



CSR FUNDING IMPACT ASSESSMENT REPORT FOR SUNDRAM FASTENERS LIMITED (SFL)

**Funding at Sundram Matriculation Higher Secondary
School (School)-FY 2022-23**

April 2025

BY: CAPRI ASSURANCE AND ADVISORY SERVICES



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BACKGROUND

About the School

- The school is governed by the Krishna Educational Society (KES). KES was registered under the Societies Registrations Act, 1975 on 30th August 1993.
- In September 1993, the Chairman of Sundram Fasteners Limited established the Sundram School with a strong commitment to giving back to society by providing high-quality education at an affordable cost. Initially, the school only offered kindergarten classes, but it was gradually upgraded by adding one grade each year. Priority for admissions is given to children whose parents reside in the eight villages surrounding Sundram Fasteners Limited. In 2000, the nearby small town of Kariapatti was also included in the admission criteria.
- During the initial years, the student-teacher ratio of 25:1 was maintained. With the increase in demand, the ratio was suitably increased. As per the Right to Education Act, 30:1 is recommended, and hence, 30:1 is being maintained till now. To improve girls' education, 50% of the seats are reserved for girls.
- The school is a recognized institution under the Tamil Nadu Matriculation Board and received the first recognition in the year 2002. The first batch of students took up their Class X Matriculation board exams in the year 2004.
- Due to the absence of English medium Higher Secondary Schools in the vicinity, students faced significant challenges in continuing their education. To address this issue and to support the many girls who had withdrawn from their studies, the school underwent an upgrade to a Higher Secondary School in 2010. This transformation enabled the school to offer three distinct streams of education at the higher secondary level. Remarkably, the inaugural cohort of students participated in their HSC Board exams in 2012 and achieved an astounding 100% pass rate across all board exams (X., XI, and XII).



Spend Base

SCHOOL has the following key indicators for FY 22-23

- Total Funding for FY 22-23 is Rs 1.60 Crs.
 - Funding from SFL – constituted 100 % of the total funding
- Total Utilization
 - Utilization from SFL funding was towards meeting the costs at the school.

Utilization Certificate

SUNDARAM & SRINIVASAN
CHARTERED ACCOUNTANTS
Offices : Chennai - Bengaluru - Madurai

New No.4, Old No.23,
C.P. Ramaswamy Road
Alwarpet, Chennai - 600 018
Telephone : 2498 5762
2498 5463
4210 6952
E-Mail : sundaramandsrinivasan1948@gmail.com
ysaandee@sundaramandsrinivasan.com
Website : www.sundaramandsrinivasan.com

Ref. No. _____ Date _____

CSR FUNDS UTILISATION CERTIFICATE

To
Sundram Fasteners Limited,
98A, VII Floor, Dr Radhakrishnan Salai,
Mylapore, Chennai – 600 004.

Dear Sir / Madam,

Utilisation Certificate with respect to Corporate Social Responsibility (CSR)
funds granted by the company for the Financial Year 2022-23

We, M/s. Sundaram & Srinivasan, Chartered Accountants (Firm Registration No.0042075) having our Office at No.23, C.P. Ramaswamy Road, Alwarpet, Chennai - 600 018, being the Statutory Auditors of M/s.Krishna Educational Society, Chennai (Registration No: CSR00000593), having its Registered Office at 98A, 7th Floor, Dr Radhakrishnan Salai, Mylapore, Chennai – 4 have verified the books and records of M/s.Krishna Educational Society, Chennai ("KES") and based on our verification and on such examination hereby certify that M/s.Krishna Educational Society, Chennai had received funds amounting to Rs.1,60,00,000 (Rupees One Crore Sixty Lakhs Only) from M/s.Sundram Fasteners Limited (CIN: L35999TN1962PLC004943) on various dates through cheques and Fund Transfers towards Educational Support to M/s. Sundram Matriculation Higher Secondary School, Madurai (Unit of KES) for the Financial Year 2022-23.

Having verified the books and records and based on such examination, we hereby further certify that the funds amounting to Rs. Rs.1,60,00,000 (Rupees One Crore Sixty Lakhs Only) availed by M/s. Sundram Matriculation Higher Secondary School, Madurai (Unit of KES) from M/s. Sundram Fasteners Limited as CSR Contribution has been utilized in full for the Financial Year 2022-23.

