

IMPACT ASSESSMENT OF HPCL-MITTAL ENERGY LIMITED CSR ACTIVITIES (FY 2023-24)

Introduction

Corporate Social Responsibility (CSR) is a key pillar of HPCL-Mittal Energy Limited's (HMEL)'s corporate strategy, reflecting its strong commitment to sustainable and inclusive development.

HMEL's CSR initiatives are aligned with local developmental priorities and national objectives framed within the Sustainable Development Goals (SDGs). To promote sustainable community growth, HMEL has invested in various projects, including Women Entrepreneurship Development, Skill Development, Education development, Rural infrastructure development and environment.

In adherence to statutory requirements and its commitment to responsible corporate citizenship, HPCL-Mittal Energy Limited (HMEL) engaged the 'Central University of Punjab', Bathinda to conduct the impact assessment of its eligible CSR initiatives for the financial year 2023-24. This Impact Assessment Study presents a comprehensive evaluation of the Corporate Social Responsibility (CSR) initiatives undertaken by HPCL-Mittal Energy Limited (HMEL) during the financial year 2023-24. The key initiatives assessed include women empowerment and livelihood, skill development, education development, rural infrastructure development and environment. Each programme was examined for its effectiveness in generating social value, fostering community engagement, and promoting equitable access to resources and opportunities.

For example, The Women Empowerment and Entrepreneurship Initiative has successfully enhanced livelihoods through the promotion of self-help groups and micro-enterprises. The School Development Project has significantly improved learning environments and educational outcomes. The Sanitation Initiative has strengthened hygiene standards and enhanced dignity in schools and rural communities. The Rural Development Projects have improved infrastructure, public amenities, and community facilities, contributing to higher living standards. Meanwhile, the induction cooktop programme has facilitated the adoption of sustainable energy solutions, reducing environmental pollution and improving household well-being.

Collectively, these initiatives exemplify HMEL's steadfast commitment to strategic, evidence based, and outcome-oriented CSR, emphasizing measurable impact, sustainability, and long-term social transformation.

1. Skill Development Initiative

The impact assessment evaluated the skill development initiatives implemented by HMEL across Punjab and Haryana, focusing on employability, self-employment, and economic empowerment of youth.

- The programs were found to be highly effective in delivering industry-relevant training, with over 94% of participants confirming strong alignment between course content and current market requirements, ensuring practical applicability in real job environments.
- Practical and hands-on training components were highly valued, with over 94% satisfaction, indicating that experiential learning played a critical role in building job-ready skills.
- The program successfully enhanced both technical and soft skills, with over 94% of participants reporting improvements in areas such as communication, teamwork, and professional behavior.
- A strong employment impact was observed, with approximately 92.6% of participants reporting improved job or entrepreneurial opportunities after completing the training.
- Around 90.2% of beneficiaries secured employment or initiated self-employment, demonstrating the program's effectiveness in translating training into tangible livelihood outcomes.
- Financial improvement was evident, with over 90% of participants experiencing increased income levels post-training, highlighting the program's contribution to economic stability.
- The initiative significantly boosted confidence and communication skills, with more than 93% of participants reporting personal development gains essential for workplace success.
- A very high recommendation rate of 94.27% indicates strong participant satisfaction and trust in the program's outcomes and delivery model.
- Approximately 94.5% of participants supported the continuation and expansion of the program, underscoring its perceived value and scalability potential.

Overall, the assessment highlights that the initiative has delivered a comprehensive impact enhancing employability, increasing income, strengthening skills, and fostering confidence while creating a sustainable pathway for long-term economic empowerment of youth.

2. Smart Board Initiative

The Smart Board Initiative has effectively integrated digital technology into government classrooms, benefiting over 2,400 teachers and more than 50,000 students by making teaching more interactive, engaging, and visually enriched.

- The program demonstrates strong effectiveness, with 84% of teachers regularly using smart boards and 85% reporting comfort in operating them, indicating successful adoption and adequate training support.
- High levels of classroom engagement were observed, as 82% of teachers reported increased student participation, and 85% noted that lessons became more engaging and dynamic.

- The initiative has significantly improved teaching efficiency, with 82% of teachers able to explain complex concepts more effectively and 84% observing enhanced interactive learning environments.
- In terms of relevance, 81% of teachers confirmed that smart boards are being used across multiple subjects, demonstrating their adaptability and alignment with diverse curriculum needs.
- Around 81% of respondents found the available digital content useful, though there is a clear need for more curriculum-aligned and updated content to further strengthen relevance.
- The impact on learning outcomes is substantial, with 83% of teachers reporting improved conceptual understanding among students and 80% observing a positive improvement in academic performance.
- The program reflects strong sustainability potential due to its high acceptance among both early-career and experienced teachers, indicating long-term usability and scalability.

Overall, the initiative has proven to be a transformative educational intervention, with strong evidence supporting its effectiveness, relevance, positive impact on learning, and scalability for broader implementation.

