

**REPORT on Social Impact Assessment of JK Paper Ltd CSR  
Contribution on Students and Academic Facilities at JK  
Lakshmi Pat University (JKLU)**

**Submitted to**

**JK Paper Ltd.**



**Prepared By**



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## Section: I

### Introduction of SIA

Corporate Social Responsibility (CSR) represents a corporate framework emphasizing self-governance, urging companies to engage with their communities and contribute to their social, economic, and environmental progress. Mandated by Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility) Rules, 2014, CSR extends beyond legal obligation, offering corporations a platform to extend their influence beyond profit-making.

The effectiveness of CSR initiatives is gauged by their impact, measuring both the scale and significance of the changes brought about. This evaluation reflects a company's comprehension of community needs, its ability to address them, and its role in catalyzing positive transformations. Impact assessment practices provide a structured approach for such evaluations, enabling companies to adjust their CSR strategies accordingly.

Recognizing the pivotal role of impact assessment in shaping CSR endeavors, the Ministry of Corporate Affairs amended Section 135 of the Companies Act, 2013, and the Companies (CSR) Rules 2014 in 2021. These changes make CSR impact assessment obligatory for companies meeting specific financial criteria and project thresholds. The aim is to encourage informed decision-making in CSR allocations, ensuring optimal resource utilization and maximizing societal benefits.

JK Paper Ltd has demonstrated a deep understanding of the importance of impact assessment within its Corporate Social Responsibility (CSR) initiatives. The company's CSR policy not only acknowledges but underscores the imperative of conducting regular impact assessments, often facilitated by independent entities. This proactive approach allows JK Paper Ltd to meticulously evaluate the efficacy of its CSR endeavors and, when warranted, make necessary adjustments to ensure maximum positive influence on the communities it serves.

Aligned with both the recent legal revisions and the intrinsic values of the organization, which place significant emphasis on fostering genuine community involvement and advancement, JK Paper Ltd has embarked on a comprehensive assessment of its CSR impact. This undertaking symbolizes the company's commitment to not only complying with regulatory mandates but, more importantly, to upholding its ethical responsibility towards societal betterment and sustainable development.

As an integral aspect of its Corporate Social Responsibility initiatives, JK Paper has extended its support to JK Lakshmipat University (JKLU), aiming to bolster its endeavors and contribute towards educational empowerment. This support has been channeled into various avenues, including the provision of scholarships to deserving students facing financial constraints, thereby enabling them to pursue their academic aspirations unhindered. Additionally, JK Paper's CSR interventions have facilitated the enhancement of higher education-related activities within JKLU, fostering an environment conducive to learning and holistic development. Through these concerted efforts, JK Paper not only demonstrates its commitment to fostering academic

excellence but also underscores its dedication to nurturing the next generation of leaders and change-makers.

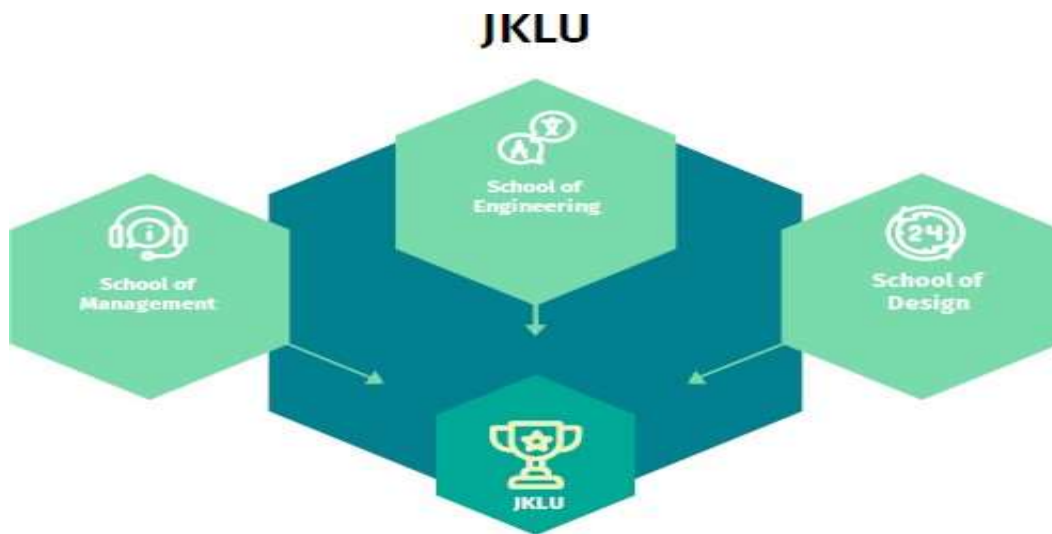
### Introduction: JK Lakshmipat University:



JK Lakshmipat University (JKLU) stands as a testament to the enduring legacy of the esteemed JK organization, drawing from a rich heritage spanning over 135 years. Founded in 2011, JKLU is deeply driven by a fervent dedication to establishing itself as a beacon of innovative higher education in the nation. At its core, JKLU espouses values of intellectual integrity and unwavering commitment to academic excellence, setting a benchmark for educational institutions nationwide.

Central to JKLU's ethos is a culture of openness and trust, fostering an environment where students feel empowered to explore, innovate, and excel. This ethos positions JKLU as the preferred destination for those seeking a transformative learning experience.

JKLU's academic offerings, spanning disciplines such as Engineering, Management, and Design, are meticulously crafted to cater to the evolving needs of students and the industry alike. With a steadfast focus on student-centric learning approaches, the university endeavors to equip its students with the skills and knowledge necessary for navigating a dynamic and skill-driven future.



As of the latest statistics, JKLU boasts a diverse student body comprising 967 individuals, comprising 595 male students and 372 female students, approximately. This diversity underscores JKLU's commitment to inclusivity and reflects its unwavering dedication to providing equal opportunities for all aspiring learners, regardless of gender or background.

### Vision and Mission

#### Vision:

To be one of India's most innovative higher education institutions.

#### Mission:

To realise its vision, the University will:

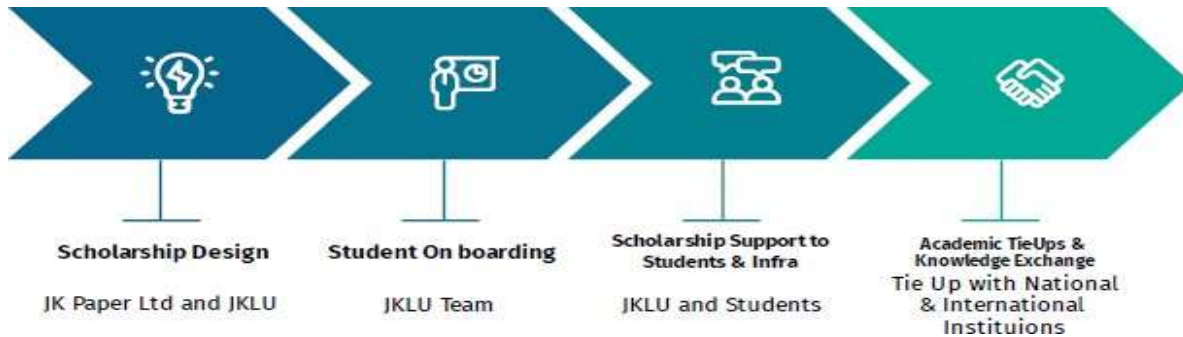
- Practice teaching that inculcates critical thinking and problem solving,
- Pursue research that leads to innovation and enhancement of real-life applications,
- Offer experience that leads to all round development, and
- Develop a culture that is strongly rooted in interdisciplinarity and learning by building, not just doing.

