





# **Executive Summary**

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#### Background

PI Industries, through its CSR arm-the PI Foundation demonstrates a steadfast commitment to sustainable agricultural development. With an aim to improve rural livelihoods while conserving natural resources, the Foundation focuses its interventions on education, health, and rural development. Its approach integrates community empowerment with environmental stewardship, aligning with the principles of inclusivity and sustainability.

In line with this vision, the Foundation launched the Water Conservation through Direct Seeded Rice (DSR) Technology Project in partnership with Development Alternatives and Grant Thornton. Initiated in Financial Year 2023-24, the project addresses the urgent need for climate-resilient and water-efficient agricultural practices in Telangana, particularly in the water-stressed districts of Nalgonda, Suryapet, and Khammam. By promoting DSR as an alternative to the traditional puddled transplanted rice (TPR) method, the initiative aims to reduce water use, cut greenhouse gas emissions, and lower labour requirements.

To evaluate the project's effectiveness and long-term impact, PI Industries commissioned an impact assessment study of the FY 2023–24 interventions. This report presents the key findings, insights, and actionable recommendations from that assessment, providing a foundation for scaling and sustaining such innovative agricultural practices.

#### **Project Details**

The DSR initiative was implemented across 310 villages, training over 13,000 farmers through 351 targeted sessions. The programme focused on farmer capacity building, practical demonstrations, access to inputs, and continuous technical support. With a focus on Rabi and Kharif paddy cultivators, the initiative aimed to reduce water usage, lower methane emissions, and enhance overall farm profitability. The table below presents a snapshot of the overall district-wise coverage of the project for the evaluation period of FY 2023-24

District	Blocks Covered	Villages Covered	Farmers Trained	Training Sessions	Land Covered (acres)	Avg. Landholding (acres)
Khammam	18	202	8,617	221	19,560	2.26
Nalgonda	15	50	2,388	59	2,700	1.13
Suryapet	10	58	2,152	71	5,766	2.67

### **Impact Highlights**

During the impact assessment, the study team developed an evaluation matrix based on appropriate parameters. The impact of this project was evaluated based on **OECD DAC Framework** components: Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.

#### Relevance

- **81% earned less than 3 lakhs annually**, highlighting financial vulnerability among beneficiaries.
- **59% of beneficiaries belonged to OBC** communities, showing outreach to socially disadvantaged groups.
- **23% of participants were women**, reflecting the programme's gender-inclusive approach.
- 98% reported labour shortage as a major constraint in traditional transplanting.
- **87% had education only up to Class 12**, underscoring the need for vocational, hands-on training.
- 94% rated the training as very relevant, validating its contextual alignment.

#### Effectiveness

- All trainees attended practical demonstrations, which all found highly motivating for adopting DSR
- **88% felt "very confident" to implement DSR after training**, showing strong skill uptake.
- **97% rated trainers as knowledgeable** and able to resolve doubts, indicating highquality facilitation.
- 98% found the training effective in building conceptual clarity on DSR.

#### Efficiency

- **85% had training centres within 3 km** of their homes, improving physical accessibility.
- 96% incurred no travel expenses, making the training highly cost-efficient.
- **89% of participants had access to both morning and evening training slots** ensuring schedule flexibility.

#### Impact

- **80% of participants adopted DSR practices post-training**, indicating strong behaviour change.
- 83% reported increased rice yields, with 19% exceeding 26 quintals per acre.
- All DSR adopters reported reduced water usage per acre.
- Average input cost per acre decreased by 18%, reflecting improved cost-efficiency.
- Labour cost reduced by 6%, indicating improved operational efficiency due to mechanised practices.
- **Irrigation cost declined by 6%,** supporting the impact of water-saving cultivation methods.
- Average **profit per acre increased by 19%** underscoring the programme's effectiveness.
- The assessment also indicate an estimated annual reduction of 797.28 tonnes of CO<sub>2</sub> emissions, attributed to the adoption of DSR practices by farmers.

#### Sustainability

- 88% of DSR adopters used manual broadcasting; only 12% used drumseeders.
- 64% received post-training handholding; 89% engaged in follow-up demos and technical support.
- **93% of participants were willing to recommend the DSR training** to peers, indicating high satisfaction and trust.

## Alignment with SDG Goals



## **Alignment with BRSR Principles**

BRSR Principle	Description
Principle 6	Businesses should respect and make efforts to protect and restore the
	environment.
Principle 8	Businesses should support inclusive growth and equitable development

## **Alignment with National Priorities**



## Alignment with CSR Policy

Sub- Section	Activities as per Schedule VII	Alignment with the Project
(i)	Eradicating hunger, poverty, and malnutrition; promoting healthcare including preventive healthcare	Partially Aligned
(ii)	Promotion of education, including special education and vocational skills	Completely Aligned
(iv)	Ensuring environmental sustainability, ecological balance, conservation of natural resources	Completely Aligned



## **CSRBOX & NGOBOX**

A 404–405, SWATI TRINITY, APPLEWOODS TOWNSHIP, SP RING ROAD, NEAR SHANTIPURA, AHMEDABAD, GUJARAT 380058