3. Women Empowerment and Entrepreneurship Development initiatives

The Women's Entrepreneurship Development Project was implemented across 28 villages, focusing on SHG strengthening and enterprise development through a well-designed, outcome-driven approach. The initiative targeted rural women from low-income and limited-education backgrounds, addressing key socio-economic challenges through skill development, entrepreneurship support, and improved access to markets and credit.

- Over 94% of women reported increased income-generating activities, reflecting a significant improvement in livelihoods and financial independence.
- Around 95% experienced enhanced confidence and decision-making power, enabling them to take active roles in household and community matters.
- More than 93% observed improved respect and social standing, with a noticeable shift in community perceptions of women as entrepreneurs and leaders.
- About 93% confirmed active participation in project planning and implementation, indicating strong community ownership and a participatory approach.
- The program also contributed to improved digital literacy and fostered independence, with women increasingly accessing resources and managing activities on their own.
- The initiative led to broader social transformation, including positive shifts in traditional gender roles within the community.
- The project demonstrates a cost-effective, inclusive, and replicable model for long-term women-led rural development and socio-economic transformation.

4. School Development initiatives

An impact assessment of the educational support project across government schools in the vicinity villages of HMEL Refinery revealed significant positive outcomes. The initiative, which included distribution of uniforms, school bags, stationery and infrastructure upgrades, effectively addressed critical educational barriers.

- Over 98% affirmed the interventions were relevant, with stakeholder consultation ensuring contextual sensitivity.
- More than 99% confirmed timely delivery and high quality of supplies, leading to improved attendance, confidence and learning conditions. Infrastructure upgrades enhanced safety and inclusivity, while community perceptions of schools improved distinctly.
- 99.6% of respondents said schools became more inclusive and conducive while 99.6% reported positive changes in student behavior and motivation.
- Efficiency was evident through seamless execution, with nearly all activities completed without delays.
- The project also demonstrated strong sustainability, with 100% of respondents confident that improvements will endure, backed by community ownership and ongoing maintenance.

In conclusion, the project serves as a replicable model of effective, inclusive and sustainable educational development.

5. Toilet Constructions project in Schools

Under HMEL's initiative, the school sanitation project has delivered meaningful improvements in student well-being, school attendance and community engagement.

- With 99.6% of respondents confirming that the construction of toilets addressed an urgent need, the intervention was widely recognized as essential. Separate, functional toilets for boys and girls increased privacy and dignity, especially for girls students, contributing to improved attendance and confidence.
- Timely construction and high-quality infrastructure were praised by 99.2%, while 100% of respondents noted improved hygiene practices among students.
- The project also enhanced school reputation and enrolment, particularly of girls, expressing increased trust. Sustainability is well ensured, with 98.8% confirming regular cleaning and maintenance systems are in place, supported by active community involvement.

Overall, the project not only addressed a pressing infrastructural need but also contributed to long-term, positive change in education, health and gender equity, making it a replicable model for future school and public health initiatives.

6. Community level Rural Development Work

Community level Rural Development project's performance was evaluated across key dimension, Relevance, Effectiveness, Efficiency, Impact and Sustainability, to provide a comprehensive status of its overall success and long-term value.

- The project demonstrated strong alignment with community needs, with 98.5% of respondents affirming the relevance of assets like paver block roads, toilet blocks and parks.
- These facilities were strategically located and planned through community consultation, ensuring inclusivity and ownership.
- Effectiveness was evident, with 99% confirming daily use and improved quality of life through better sanitation, mobility and public space access, especially benefiting women, children and the elderly. Execution was efficient, with majority citing timely completion and high-quality construction.
- On the impact front, 99% reported enhanced cleanliness, accessibility and social cohesion, community people felt safer and more included.
- Sustainability is well-anchored, with majority confirming that local committees are maintaining the assets, reflecting strong grassroots ownership.
- The project goes beyond infrastructure, it's fostering long-term, community-led transformation in rural life.

7. Induction Cooktop distribution Project

The Induction Cooktop Distribution Program aimed to promote the sustainability and clean energy in community people and delivered 19,340 induction cooktops to rural as well as urban families of Bathinda districts

- The program effectively targeted key households, 88% belonging to low-income families earning below Rs. 20,000 monthly.
- The initiative demonstrated strong community relevance, with 86% acknowledging the urgent need for cleaner cooking alternatives.
- Effectiveness was evident as 89% of users reported regular cooktop use, 88% respondent reported reduced dependence on firewood and LPG, contributing to cleaner energy use and reduced environmental degradation.
- 89.57% reported cleaner and healthier kitchens, reducing smoke exposure and improving respiratory health and improved women's empowerment through saved time and enhanced safety.
- Efficiency was reflected in the smooth, transparent distribution process, satisfying 88% of respondents.
- Sustainability indicators were equally positive, with over 90% committed to continued use and 87% confident in maintenance, ensuring long-term behavioural change and ongoing economic and environmental benefits.