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SUNDARAM & SRINIVASAN
CHARTERED ACCOUNTANTS
Offices : Chennai - Bengaluru - Madurai

New No.4, Old No.23,
C.P. Ramaswamy Road
Alwarpet, Chennai - 600 018
Telephone : 2498 5762
2498 5463
4210 6952
E-Mail : sundaramandsrinivasan1948@gmail.com
ysaandee@sundaramandsrinivasan.com
Website : www.sundaramandsrinivasan.com

Ref. No. _____ Date _____

CSR FUNDS UTILISATION CERTIFICATE

The details of utilization are given hereunder:

S.No.	Particulars	Amount (Rs in Lakhs)
1	Break up of various expenditures:	
	a. Employee Benefits Expenses - Salary to School Staffs, Contribution to provident Fund, Staff Welfare	109.71
	b. School Maintenance Expenses	18.14
	c. Electricity, Travelling, Security Expenses	24.25
	d. Medical Centre Expenses	7.90
		160.00
2	Administrative Cost etc.	Nil

We hereby further certify that M/s. Sundram Matriculation Higher Secondary School, Madurai (Unit of KES) has complied with all the conditions stated in the CSR application form issued by M/s.Sundram Fasteners Limited and also to the commitments stated by M/s.Krishna Educational Society, Chennai in its application.

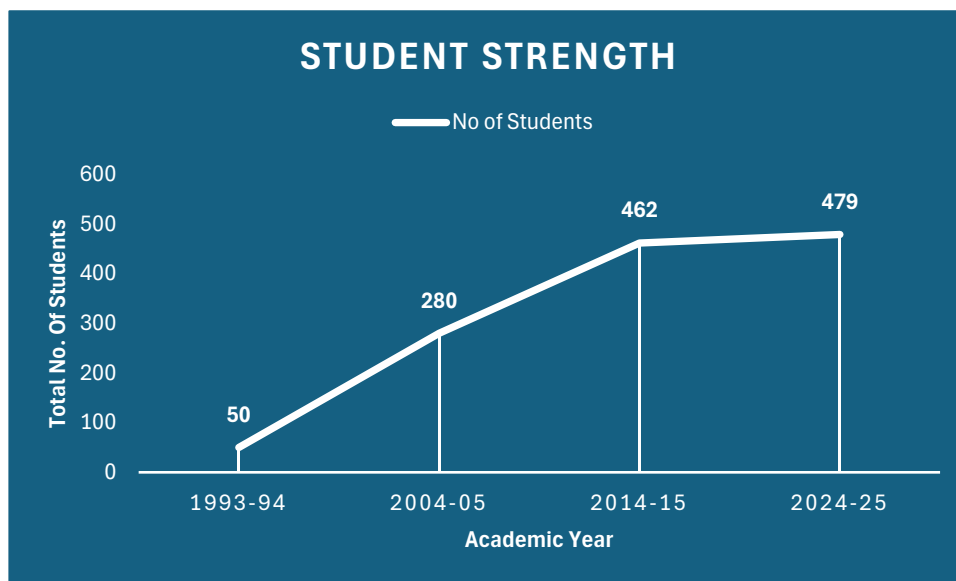
For Sundaram & Srinivasan
Chartered Accountants
Firm Registration No. 0042075
P. Viswanathan
P. Viswanathan
Partner
ICAI Membership No.224941
UDIN: 25224941BPHVGV07078

Place: Chennai
Date: 09.04.2025

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SCHOOL Activities with SFL Funding

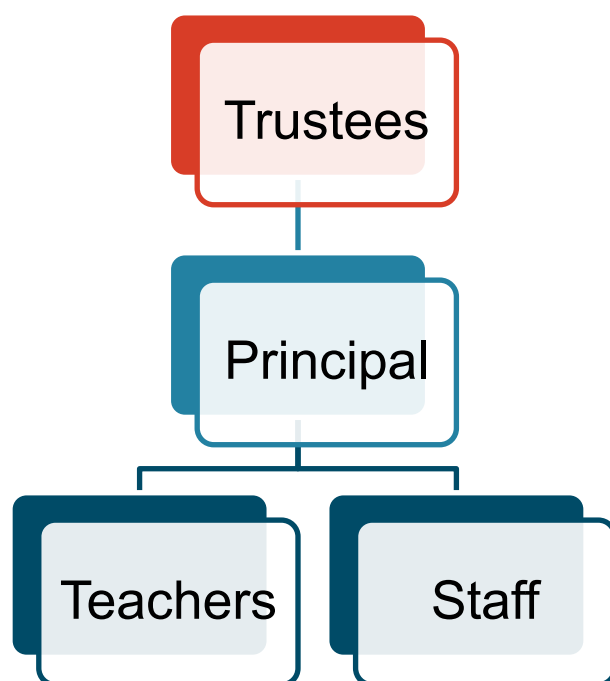
- The school has consistently increased its student body while maintaining quality, with approximately 47% female students and 56 students (11%) being first-generation learners in their academic journey:



- The school has also consistently provided education under the Right to Education Act. From academic year 2013-14 till 2024-25, the school has admitted 94 students, with about 49 % being girls.