#### Values:

- Caring for people.
- Integrity includes intellectual honesty, openness, fairness, and trust.
- Commitment to excellence.

### JK Paper Scholarship Overview

The JK Paper Scholarship, administered by JK Lakshmipat University, presents a notable opportunity for academically gifted yet financially challenged students to pursue their undergraduate studies. This merit-cum-means scholarship is thoughtfully crafted to provide crucial financial support to deserving individuals aspiring to join undergraduate programs at the university.



One of the distinguishing features of the JK Paper Scholarship is its flexibility in covering a significant portion of the academic and hostel fees, ranging from 15% to 100%. This generous provision ensures that a wide spectrum of students, irrespective of their financial backgrounds, can avail themselves of the scholarship and access quality education at JK Lakshmipat University.







The scholarship is applicable to a range of undergraduate courses offered by the university, including B.Tech., BBA, BCA, and B.Des. programs. By encompassing these diverse fields of study, the scholarship caters to the varied academic interests and career aspirations of prospective students, further enhancing accessibility and inclusivity.

Selection for the JK Paper Scholarship primarily hinges on the academic performance of applicants in their previous qualifying examinations. This merit-based criterion underscores the university's commitment to recognizing and rewarding scholarly excellence, thereby ensuring that the scholarship is awarded to the most deserving candidates.

In essence, the JK Paper Scholarship stands as a beacon of hope and opportunity for talented individuals from underprivileged backgrounds, enabling them to overcome financial barriers and embark on a transformative journey of higher education at JK LakshmiPat University. By facilitating access to quality education, this scholarship not only empowers individual students but also contributes to the overall enrichment and diversification of the academic community.

### About the Project:

#### Project Name:

CSR Contribution of JK Paper Ltd on Students and Academic Facilities at JK LakshmiPat University (JKLU)

#### Program Area:

- The scholarship covers undergraduate courses such as B.Tech., BBA, BCA, and B.Des. at the university.
- It aims to cater to diverse academic interests and career aspirations of prospective students.
- Selection is primarily based on academic performance in previous qualifying exams.
- The scholarship reflects the university's commitment to recognizing and rewarding scholarly excellence.
- It provides opportunities for talented individuals from underprivileged backgrounds to pursue higher education at JK LakshmiPat University.

**Beneficiary group:**

- The scholarship program is intended for students aged between 16 and 22 years old.
- It encompasses students enrolled in courses offered by JK University, such as B.Tech, BBA, BCA, and B.Des.
- The scholarship is available to both meritorious students and those from underprivileged or underserved backgrounds who aspire to pursue higher education.

**Alignment with Indian Standard and Global Standards****Social Audit Standard (SAS) 300- Promoting Education, Employability, and Livelihoods**

SAS 300 is one of the 16 Social Audit Standards (SAS) developed by the Institute of Chartered Accountants of India (ICAI). These standards provide a framework for conducting social audits of social enterprises engaged in various activities with a social impact focus. SAS 300 specifically focuses on assessing the impact of initiatives aimed at promoting education, employability, and livelihoods.

JK Paper extending CSR support to JK Lakshmipat University (JKLU) and providing scholarship support to deserving students, SAS 300 would be instrumental in evaluating the impact of these initiatives. By adhering to the principles outlined in SAS 300, JK Paper can systematically assess the outcomes and effectiveness of its CSR interventions at JKLU.

**Specifically, SAS 300 would enable JK Paper to:**

**Define clear objectives:** JK Paper use SAS 300 to establish precise objectives for its CSR support to JKLU, including strengthening the university's infrastructure, supporting scholarship programs, and enhancing higher education-related activities.

**Measure impact:** SAS 300 provides guidelines for collecting relevant data and metrics to measure the impact of CSR initiatives. JK Paper use these guidelines to evaluate the extent to which its support has contributed to the advancement of JKLU and the academic success of scholarship recipients.

**Ensure accountability:** SAS 300 emphasizes the importance of transparency and accountability in CSR reporting. By conducting social audits in accordance with SAS 300, JK Paper demonstrates its commitment to responsible corporate citizenship and provide stakeholders with accurate and reliable information about the outcomes of its CSR efforts at JKLU.

Linking SAS 300 to JK Paper's CSR support to JKLU underscores the company's dedication to rigorous evaluation and accountability in its social responsibility initiatives. By adhering to the standards outlined in SAS 300, JK Paper can ensure that its support makes a meaningful and sustainable impact on the university and its students.

**Target SDG of the Project**





SDG 4, also known as the **"Quality Education"** goal, is one of the 17 Sustainable Development Goals established by the United Nations in 2015. Its core objective is:

***"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."***

This goal underscores the importance of education in fostering sustainable development, reducing inequalities, and empowering individuals and communities worldwide. It targets issues such as access to education, quality of education, inclusive learning environments, and the promotion of lifelong learning opportunities for people of all ages. Achieving this goal requires concerted efforts from governments, organizations, educators, and communities to address barriers to education and ensure that everyone has the opportunity to learn and thrive.

### **Alignment with the UN's Sustainable Development Goal 4:**

Extract of selected targets from SDG-4 is as follows:

#### ***"Target 4.3***

*By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.*

#### ***Target 4.4***

*By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.*

#### ***Targets 4.5***

*By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations."*

### **Strengthening JKLU:**

Aligned with specifically **target4.3**, JK Paper's extended Corporate Social Responsibility (CSR) support to JK Lakshmipat University (JKLU) encompasses various initiatives aimed at enhancing the accessibility and quality of technical, vocational, and tertiary education. Through investments in infrastructure, resources, and academic programs, JK Paper significantly contributes to the improvement of JKLU's educational offerings. This comprehensive approach not only benefits the university community but also fosters territorial development. JK Paper's CSR efforts align seamlessly with SDG 4's goal of ensuring inclusive and equitable access to affordable, quality education, addressing the essential components necessary for delivering high-quality educational experiences.

### **Promotion of Lifelong Learning:**



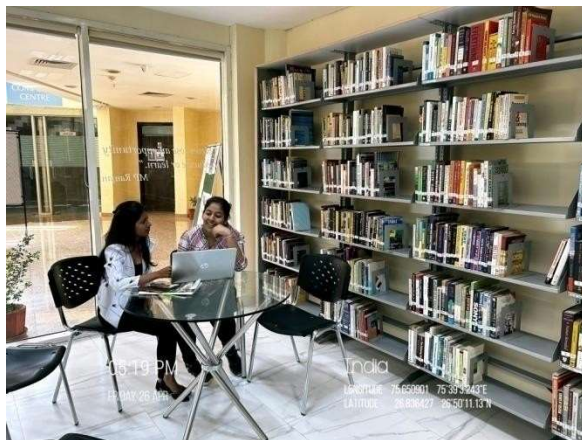
in the 21st century.

