. 17% of them earned from Rs.11000 to 15000. 11% earned between Rs.16000 to 20000 and 3% earned above Rs.25000 per month.

3.1 Individual Household Toilets

Percentage of respondents reported whether they have a toilet block in their house



Eicher Motors partnering with Habitat had built a toilet block for each and every individual home.

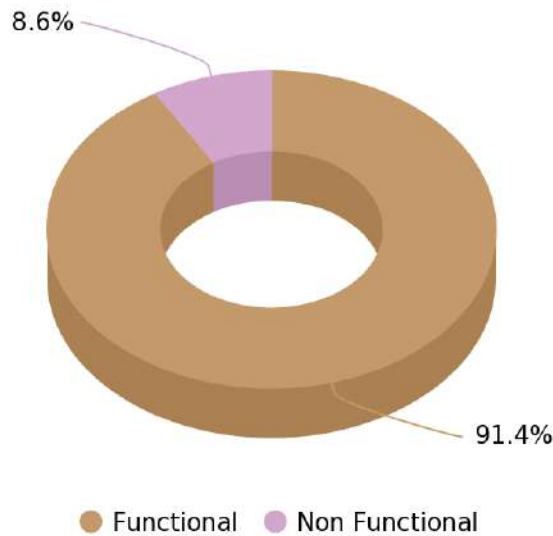
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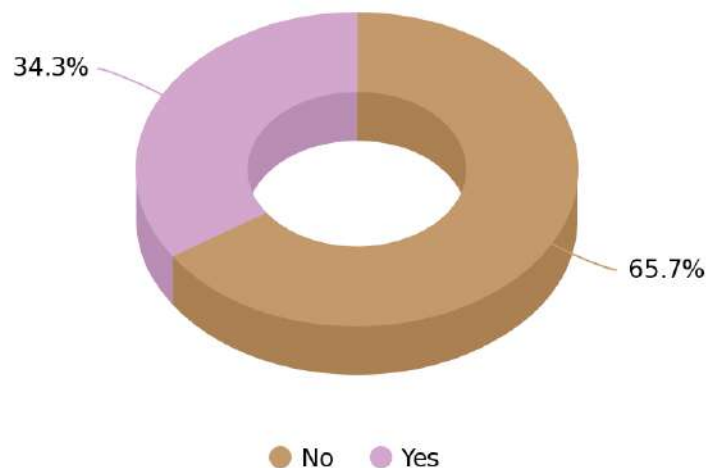
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Percentage of respondents reported about the current status of the toilet block at their house



It was reported that 91% of the respondents have a functional toilet block and 8.6% of the respondents' toilets were not functioning. Issues like broken doors, lack of proper cleaning, etc. have been reported by the beneficiaries

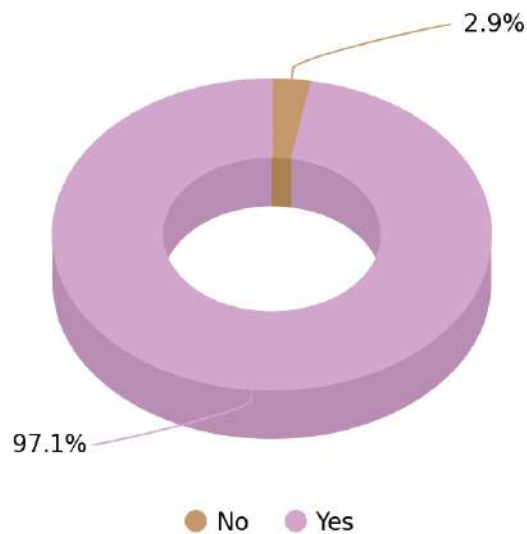
Percentage of respondents reported whether any member of their family practice open defecation



The newly-built toilet block had reduced the open defecation to a great extent. But some people were still found to practice open defecation as there were no toilets in their workplace. 66% of them used the toilet all the time and did not defecate in open areas. 34% of the respondents still did open defecation.