Organization

The school is managed by a team of trustees supported by a principal.
The school has 2 staff members and 31 teachers.



Accolades

SCHOOL has achieved many credentials and samples of the same are enumerated hereunder:

- Produced District, State ranks in these exams in academic years 2010-2011, 2013-14 and 2015-16.
 -
 - A team of two students prepared a project presentation for the National Science Congress on the Topic "The impact of millet foods on students." The team passed through various levels, from zones to districts to regional to state, and finally got selected for the national level held in Bihar. The school has already won twice in this project presentation.
 - In the past three consecutive years, students who consistently excel in sports have participated at the state level and were placed in the first 10 ranks.
 - The Scout and Guide movement is very active under trained captains. The school has received a Governor's award for the past five years. In the academic year 2024-2025, a team of four girls and their guide captain participated in the diamond jubilee celebration and won prizes.



- In 2022-2023, two boys from class 11 took part in the state-level quiz competition held by National Engineering College and won 3rd place and a cash prize worth Rs 5,000
- In 2022-2023, two students of class 11 participated in the Mont Fort quiz (a state-level competition) and won Rs. 15,000 in cash prizes.
- The school in line with the national agenda has banned plastic and extensively promoting go green with an Eco-club.

IMPACT ASSESSMENT

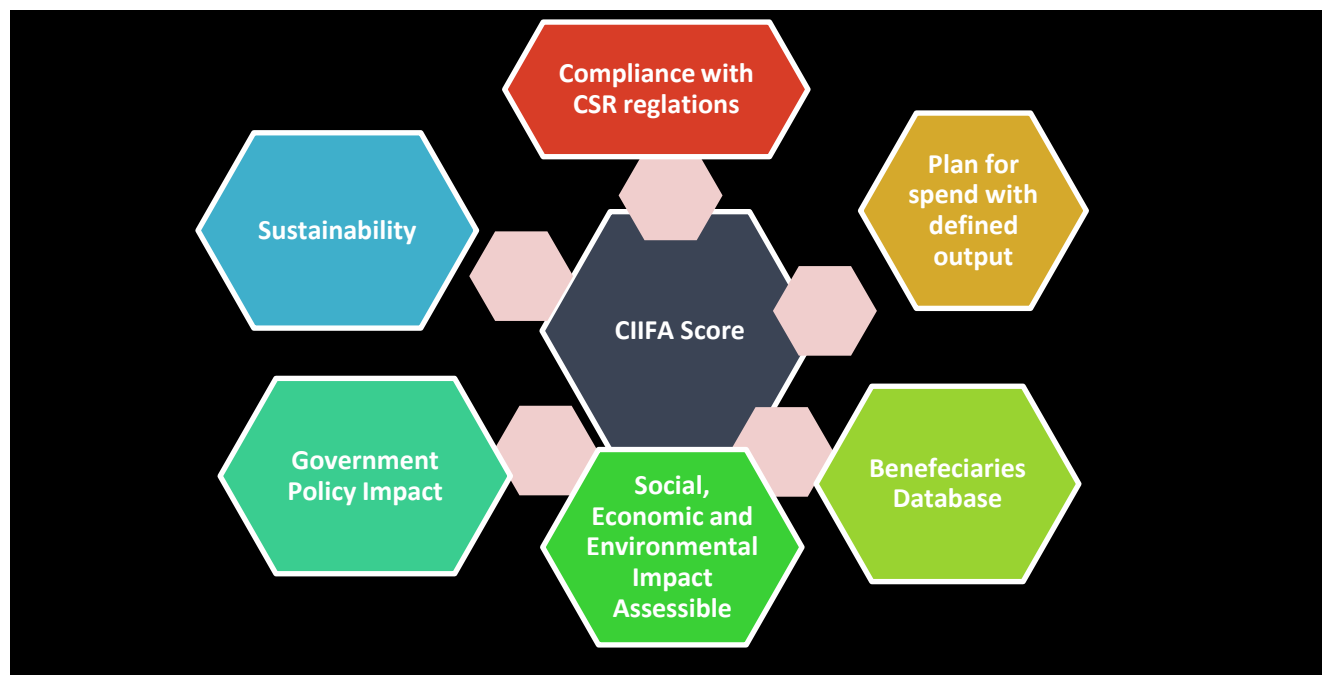
Key Data Points

- SFL's contribution helps the school subsidize education and significantly impacts the economics of families sending children to school. The financial savings are estimated when compared to the fee structure in other private schools—the school's fee ratio vs. other Private Schools (average fee based on market data) is 1:10. This establishes the economic support given to the student's families.
- We randomly selected a sample of 36 beneficiaries categorized as
 - ✓ 11 parents,
 - ✓ 14 present students
 - ✓ 11 ex- students.
 - ✓ All discussions were done physically excluding Ex Students which was done on calls
- Based on the sample verification the social impact was assessed and there was unanimous confirmation on the following parameters
 - ✓ School management
 - ✓ Discipline
 - ✓ Learning and Adequacy of the Support in learning
 - ✓ Extra-curricular activities and support in non-academic learning
 - ✓ Helping with further education and life situations
- Impact Summary

SCHOOL Impact Summary		
Sno	Area	Impact
1	Social	<ul style="list-style-type: none"> ✓ Providing quality education to first timers in the underdeveloped areas ✓ Ensuring development of children with social responsibility