Aligned with **SDG 4**, specifically **target 4.4**, our commitment lies in providing access to quality higher education. Access to quality higher education empowers individuals with the knowledge, skills, and competencies necessary to thrive in an increasingly complex and interconnected world. By investing in higher education initiatives, JK Paper promotes lifelong learning and personal development, enabling individuals to adapt to evolving societal needs and technological advancements. This not only enhances individual well-being and employability but also fosters a culture of innovation and creativity essential for sustainable development

### Providing Scholarships:

**Aligned specifically target 4.5**, JK Paper demonstrates its commitment by providing scholarships to outstanding students from underprivileged backgrounds. These scholarships not only offer financial support but also actively promote inclusivity and equity in higher education. By eliminating financial obstacles, JK Paper ensures that deserving individuals, regardless of their socio-economic status, can access quality education. This aligns perfectly with SDG 4's focus on equal access to quality education across all levels. By cultivating a more diverse and inclusive learning atmosphere, JK Paper's scholarship initiative contributes significantly to the broader goals of educational equity and social justice.

### Supporting Higher Education Activities:



Beyond the provision of scholarships, JK Paper's support for various higher education activities at JKLU encompasses a broader spectrum of initiatives. These may include faculty development programs, research grants, establishment of specialized centers of excellence, or the provision of advanced learning resources. By nurturing a conducive environment for scholarly pursuits and intellectual growth, JK Paper contributes to the cultivation of a vibrant and dynamic higher education ecosystem. This, in turn, fosters innovation, knowledge creation, and the dissemination of new ideas, thus fueling societal progress and sustainable development. Such multifaceted support aligns closely with the overarching objectives of SDG 4, as it addresses the diverse facets of educational development necessary for building resilient and inclusive societies.

### Increased Access to Quality Education:

By offering scholarships, JK Paper effectively breaks down financial barriers that may otherwise impede individuals from pursuing higher education. This not only expands educational opportunities but also fosters social mobility and economic empowerment. Furthermore, by ensuring that a wider pool of talented individuals can access quality education, these scholarships contribute to the development of a skilled workforce and promote economic growth and prosperity.

**Improved Quality of Education:**

Through its support for JKLU's overall development, JK Paper facilitates the enhancement of infrastructure, resources, and academic offerings within the university. This results in an improved learning environment that is conducive to academic excellence and student success. By investing in the continuous improvement of educational standards, JK Paper plays a pivotal role in elevating the quality of education imparted, thereby contributing to the broader agenda of educational reform and advancement.

**SMART Goals Link with the Project****Specific:**

- Provide scholarships to students.
- Strengthen JKLU's infrastructure and academic programs.
- Promote lifelong learning among students.

**Measurable:**

- Offer scholarships to 367 students, spending 307.13 lakhs.
- Evaluate the improvement in educational attainment, graduation rates, and employment opportunities among scholarship recipients.
- Assess the enhancement in JKLU's infrastructure and academic offerings.

**Achievable:**

- Collaborate with JKLU to implement initiatives aimed at strengthening its infrastructure and academic programs.
- Implement programs and initiatives to promote lifelong learning effectively within the university community.

**Relevant:**

- JK Paper's support directly contributes to educational empowerment and supports higher education activities at JKLU.
- Providing scholarships aligns with JK Paper's goal of promoting lifelong learning and improving access to quality education.

- Strengthening JKLU is relevant to JK Paper's CSR objectives and contributes to the overall development of the community.

**Time-bound:**

- Strengthen JKLU's infrastructure and academic programs within a specified timeframe.
- Monitor and evaluate the impact of lifelong learning initiatives on students within a set timeframe.

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## Section: II

### Scope of the Impact Assessment:

- Establishing Impact Parameters by defining and outlining the tools, methodologies, report formats, and assessment systems necessary to finalize impact parameters specific to the project.
- Examine the direct and indirect effects of CSR projects on target beneficiaries, evaluate the level of awareness, identify gaps in project implementation, assess beneficiary involvement, analyze stakeholder perceptions, and provide recommendations based on findings.
- Evaluating Stakeholder Involvement and Effectiveness by interact with stakeholders to evaluate their involvement and effectiveness in project implementation, assess the impact of their contributions, evaluate fund utilization, and examine the performance of implementing agencies and government officials.
- Provide recommendations regarding the necessity to extend, expand, or replicate the project based on the evaluation of its impact and outcomes.
- Conduct a comprehensive analysis of collected data and stakeholder discussions to comprehend the overall programme process, evaluate outcomes and impacts, and draw inferences to support decision-making.

### Objective:

To assess the impact of the CSR contribution of JK Paper Ltd on students and academic facilities at JKLU for FY 2022-23.

### Major Activities Covered with Scholarship:

- **Guest Lectures and Seminars:** JKLU frequently organizes seminars, conferences, talks, and felicitation ceremonies featuring experts from diverse fields. These events keep students engaged and informed on the latest developments in their fields of study.
- **Workshops and Skill Development Programs:** The university conducts workshops and skill development programs to help students enhance their employability. These programs equip them with industry-relevant skills that make them job-ready.
- **Clubs and Committees:** JKLU has a vibrant network of student-run clubs and committees that cater to various interests. These clubs provide a platform for students to pursue their hobbies, develop leadership skills, and network with like-minded individuals.
- **Social Responsibility Initiatives:** JKLU encourages social responsibility through various initiatives like blood donation camps, plantation drives, and awareness campaigns. These initiatives help students give back to society and develop a sense of social consciousness.
- **Techno-Cultural Fests:** Sabrang, the annual cultural extravaganza of JKLU, is a much-awaited event. Held in February every year, it provides a platform for students to showcase their talents in various cultural, technical, and managerial activities.
- **Sports:** The university has a dedicated Council of Sports that organizes various sporting events throughout the year. These events include intramural tournaments like Smash-War (volleyball), Kick-War (football), and Crick-War (cricket), besides inter-college competitions

where JKLU teams regularly participate. They also have facilities for indoor sports like chess and table tennis.

## Research Study and Methodology

### Data Collection: (Primary Data & Secondary Data)

#### Primary Data:

- i. **Quantitative Data Collection:** The field team utilized a prepared questionnaire and conducted data collection via telephone. The data collection process by field investigators was closely monitored by an expert team to uphold the quality and accuracy of the data.
- ii. **Qualitative Data Collection:** Interview sessions were conducted with various stakeholders including the Vice Chancellor of the University, Directors of three Schools, and Professors from all three Schools. Data were gathered using a prescribed questionnaire during these sessions.

#### Secondary Data:

The secondary data collection process involves gathering information from various sources such as the official websites of JK Paper and the university, magazines, annual reports, and CSR reports. By accessing these sources, researchers can gather relevant information about JK Paper's activities, initiatives, and contributions, as well as insights into the university's operations, achievements, and impact. Additionally, information obtained from magazines and CSR reports provides valuable context and background information to enrich the analysis.

#### Sample Size:

Respondent Categories	Sample Size	Sampling Techniques
Students	71	Simple Random Sampling used and efforts were made to cover male - female in equal proportion.
Academicians& Administrative	8	
<b>Total</b>	<b>79</b>	

#### Research Tools:

Physical interviews and focus group discussions were scheduled to engage with scholarship recipients. Additionally, comprehensive discussions were conducted with the Vice Chancellor, Chief Financial Officer (CFO), Head- Student Affairs, Head- Training & Placement and CEO-AIC- JKLU academicians, and other stakeholders associated with JKLU. Pertinent information was gathered from these stakeholders through the utilization of various methods.