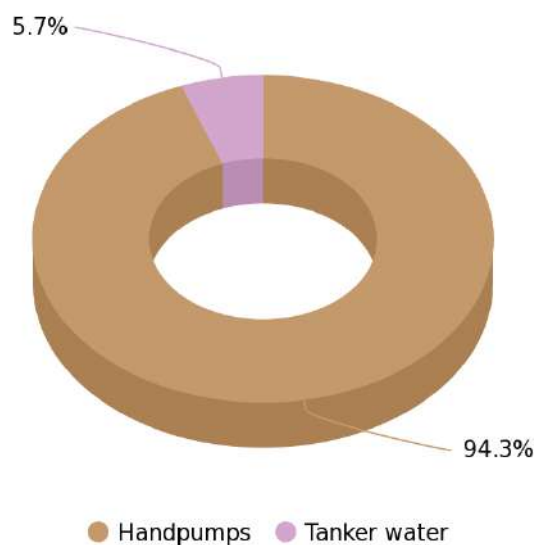


Percentage of respondents reported whether there is a proper drainage system connected to the toilet block



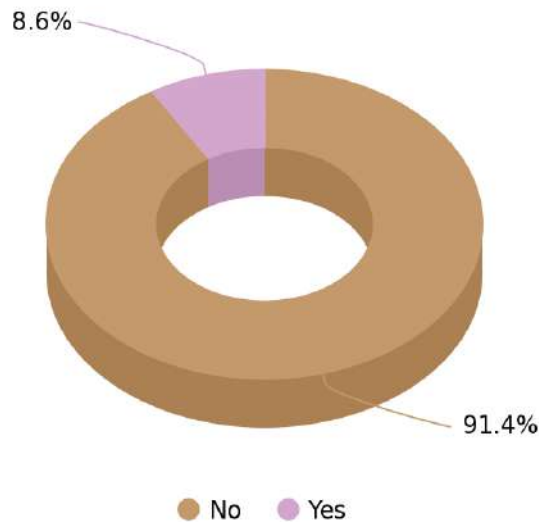
There was a proper drainage system placed near the toilet and 2 septic tanks to collect waste. 97% of the respondents said that there was a proper drainage system connected to their toilet and 3% of the respondents said that the pipes were damaged and it was not repaired or replaced.

Percentage of respondents reported about the source of water for the village



Handpumps and tanker water were the main sources for the village people. 94% of the respondents used handpumps to fetch water and 6% of them use tanker water.

Percentage of respondents reported whether they have individual toilets before the project intervention



The majority of the respondent beneficiaries (91%) didn't have a toilet in their home;. However, a few of them reported having kaccha toilets which were in very poor conditions and were unable to use.

“I met with a motorcycle accident last year; I had internal bleeding in my leg and had difficulty moving.. Using the open toilet was an ordeal back then.



I needed to be carried to the field on a chair and then helped down the chair too. The municipality or the gram panchayat couldn't solve the problem. My family, especially my daughter, and my 2-year-old granddaughter also suffered without a toilet. Eicher Motors' initiative has indeed solved our problem. They constructed a toilet just outside our home and now the whole family is happy and relieved. We are thankful to Eicher Motors and Habitat for this thoughtful initiative.”

-Govindasamy, a resident of Vallam village

COMMUNITY RO PLANT

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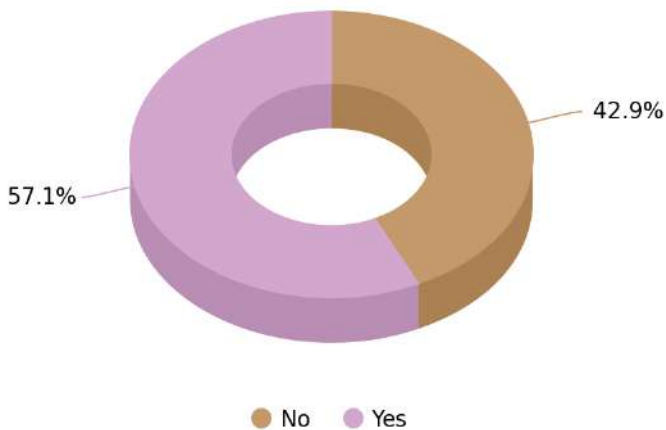
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3.2 Safe drinking water facility