2	Economic	<ul style="list-style-type: none"> ✓ High Quality education at reasonable fees
3	Environmental /Government	<ul style="list-style-type: none"> ✓ Undertaking and educating government initiatives for Go Green

CIIFA (Capri Index for Impact Assessment) Score

Capri has been working with social organizations and has developed a rating mechanism for the impact being created by social spending, specifically the CSR spend. The impact assessment considers various facets in arriving at a score summarized below:



The parameters consider

- ✓ compliance with CSR spend regulatory requirements,
- ✓ organization processes for beneficiary database maintenance and verifiability of Beneficiaries,
- ✓ impact assessed from sample verification of Beneficiaries,
- ✓ sustainability and Impact on Government Policy

There are 7 Parameters and have a score of 5 each with weightage attached. The scoring is differentiated for CSR spending having a direct impact and for indirect impact. The rating which crosses 90% of the maximum score is categorized as CSR spending having a highly positive impact.



SCHOOL CIFA Score

The table of parameters with weightage and maximum score possible and the SCHOOL Score is given below

	Capri Index For Impact Assessment		=	CIFA				
	CIFA Scoring Sheet							
	SCHOOL							
	Direct Impact - Social , Economic & Environmental							
						SCHOOL Score->>>	MAX Score	
Sno	Item	Resp	Ans	Max Score	Weightage	Score	Wt. Score	Max Wt. Score
1	Is the funding fully utilised within the time period and whether certificate of utilisation was provided	Yes / No	Yes	5	15%	5	0.75	0.75
2	Are the beneficiaries identifiable and documented	Yes / No	Yes	5	15%	5	0.75	0.75
3	Were the beneficiaries list provided for impact assessment	Yes / No	Yes	5	10%	5	0.5	0.5
4	On assessment - is the impact in line with the plan and is it verifiable	Yes / No	Yes	5	40%	5	2	2
5	Is the program sustainable for the next 3 years with a plan	Yes / No	Yes	5	5%	5	0.25	0.25
6	Is the organisation at all levels synchronised for handling these initiatives with adequate staff and was it demonstrated	Yes / No	Yes	5	10%	5	0.5	0.5
7	Are these initiatives taken on board for policy interventions	Yes / No	Yes	5	5%	1	0.05	0.25
	Total			35	100%		4.8	5
	What Score indicates High Impact				90%			Above 4.5
	What Score indicates Medium Impact				65%			3.25-4.50
	What Score indicates Low Impact							Below 3.25

SCHOOL, with a CIFA score of 4.80 indicates a high impact



CONCLUSION

School is reputed in its area of operation and is much sought after for the good quality of education they provide, at a reasonable fee. The learning methods from the SCHOOL help students not only in achieving their current results but also in the journey ahead.

With a CIFA score of 4.80 the SCHOOL indicates a high direct impact from the CSR funding.