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## Data Analysis:

### i. Desktop Review:

- **Gender & Age:** Among the 367 students who were awarded scholarships, gender distribution revealed that 41% were female recipients, a significant improvement from previous years. This gender breakdown underscores the diverse representation within the scholarship program. Furthermore, the scholars within this group shared a common age range, specifically falling between 19 and 21 years old.
- **Distribution of Scholarships Among Student:** Among 367 students, the dispersion of scholarship amounts showed notable diversity. A significant proportion—38% of the total—obtained scholarships ranging from Rs 50,000 to Rs 100,000. Additionally, a notable 21% received scholarships exceeding Rs 100,000. This distribution highlights the wide range of scholarship amounts disbursed among the students.
- **Scholarship Distribution Including Hostel Support:** A fraction totaling 11% of the students are recipients not only of academic scholarships but also benefit from additional support in the form of hostel scholarships.

### ii. Onsite Review

Meeting dates: May 2, 2024, May 6, 2024 & May 9, 2024

1. Dr Dheeraj Sanghi, Vice Chancellor
2. CA KK Maheshwari- Chief Financial Officer
3. CA Arvind Sharma-Accounts Manager
4. Deepak Sogani- Head-Student Affairs
5. Ms. Sheetal Mundra- Associate Professor-(IM)
6. Ms. Nidhi Kachawa- CEO-Atal Incubation Centre-JKLU
7. Mr. Sonak Biswas-Aisst. Director- Placement & Training
8. Ms. Sweety Shrivastwa- Sr. Manager- HR

It has been observed in focus group discussions that winning a competitive scholarship demonstrates their academic excellence, leadership skills, and other qualities that will help them to impress future employers and academic institutions.

Scholarships offered crucial financial assistance to students, serving as a lifeline in funding their educational pursuits. Also, scholarship opens doors to new experiences and ignited a passion for continuous learning, setting them on a path of endless possibilities.

### Limitations of the assessment:

- Limited sample size or low response rates from questionnaires/surveys affect data reliability and generalizability. We have interviewed 70+ students out of 367 beneficial students which constitute approx 20 percent of total sample size.

- Difficulty in identifying and engaging with all relevant stakeholders may lead to gaps in understanding perspectives and impacts. We have also conducted focus group discussions with few academicians and administrative staff to understand complete ecosystem of university.
- Some respondents skip questions, leading to incomplete data and potential bias. To address this, we conducted unstructured interviews with all responded beneficiaries.

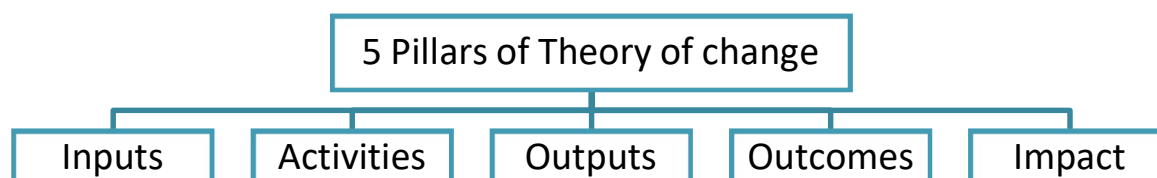
### Aligned Theory of Change:

The Theory of Change (ToC) serves as a comprehensive framework that elucidates the intricate pathways through which a specific intervention or series of actions can bring about a desired long-term transformation. At its essence, ToC meticulously delineates the causal connections between various components: from the initial activities and short-term outcomes to the intermediate outcomes and ultimately, the overarching long-term impact that organizations aspire to achieve.

It's a roadmap for action, helping organizations:

- **Identify solutions:** Pinpoint the root causes of a problem and design effective interventions to address them.
- **Guide decision-making:** Choose the most suitable approaches based on UN Sustainable Development Goals (SDGs) and consider feasibility, effectiveness, and potential uncertainties.
- **Monitor progress:** Establish clear indicators to track progress towards the desired change.
- **Adapt and learn:** Continuously review the theory, learn from experiences, and adjust strategies as needed.

### Pillars of a Theory of Change:



- Inputs:** The resources and activities put into the initiative. This could involve funding, personnel, partnerships, or specific programs.
- Activities:** The concrete actions undertaken to achieve the desired change. This might involve workshops, training programs, policy advocacy, or community engagement initiatives.
- Outputs:** The immediate results or products generated by the activities. For example, the number of people trained, policies implemented, or awareness campaigns conducted.
- Outcomes:** The short-term and intermediate changes resulting from the outputs. This could involve increased knowledge, behavior changes, or improved access to resources.

- v. **Impact:** The long-term, desired change that the entire initiative aims to achieve. This could be poverty reduction, improved environmental sustainability, or increased social justice.

### Here's how JK Paper's actions can be linked to the pillars of a theory of change:

#### i. Inputs:

JK Paper's contribution of financial resources towards scholarships and higher education activities at JK Lakshmipat University (JKLU) constitutes the foundational input for their CSR efforts in education.

Total Amount spent

**285.15**

(in lakhs)

#### ii. Activities:



- *Providing Scholarships:* JK Paper implements the specific action of offering scholarships to deserving students, thereby facilitating their access to higher education and fostering equitable opportunities for learning and growth.

#### iii. Outputs:

- *Increased Access to Education for Needy Students:* The immediate outcome of providing scholarships is the expansion of educational access for financially disadvantaged students, enabling them to enroll in higher education programs that would otherwise be financially unattainable. JKLU has experienced remarkable growth in B.Tech. BBA, and MBA placements over the past two years, achieving a 100% success rate across all programs.

Total Students  
who got  
scholarship

**367**

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29	Placement %	2022 Passout	2023 Passout*
(i)	<b>B.Tech</b> (Total 89, RD 9, Eligible 80, OO 25, Interested 55, Placed 55, Remain 0)	100%	100%
(ii)	<b>MBA</b> (Total 8, RD 2, Eligible 6, OO 1, Interested 5, Placed 5, Remain 0)	100%	100%
(iii)	<b>BBA</b> (Total 61, RD 13, Eligible 48, OO 20, Interested 28, Placed 28, Remain 0)	100%	100%
(iv)	<b>Overall</b> (B.Tech+MBA+BBA) (Total 158, RD 24, Eligible 134, OO 46, Interested 88, Placed 88, Remain 0)	100%	98%

\*OO – Opted Out; RD – Rule Debarred

28	Average placement salary	2022 Passout	2023* Passout
(i)	B.Tech	7.07 LPA	8.00 LPA
(ii)	MBA	7.39 LPA	5.64 LPA
(iii)	BBA	5.33 LPA	5.11 LPA

#### iv. Outcomes:

- *Improved Educational Attainment of Students:* Through access to higher education facilitated by scholarships, students may experience improved academic performance, leading to higher graduation rates and enhanced prospects for securing meaningful employment opportunities.
- *Enhanced Skills and Knowledge:* Higher education equips students with valuable skills, knowledge, and competencies, enhancing their personal and professional development and preparing them to contribute effectively to society and the economy.