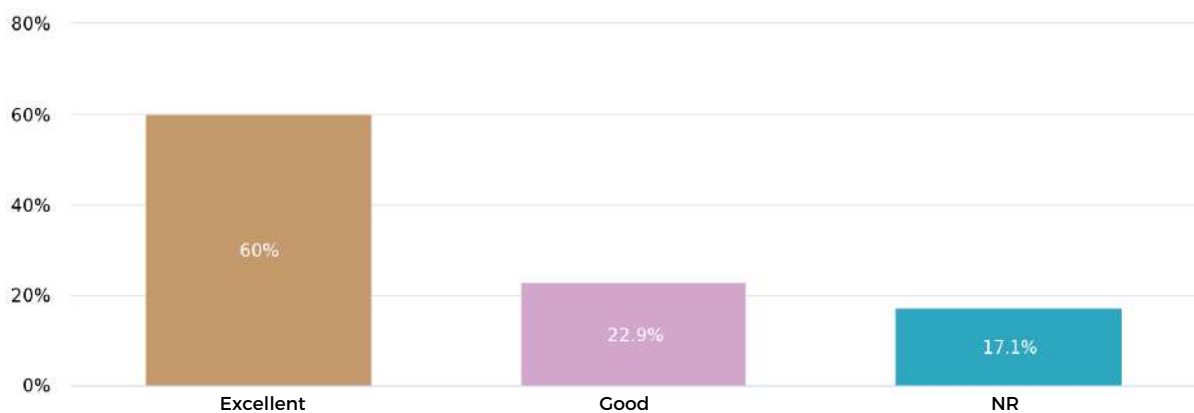
A water ATM was constructed by Eicher Motors in Vallam with the aim of giving pure RO drinking water to the villagers at a low cost. The tariff is Rs.5 for 10 litres of RO water. Each person in the village has a water ATM card that is scanned into the machine. Once the amount is entered, water flows out of the pipe. This facility is very useful for the villagers as they get clean, pure water for drinking as well as for cooking. Plus the cost is affordable too. The people of Vallam thank Eicher Motors and Habitat for building the water ATM in their locality.

Percentage of respondents reported whether there is an issue of water shortage during summer



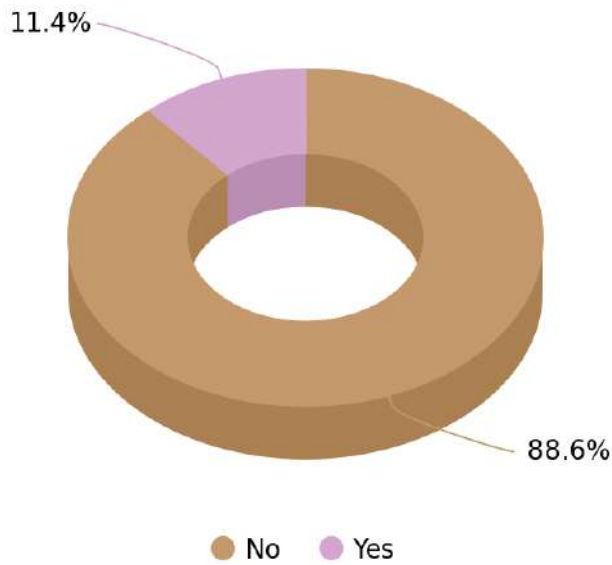
All of the beneficiaries (100%) were using hand pumps and tanker water supply as a source of drinking water as well as other household purposes. There was a water shortage during summer. 57% of the respondents suffered from water shortage during the summer season and 43% of the respondents used a water storage facility like an overhead tank or well in their backyards.

Percentage of respondents reported about the quality of Community water supply



With regard to water quality, 60% of the respondents said that the water quality was excellent. 23% of the respondents said that the water quality was good and 17% of the respondents did not respond to the query

Percentage of respondents reported whether any of their family member suffered from water borne diseases in the past 1 year



As the water available was clean the chances of water-borne diseases had gone down said the villagers. 89% of the villagers said that they did not get affected by any water-borne disease and 11% of the respondents had gotten infected as they used to practice open defecation in their workplace.