#### v. Impact:

- *Potential for Poverty Reduction:* Enabling access to higher education and improving students' educational attainment and employability, JK Paper's CSR initiatives have the potential to contribute to poverty reduction by breaking the cycle of poverty and opening up pathways to economic empowerment.
- *Enhanced Social Mobility:* Education serves as a powerful tool for upward social mobility, offering individuals the opportunity to improve their socio-economic status and contribute

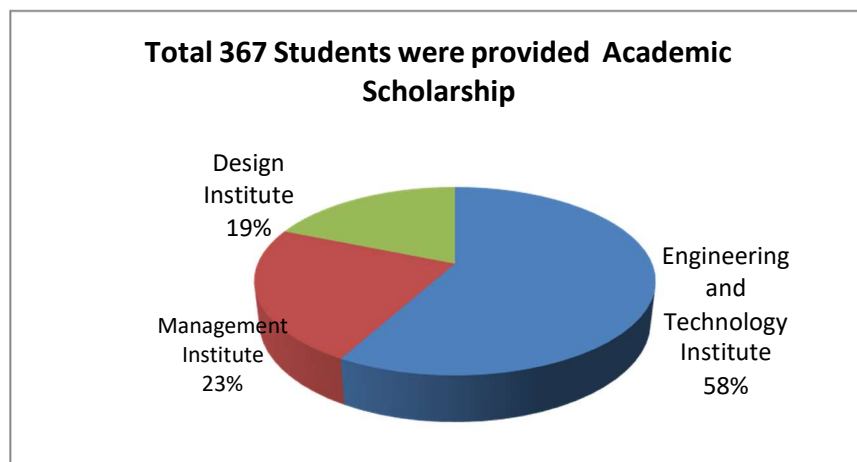
positively to society. By supporting higher education, JK Paper fosters social mobility and empowers individuals to realize their full potential.

- *Community Empowerment through Education:* Higher education plays a crucial role in driving the development and prosperity of communities. Through its investment in higher education, JK Paper not only cultivates a skilled workforce but also nurtures innovation, entrepreneurship, and social cohesion within communities.

Therefore, JK Paper's CSR activities demonstrate a clear understanding of the theory of change framework, strategically utilizing **inputs** (resources) to implement **activities** (scholarships) that generate **outputs** (increased access) leading to desired **outcomes** (educational attainment) and potentially achieving long-term positive **impacts** like poverty reduction and social mobility, ultimately contributing to the goals of SDG 4.

### Utilization of Scholarship:

The number of students benefiting from the scholarship program across the three institutes under JKLU.

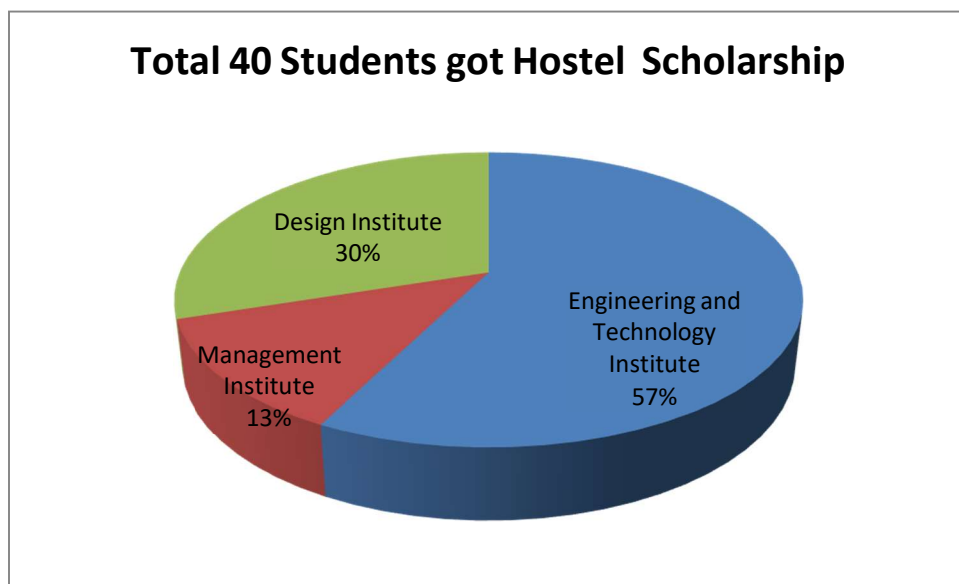


The provided pie chart offers insights into the distribution of scholarships awarded to students through JK Paper's Corporate Social Responsibility (CSR) initiative at JK Lakshmipat University (JKLU). Here's a detailed breakdown of the information presented:

- **Engineering and Technology Institute:** Approximately 58% of the total scholarship recipients hail from the Engineering and Technology Institute at JKLU. This indicates that a notable proportion of the scholarship beneficiaries are pursuing disciplines related to engineering and technology within the university.
- **Management Institute:** A significant portion, comprising 23% of the scholarship recipients, represents students enrolled in programs offered by the Management Institute at JKLU. This suggests that JK Paper's CSR initiative extends its support to students pursuing management education, reflecting a diverse array of academic disciplines being catered to.

- **Design Institute:** Approximately 19% of the total originates from the Design Institute at JKLU. This substantial proportion underscores the emphasis placed on supporting students pursuing design-related disciplines within the university.

Overall, the pie chart illustrates that JK Paper's scholarship program demonstrates a commendable commitment to fostering educational opportunities across three institutes housed within JKLU. By extending financial support to students enrolled in various academic disciplines, including engineering, management, and design, JK Paper's CSR initiative exemplifies a holistic approach to promoting education and empowering aspiring scholars within the university community.

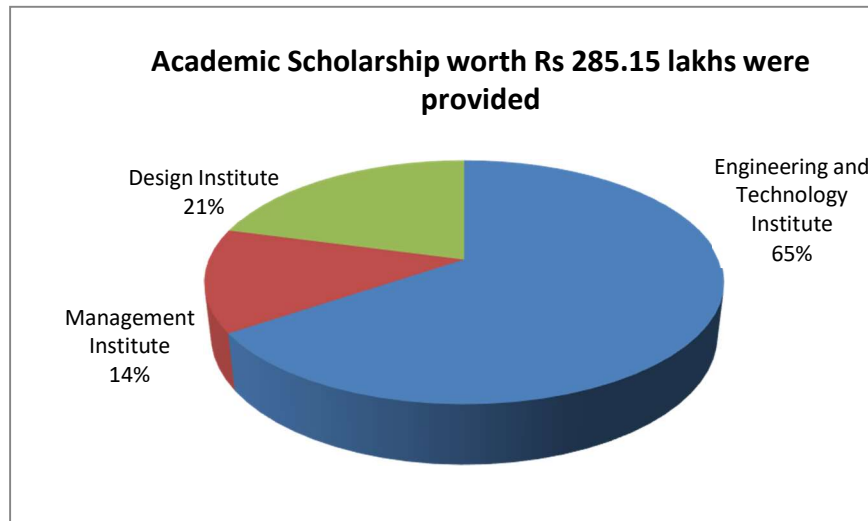


A total of **40 students** have been awarded hostel scholarships. Among these recipients, the distribution across various academic institutes reveals that **57%** of the scholar's hail from **Engineering and Technology Institutes**, comprising the largest cohort. Additionally, **30%** of the scholarship beneficiaries are from **Design Institutes**, representing a significant portion of the total. Moreover, **13%** of the students receiving hostel scholarships belong to **Management Institutes**. This breakdown underscores the diverse representation of students across different academic disciplines benefiting from the hostel scholarship program.

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**The scholarship amount distributed in CSR activities by JK Paper Limited across three institutes within JKLU.**

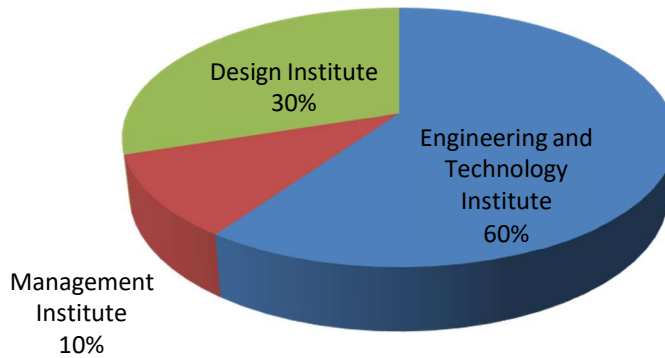


The presented pie chart offers a visual representation of JK Paper's allocation of funds for their Corporate Social Responsibility (CSR) support to three institutes within JK Lakshmipat University (JKLU). The funds are designated to provide scholarship support to deserving, meritorious students and to facilitate various higher education-related activities within JKLU's academic landscape. Here's a detailed breakdown of the allocation:

- **Design Institute:** Constituting a notable portion of the allocation, approximately 21% of the total funds are earmarked for the Design Institute. Thus, a significant investment in supporting educational initiatives and resources within the design-focused academic programs offered at JKLU.
- **Engineering and Technology Institute:** The largest slice of the pie, comprising approximately 65% of the total funds, is allocated to the Engineering and Technology Institute. This substantial investment underscores the prioritization of advancing education and research in engineering and technology disciplines within JKLU, reflecting a strategic commitment to fostering innovation and technological advancement.
- **Management Institute:** Representing a smaller yet still significant portion of the allocation, approximately 13% of the total funds are dedicated to the Management Institute. This demonstrates the importance of supporting management education and fostering leadership skills among students enrolled in management programs at JKLU.

Thus, the pie chart elucidates JK Paper's strategic distribution of funds across the three institutes within JKLU, reflecting a multifaceted approach to supporting higher education and empowering students from diverse academic backgrounds. By allocating resources to scholarship initiatives and higher education-related activities, JK Paper's CSR efforts aim to facilitate academic excellence, promote inclusivity, and drive positive social impact within the university community.

### Hostel Scholarship worth 21.98 lakhs were provided



Total **hostel scholarship** amounting to **21.98 lakhs**, a substantial portion of **60%** is allocated to students enrolled in **Engineering and Technology Institutes**. These students benefit from financial assistance to support their accommodation needs while pursuing their academic endeavors. Additionally, **30%** of the scholarship amount is designated for students enrolled in **Design Institutes**, ensuring that individuals studying in creative and design-oriented fields also receive necessary support for their hostel expenses. Furthermore, **10%** of the scholarship fund is earmarked for students enrolled in **Management Institutes**, aiming to assist aspiring managers and business leaders with their accommodation costs. This distribution of hostel scholarships across different academic disciplines reflects a commitment to providing equitable support to students from various educational backgrounds.

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## Section: III

### Outcome and Impact Created

#### i. Academic Facilities Enhancement:

- The university augmented its academic and infrastructure facilities to meet the standards set by the National Assessment and Accreditation Council (NAAC) under the Ministry of Education, Government of India.
- JKLU achieved an "A" grade accreditation from the University Grants Commission (UGC) in its inaugural attempt, reflecting its commitment to excellence in education and infrastructure development.
- Support initiatives that enhance students' employability through internships, career counseling, or industry partnerships.
- Centre for Communication and Critical Thinking (CCCT) uses a combination of liberal arts, science, group work, and communication skills to help students develop their critical thinking abilities. This in turn helps them grow both personally and professionally. Students who have gone through the CCCT program report improved skills that are evident during internships and job placements. The program is described as not only preparing students for careers but also for life in general. The CCCT is even referred to as a "Conscience Keeper" for the university, emphasizing the importance of critical thinking in developing well-rounded citizens.

#### ii. Faculty Quality Enhancement:

- JKLU bolstered its faculty quality by recruiting experienced professors, offering increased remuneration to attract top talent.
- Currently, more than 75% of faculty members hold Ph.D. degrees, with many being alumni of prestigious institutions such as IITs, IIMs, NIDs, and renowned universities abroad.

#### iii. Strength of International Collaborations and Exchange Programs:

- The university established Memorandums of Understanding (MoUs) with esteemed institutions both in India and abroad, including IITs, IIITs, and the University of Florida, facilitating student exchange opportunities. Collaborations and exchange programs with reputed institutions like Boston College, NID Ahmedabad, and IITs have emerged as a significant strength for JKLU.
- These collaborations allowed students to study a semester abroad, with waived fees, broadening their academic horizons and enriching their educational experience.

#### iv. Impact of Scholarships:

- Scholarships provided by JK Paper alleviated financial burdens for students, enabling them to focus on their education without worrying about fees or study material expenses.
- The scholarships instilled a sense of achievement and motivation among recipients, fostering positive attitudes towards education and career advancement.

- Additionally, the scholarship program encouraged students to pursue higher studies and inspired their siblings to prioritize education, thus contributing to the overall empowerment of families.
- Target support towards marginalized communities or regions with limited access to educational resources.

**v. Inculcating Values and Social Responsibility:**

- Beyond financial support, JK Paper scholarships instilled positive values among students, nurturing them into socially responsible citizens.
- Many scholarship recipients expressed a willingness to support others in their educational pursuits post-graduation, indicating the development of a strong value system.

**vi. Infrastructure Upgradation:**

- JKLU invested in infrastructure upgrades, including the installation of elevators for Persons with Disabilities (PWDs) and elderly professors, and the enhancement of computer lab facilities.
- These improvements aimed to provide an inclusive and conducive learning environment for all students and faculty members.
- Expand Educational Initiatives by investing in broader educational programs beyond scholarships, such as mentorship or skill-building workshops.
- Integrate technology into educational programs to facilitate remote learning and skill acquisition.
- JK Lakshmi Pat University (JKLU) prioritizes interdisciplinary education across its academic offerings, urging students to embrace learning from diverse disciplines rather than confining themselves to their chosen fields. JKLU implements interdisciplinary teaching through various approaches. With faculty expertise spanning various domains, JKLU emphasizes connections between disciplines in teaching. The university promotes collaboration by facilitating interactions among students from diverse programs, breaking down traditional academic.

**vii. Strong Placement Record & Atal Incubation Centre**

- JK Lakshmi Pat University (JKLU) boasts a strong placement record, with a recent achievement of 100% placement for the 2022-2023 graduating batch in Engineering and Business programs.
- AIC stands for Atal Incubation Centre, a collaborative effort between JKLU and Atal Innovation Mission Atal Incubation Centre (NITI Aayog). This center fosters an entrepreneurial environment, supporting students with innovative ideas and business aspirations. This can be valuable for those seeking non-traditional career paths or starting their own businesses.

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## Conclusion and Recommendations

### The scholarship program is aligned with:

- SDG Goal 4: Quality Education. Supports three critical elements of Sustainable Development Goals: equity, excellence, and inclusiveness.
- Holds potential for long-term sustainable impact by empowering talented scholars.
- SAS:300 - Promoting Education, Employability, and Livelihoods

### Purpose and significance of scholarships:

- Addresses current educational needs and promotes self-empowerment.
- Scholarships provide financial support to needy & meritorious students.
- Reflect corporate commitment to societal contribution.
- JK Paper Scholarship Programme, a CSR initiative, rethinks the traditional concept of scholarships, emphasizing more than just financial aid.