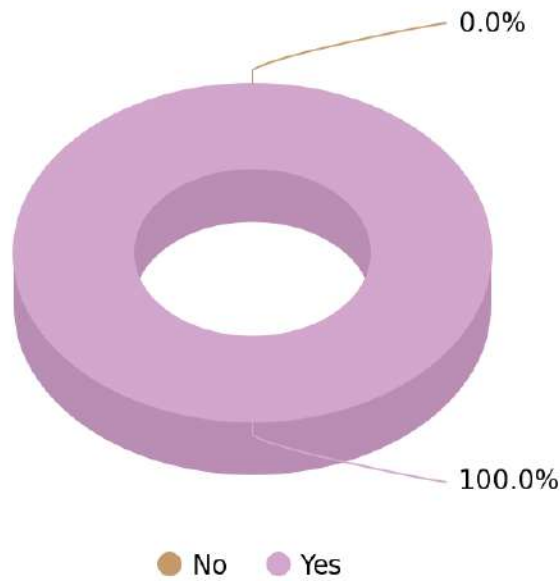
“On my latest visit to my mother’s, I was surprised to see a new toilet near her home. I inquired about this and they told me that it was built 2 years back.



But the toilet looks as good as new. It has a proper sewage facility; proper roofing and good taps too. Before this, we used to practice open defecation. Both my daughters used to feel ashamed about this. My mother wrote many petitions to the government and also the gram panchayat but there has been no response till now. Eicher Motors partnering with Habitat took this commendable initiative and has built toilets for many individual homes in the village including ours. We are very grateful to them indeed.”

-Anjali, a resident of Vallam village

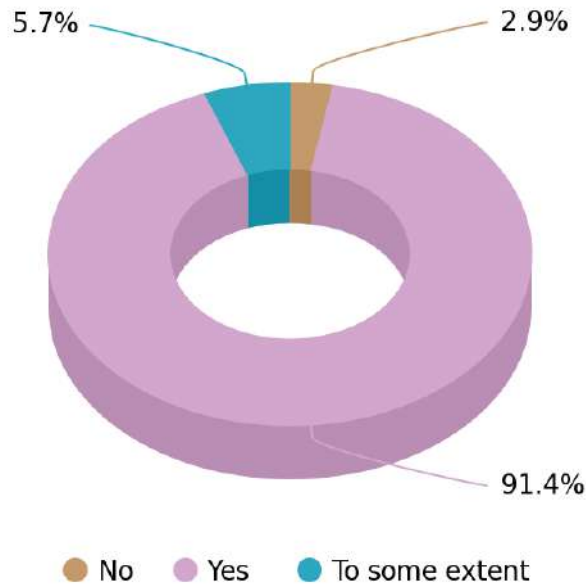
Percentage of respondents reported whether the supplied quantity of water meets their daily needs



All the villagers said that their basic daily needs were met by the quantity of water supplied. They are basically use it for drinking purposed only.



Percentage of respondents reported whether they are satisfied with the project interventions or not



Almost all of the villagers were highly satisfied with this toilet block provision and drinking water supply facility. The majority of the respondents (91%) were thoroughly satisfied with this project's intervention. However, a few of them (6%) were satisfied to some extent only and 3% were not satisfied at all.

“I got married and came to this village 3 years back. At that time my husband's home didn't have an attached toilet and he didn't have the money to build one also. Like others, I started going out to open fields. It was very uncomfortable and unsafe too.

I got attacked by insects and chased by animals. 2 years back Eicher Motors and Habitat visited our village and promised to build toilets for our homes. We nominated ourselves and shortly after that, they built a toilet for us. It is sophisticated and has a good drainage facility and a good water supply. The roof is so strong to withstand rain and harsh weather. Now I am pregnant and I am happy I don't have to rush to the open fields. Thanks to Eicher Motors and Habitat for doing this for us.”

-Sneha, a resident





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3.3 School Infrastructure Support

TESTIMONIAL FROM THE STAKEHOLDER

Ms.Sahaya, HM, RCM school, Vallam



"Our school got toilets for students (both boys and girls, a compound wall covering the exit gate, floor tiles on the pavement which we use during assembly and flag hoisting, and a foot-operated hand wash sink. along with a new kitchen. The old toilet had got damaged and was not fit to use. Students used to get sick because of that. Before the compound wall was constructed, we had only a wire fence which did not offer protection against rough weather and we needed to rework that on a monthly basis to keep it properly functioning. The pavement was muddy and rain made it sludgy and slippery. We were not able to conduct assemblies because of that. There were wash basins with taps but students were used to wastewater. Previously we had a small hut for cooking and it was not safe because it had risks of accidents. All these issues were solved with the construction of new facilities by Eicher Motors and Habitat. A big thanks owed to them from all of us at RCM School".