### Impact of scholarship support:

- Enhances educational standards at JKLU, aligning with its mission of excellence.
- Facilitates students' educational aspirations, knowledge exchange, and participation in national and international events.
- Cultivates a sense of achievement, instills values, and empowers students and their families to become socially responsible citizens, fulfilling the vision of JK organization founders.

### Challenges/Areas for improvement:

- Our entire CSR budget is directed toward enhancing university infrastructure and offering scholarships. As a result, we have limited funds available for marketing and branding efforts, leading to fewer student enrollments compared to other universities.
- Need to devise a strategic plan to introduce a broader range of courses that directly correlate with the current opportunities prevalent in the job market. JKLU may aim to develop new programs that address these demands, ensuring that students are equipped with the relevant knowledge and skills needed to succeed in their careers.

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Overall, JKLU recognizes the importance of continuously evaluating and updating course offerings to stay abreast of changing market dynamics considering objective to provide students with a diverse array of course options that not only meet academic standards but also prepare them for successful careers in industries with abundant opportunities.

For & On Behalf of  
DLS & Associates LLP  
Chartered Accountants  
FRN: 018881C/C400023

Sumit Dhadda  
SIA No- ISAI/SA-005

Date- May 12, 2024  
Place- Jaipur



**Section: IV****Annexure:*****List of Students contacted for feedback on Scholarship:***

S. No.	Name of Student	Course	Batch
1	KXXXXX GXXXX	B.Des	2019 Batch
2	NXXXXXX KXXXXXX	B.Des	2021 Batch
3	YXXXXX SXXX	B.Des	2022 Batch
4	AXXX BXXXXX	B.Tech	2019 Batch
5	JXXX SXXXXXX	B.Tech	2020 Batch
6	GXXX BXXXXX	B.Tech	2020 Batch
7	SXXXXX KXXXXXX	B.Tech	2020 Batch
8	PXXXXXXX MXXXXXX	B.Tech	2021 Batch
9	YXXXXX SXXXXX	B.Tech	2021 Batch
10	SXXXXX MXXXX	B.Tech	2021 Batch
11	VXXXXXX CXXXXXX	B.Tech	2022 Batch
12	AXXXX RXXXX	B.Tech	2022 Batch
13	VXXXX PXXXXX	B.Tech	2022 Batch
14	SXXXXX NXXXX	B.Tech	2022 Batch
15	BXXXXXXXXXX SXXXX	BBA	2020 Batch
16	PXXXX JXXX	BBA	2020 Batch
17	MXXXXXX CXXXXXX	BBA	2020 Batch
18	RXXXX BXXXX	BBA	2021 Batch
19	VXXXX SXXXXX	BBA	2021 Batch
20	PXXXXXXX PXXXXXX	BBA	2021 Batch
21	JXXXXXX SXXXX RXXXXXX	BBA	2022 Batch
22	KXXXXXX GXXXX	BBA	2022 Batch
23	MXXXX DXXXX	BBA	2022 Batch
24	TXXXXX RXX	BCA	2022 Batch
25	AXXXX AXXXXXX	M.Des	2022 Batch
26	BXXXXXXXXXX SXXXX	BBA	2020 Batch
27	HXXXXX GXXXX	BBA	2020 Batch
28	SXXXXX GXXX	BBA	2020 Batch
29	TXXXXXX DXXXXXX	BBA	2020 Batch
30	KXXXXXXX DXXXX	BBA	2020 Batch
31	VXXXX KXXXX LXXXXXX	BBA	2020 Batch
32	NXXXXXXX SXXXXX	CSE BTech 2022-26	2022 Batch
33	SXXXXX BXXX	BBA	2020 Batch
34	SXXXXXXXX SXXXXX	BBA	2020 Batch
35	KXXXX JXXXXX	BBA	2020 Batch
36	MXXXXXX CXXXXXX	BBA	2020 Batch
37	RXXXXXX PXXXX	BBA	2020 Batch

38	PXXXXXX KXXX	B.Des	2019 Batch
39	KXXXXXX SXXXXX	B.Des	2019 Batch
40	KXXXXX GXXX	B.Des	2019 Batch
41	MXXXXXXXX KXXXXXXXX	B.Des	2019 Batch
42	HXXXXXX PXXX	B.Des	2020 Batch
43	SXXXXXXXX BXXXX	B.Des	2020 Batch
44	AXXXXXX SXXXXX DXXXX	B.Des	2020 Batch
45	RXXXXX VXXXX	B.Des	2020 Batch
46	RXXXXXXXX VXXXXX AXXXXX	B.Des	2020 Batch
47	AXXXX SXXXXX	B.Tech	2019 Batch
48	KXXXXXX JXXXX	B.Tech	2019 Batch
49	SXXXXXX CXXXXXXXX	B.Tech	2019 Batch
50	NXXXX TXXXXX	B.Tech	2019 Batch
51	SXXXXX AXXXXXX	B.Tech	2019 Batch
52	HXXXXXXXXXXXXX SXXXX TXXXXX	B.Tech	2019 Batch
53	AXXXX AXXXXXX	B.Tech	2019 Batch
54	TXXXXX AXXXXXX	B.Tech	2019 Batch
55	AXXXX RXXXX	B.Tech	2019 Batch
56	IXXXXX GXXXX	B.Tech	2019 Batch
57	SXXXX PXXXX	B.Tech	2019 Batch
58	DXXXXXXXXX TXXXXXXXX	B.Tech	2019 Batch
59	BXXXX SXXX	B.Tech	2019 Batch
60	SXXXXX JXXX	B.Tech	2020 Batch
61	SXXXXX KXXXXXXXX	B.Tech	2020 Batch
62	JXXXX SXXXXXXXX	B.Tech	2020 Batch
63	PXXXXX BXXXX	B.Tech	2021 Batch
64	JXXXXX AXXXXXX	B.Tech	2021 Batch
65	DXXXX KXXXXXXXX	B.Tech	2021 Batch
66	SXXXXX SXXXXX	B.Tech	2021 Batch
67	KXXXXXXXX PXXXXX	B.Tech	2021 Batch
68	KXXXX AXXXX RXXXX	B.Tech	2021 Batch
69	SXXXXXX PXXXXX	B.Tech	2021 Batch
70	NXXXXXXXX SXXXX	B.Tech	2021 Batch
71	AXXX JXXXXX	BCA	2020 Batch

**Inherent Limitation:**

This report in no way should be construed as an opinion, attestation, certification or other form of assurance. The procedures performed as part of the CSR social impact assessment do not constitute an examination or a review in accordance with generally accepted auditing standards or attestation standards.

**REPORT on Social Impact Assessment of JK Paper Ltd. CSR  
Contribution for creating youth entrepreneurs in Rayagada, Odisha**

**Submitted to**

**JK Paper Ltd.**



**Prepared By**



## 1. Introduction

The rural entrepreneurship programme is a pioneering intervention under the Corporate Social Responsibility (CSR) initiative of JK Paper Ltd. in Rayagada, Odisha. This initiative targets youth and budding entrepreneurs to ensure they utilize market opportunities and become self-reliant. The programme adopts a multi-pronged approach, providing training, seed support, facilitative access to finance, and links to government schemes. The goal is to empower targeted youth with the skills and support needed to thrive.

In 2022-23, the project covered 514 youths, offering training, financial support, and mentoring. The project not only provided initial support and training but also facilitated seed capital and connections to government schemes, enhancing opportunities for the participants. Furthermore, the project offered continuous mentoring and technical support to ensure the sustainability of the new enterprises.



Training and Awareness Generation on Entrepreneurship in Rayagada, Odisha

## 2. Objectives of the Report

This report aims to present an in-depth analysis of the outcomes and impacts achieved by the JK Paper Youth Entrepreneurship Development Programme in the Rayagada district, covering seven blocks: Rayagada, Kalayansighpur, Kolnara, Gunupur, Padmapur, Ramnaguda, and Bissamcuttack.

### 3. Methodology

The assessment employed a telephonic cross-sectional survey design, conducted by NPRDA, to evaluate the effectiveness of the intervention. A random sample of 20 beneficiaries was selected from the detailed list of participants. The survey focused on several key areas:

- **Engagement Process:** Understanding the process through which participants engaged with the program.
- **Participation and Training:** Assessing the levels of participation and the effectiveness of the training provided.
- **Enterprise Finance:** Evaluating the financial aspects of the enterprises, including access to loans and seed capital.
- **Mentoring and Support:** Analyzing the support and mentoring received by the entrepreneurs.

### 4. Key Outcomes

#### 4.1 Awareness and Training:

- **Awareness Campaigns:** The program raised entrepreneurship awareness among nearly 53,000 youths through various initiatives, including posters, banners, hoardings, and street plays across seven blocks. Participation in local exhibitions like the Chaiti Festival and JK Paper Durga Puja Festival, as well as regional and national events in Odisha and Delhi, further amplified the outreach.
- **Counseling and Training:** Over 14,700 youths were counseled, and nearly 3,500 were trained in various aspects of entrepreneurship. The training covered essential skills needed to start and manage a business, including business planning, financial management, and market analysis.

#### 4.2 Entrepreneur Support:

- **Direct Support and Mentoring:** 514 entrepreneurs received direct support and mentoring. This included providing seed capital, facilitating bank loans, and offering continuous business advisory services.
- **Financial Facilitation:** The program facilitated bank loans worth Rs. 11.93

crores to support the entrepreneurs' financial needs. These loans were critical in helping the startups and struggling businesses to scale and sustain their operations.

- **Network of Mentors:** A group of 560 mentors was trained and accredited to provide ongoing guidance and support to the young entrepreneurs. These mentors played a crucial role in the success of the program by offering their expertise and experience to help the entrepreneurs navigate challenges.

### **4.3 Entrepreneurial Achievements:**

#### **Demographic Distribution:**

- **Total Entrepreneurs Supported:** 514
- **Gender Distribution:** 379 males and 135 females.
- **Community Background:** Scheduled Caste (SC) - 60, Scheduled Tribe (ST) - 50, Other Backward Classes (OBC) - 192, General - 212.

#### **Financial Achievements:**

- **Loans Disbursed:** A total of Rs. 11.93 crore was disbursed in loans, with an average loan size of Rs. 2.32 lakhs.
- **Types of Businesses:** The supported businesses included 106 startups and 408 struggling startups that received assistance to become sustainable.
- **Business Sectors:** The businesses spanned various sectors, including Manufacturing (43), Retail/Trade (151), and Services (320).
- **Average Age of Enterprises:** Approximately 3 years.

#### **Economic Impact:**

- **Job Creation and Wealth Generation:** From April 2022 to March 2023, the program's 514 entrepreneurs provided direct and indirect employment to over 7,300 workers, generating around Rs. 64 crores in business revenues. This economic activity significantly contributed to the local economy.
- **Aggregate Turnover:** The total turnover achieved by the supported businesses was Rs. 64 crores, with an average turnover per enterprise of Rs. 12 lakhs.
- **Total Jobs Created:** 7,335 jobs were created, averaging 14 jobs per



enterprise.

## 5. Way Forward

The future of the Youth Entrepreneurship Programme supported by JK Paper has a bright prospect ahead. The focus will remain on providing sustained mentorship and support, especially to struggling startups, to ensure their long-term success. The program aims to leverage the energy and innovation of young entrepreneurs and the experience and wisdom of mentors to create a robust entrepreneurial ecosystem in Rayagada. By continuing to foster entrepreneurship, the program will contribute to wealth generation, job creation, and socio-economic development in the region. This virtuous cycle will help establish Rayagada as a hub of entrepreneurial activity, driving sustained economic growth and improving the quality of life for its residents.

## 6. Success Stories: The Success of Magadala Srinivas

### Pictures from the field



Magadala Srinivas, a resident of Padampur, faced numerous challenges, including physical disabilities, that hindered his ability to find stable employment. Despite these obstacles, Magadala was determined to improve his circumstances and make a meaningful impact on his community.

In the financial year 2022-23, Magadala's entrepreneurial aspirations received a significant boost through the JK Paper Entrepreneurship Development Programme. Recognizing his potential and determination, the programme facilitated a loan of Rs. 1.5 Lakh from the State Bank of India. This financial support was crucial in helping Magadala establish a light and sound service center.

## SDGs Alignment



## Key Achievement

With the loan, Magadala set up his business, focusing on providing light and sound services for various events and functions. Despite initial challenges, his business acumen and dedication led to substantial growth. Within a year, his service center reported annual revenues of Rs. 4 Lakhs. The business not only served the local community's needs but also created employment opportunities, with three men being employed at his unit.

## Impact Created

- **Economic Empowerment:** The loan and subsequent business success significantly improved Magadala's socio- economic status. The steady income from the business enabled him to support himself and contribute to his family's wellbeing.
- **Employment Generation:** By employing three individuals, Magadala's business provided stable jobs, contributing to the local economy and reducing unemployment in the area.
- **Community Recognition:** Magadala's success story became a source of inspiration within the community. His journey from overcoming physical challenges to becoming a successful entrepreneur earned him wide appreciation and recognition. This not only boosted his confidence but also encouraged others facing similar challenges to pursue their dreams.

**Annexure -1 : List of Beneficiaries**

<b>S. No</b>	<b>Name</b>	<b>Gender</b>	<b>Activity</b>	<b>Sector</b>
1	K Gouri Sankar	Male	Kartikeya Welding Works	Manufacturing
2	Y Kanya	Female	Moon Footwear	Retail
3	Sasmita Ganta	Female	Janbi Kirana Store	Retail
4	Rout Ananda Murty	Male	Syamalamba Fancy & General Store	Retail
5	Angada Minaka	Male	Bharat Kirana Shop	Retail
6	Gudula Manikanta	Male	Manikanta Mobile store	Retail
7	Vaisyaraju Brahmaji Raju	Male	Vaisyaraju Mobile shop	Retail
8	K Mani Kumar	Male	Sridevi Fancy & Gift Items	Retail
9	Magadala Srinivas	Male	MS light& sound	Service
10	Anil Hikaka	Male	Anil Centring	Service
11	Sabana Ataka	Male	Pataleswar Kirana Store	Retail
12	Banita Gouda	Female	Banita ladies' Corner	Retail
13	Tangudu Gourisankar Rao	Male	Tangudu Kirana Store	Retail
14	Gourango Behera	Male	Tangimaa Bike Point	Service
15	Gudla Suman	Male	Snehita Garments	Retail
16	Prasad Jilakara	Male	Lahsya Kirana Shop	Retail
17	Ladi Siridis	Male	Ladi Tiffin Center	Service
18	Jami Krishna Kumari	Female	KK Super Mart	Retail
19	Nabina Patro	Male	Shree Ram Traders	Retail
20	Santosh Pedenti	Male	Etsri General Store	Retail