-Ms.Sahaya, HM, RCM school, Vallam

FOCUS GROUP DISCUSSION IN RCM SCHOOL



A focus group discussion on the facilities provided by Eicher Motors and Habitat was conducted in RCM school with the HM along with 6 faculties. The group was totally satisfied with all the facilities. In fact, student attendance had gone up because of the new facilities. and all were put to good use. The group needed some more facilities like a full compound wall for the entire school, tiled flooring on the playground, a wash area, and a kitchen. Toilets for the staff along with a secured room for storage of groceries. The school management looks forward to getting the requirements fulfilled.





Facilities offered by EGF to RCM School



School Toilet Pictures



3.4 Rain Water Harvesting

The rainwater harvesting system had been built for over 328 homes in the Vallam village by Eicher motors partnering with Habitat for Humanity India. The main purpose of building the rainwater harvesting structure is to store water in the percolation tank to use the water during dry and hot days of the summer season and also to recharge the groundwater so that it could in turn recharge the nearby wells. Before this implementation the village had no means to collect and store the rainwater, they just leave it creating a muddy environment and polluting the environment by water getting mixed with the garbage. Now the system is well set and water gets properly channelized into the percolation tank via PVC pipes. The plastic pipes are so strong to withstand high heat and worse weather conditions.

Now the water scarcity problem in the villages of Vallam had been significantly been reduced and the nearby wells are now full of water. Lakes and ponds are also filled with clear water. Villagers and the panchayat members are very happy because of this initiative.





RELEVANCE

The village development project by Eicher Motors partnered with NGO had built community toilets for homes. By doing this they had stopped open defecation problem and also prevented spread of diseases. Now the beneficiaries are healthy and happy.

RATING ● ● ● ● ●

COHERENCE

The Village development program by Eicher motors in Vallam greatly aids in the realization of SDGs like
Goal 3: Good health and well being
Goal 6: Clean water and sanitation

RATING ● ● ● ● ●



Hence the program is highly coherent with International standards and national policies and programs.

EFFECTIVENESS

The Village development program has reached its intended objective of improving the livelihood of the project communities by preventing open defecation and has helped in stopping the spread of communicable diseases in the village. Hence the project can be stated to be highly effective in nature.

RATING ● ● ● ● ●

EFFICIENCY

Considering the investments made in constructing individual, household toilets and the benefits obtained by the local people in terms of the reduction of diseases and increased privacy and safety, it can be stated that the project is highly efficient in nature.

RATING ● ● ● ● ●

IMPACT

The program has reduced open defecation to a large extent. The project has resulted in using the toilet and eliminated the practice of open defecation which has in turn improved the standard of living of the beneficiaries in the project village. Beneficiaries have been using Water ATM for their daily needs as well and got relief from scarcity issue during summer. Hence, the project can be stated to be impactful.

RATING ● ● ● ● ●

SUSTAINABILITY

As the community's participation was ensured during the planning and implementation stages of the project, there is more acceptance, enthusiasm, and ownership towards the individual, household toilet constructions, and Community Water Supply unit. The beneficiaries also stated that they would maintain these structures in the future as well. Hence, the project can be stated to be highly sustainable.

RATING ● ● ● ● ●

RECOMMENDATION

Scaling up the awareness training program

Regular awareness programs must be conducted to inform about the adverse effect of open defecation which causes diseases and pollutes the environment. Proper toilet practices must be taught to the villagers along with the risk of spreading diseases to their family members and their co-workers.

Poor condition Toilets



CONCLUSION

Eicher Motors partnering with NGOs had built individual toilet blocks for the homes in Vallam Village. A total of 55 toilets were built in the villages as per the NGO records. The toilets are sophisticated and people use them also for bathing. Almost all of the toilets are functional and the water quality received is also excellent. This has brought open defecation down to a great extent. The Spread of water-borne diseases has also been brought down greatly. In addition to the toilets, compound walls, student toilets (boys and girls), tiles for pavement, manually-operated washbasins, and a kitchen for RCM school were constructed. Nearby the school is a water ATM giving good quality RO drinking water at a very affordable price. The villagers, panchayat, and school staff are thanked for all the valuable additions to the village.