CSR FUNDING IMPACT ASSESSMENT REPORT FOR SUNDRAM FASTENERS LIMITED (SFL)

**FUNDING AT BANYAN ACADEMY OF LEADERSHIP IN MENTAL
HEALTH (BALM) FY 2022-23**

April 2025

BY: CAPRI ASSURANCE AND ADVISORY SERVICES



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BACKGROUND

About BALM

- Banyan Academy of Leadership in Mental Health (BALM) was started in 2007 as a Trust and focuses on activities that constitute 93% of the spend base for the FY 2022-23:
 - Education – Courses and Training
 - Social Action
 - Research
- The major areas covered are given below:
- **Education** – Courses and Training – 48 % of the spend base in FY 2022-23.

BALM focuses on both Courses and Training under "Education" pillar

- ✓ Diploma Course - Residential Mental Healthcare | 6-month part time (online) & Community Mental Healthcare | 6-month part time program was organized for community members at Pullambadi and Lalgudi blocks of Tiruchirappalli district | 6-month part time Integrated Mental Healthcare in Chennai | 6-month part time Mental wellbeing of vulnerable children was started in March 2024 | 8-month Part time Trans disciplinary Research & Practice was also started in March 2024.
- ✓ Certificate courses – 3 courses out of which 2 courses were online.
- ✓ Training and Lectures

University recognition:

- The Master of Social Work—Madras School of Social Work offers Mental Health in collaboration with BALM. The University of Madras recognizes this degree.
- This course has global recognition. Those who complete the studies can work in hospitals, corporates, NGOs, or be self-employed(consultants) or initiate entrepreneurship projects. India's Mental Healthcare Act 2017 has recognized the Social Work profession as a "mental health professional."
- The 2 diploma programs (Integrated Mental Healthcare, Mental Wellbeing of Vulnerable Children) and 1 certificate course (Open Dialogues) are offered by BALM in collaboration with the Madras School of Social Work. BALM offers one diploma

(Transdisciplinary Research and Practice) in partnership with the Madras School of Social Work and Vrije University, Amsterdam. Madras School of Social Work is an autonomous college that has the power to offer Diploma and Certificate programs as per the University Grants Commission, Government of India.

- Different NGOs in mental health and related fields employ the students. The certificates are used for promotion from their current post and when they apply for new jobs. The primary focus of 2 diploma programs (Integrated Mental Healthcare, Mental Wellbeing of Vulnerable Children) is equipping NGO staff, volunteers, and students (with only school qualifications or/and no mental health-related qualifications) with formal education and certification in mental healthcare.
- The other certificate course (Open Dialogues) focused on employing a specific approach in mental healthcare service delivery. This is relevant for staff who are already working in mental health. The diploma (Transdisciplinary Research and Practice) focuses on professionals bringing a unique research perspective to address complex mental health / health-related problems/needs/challenges.
- The 2 online courses, Public Mental Health and Trauma-Informed Care, also focus on professionals already working in mental health or related sectors.
- The training programs are usually short and focus on building the capacity of NGO staff or students working in mental health or related fields to better manage the mental health problems of their clients.
- **Research** – about 17 % of the spend base in FY 2022-23- BALM has completed Research – in 7 areas and published the findings
- **Social Action** – about 28% of the spend base in FY 2022-23 – consists of conducting health awareness programs, scholarship, lecture series, fellow programs and organizing international conferences.

Spend Base

BALM has the following key indicators for FY 2022-23

- Total Funding for FY 2022-23 – Rs 2.19 Crs
 - Funding from SFL – Rs 2.03 Crs constituted 83%
- Total Utilization
 - Utilization from SFL funding was used across all activities

Assistance Provided by BALM

- BALM has been helping and impacting in FY 2022-23 in the following ways:

Programme	Beneficiaries (direct)	Beneficiaries (Indirect)
Education	1,876	5,000+
Research		250+
Social Action		5100+

- BALM has been conducting courses as under:

Course	Sanctioned	Actual
Master of Social Work – Mental Health	20	18
Diploma in Integrated Mental healthcare	100	78
Diploma in Mental Wellbeing of Vulnerable Children	Batch 1 30 (completed) Batch 2 30 (Ongoing)	Batch1 30 (completed) Batch 2 47 (Ongoing)
Diploma in Trans disciplinary Research & Practice	20	10
Certificate in Open Dialogue & Dialogical Practices	30	27
Certificate in Public Mental Health	30	29
Certificate in Trauma informed care	30	30
Training – Mental healthcare (ECRC, HA)	20	17

Training – First Responders in Mental Health	30	30
Refresher training for students who have completed Diploma in integrated mental healthcare	30	40
Life Skills training (Training of Trainers)	15	12

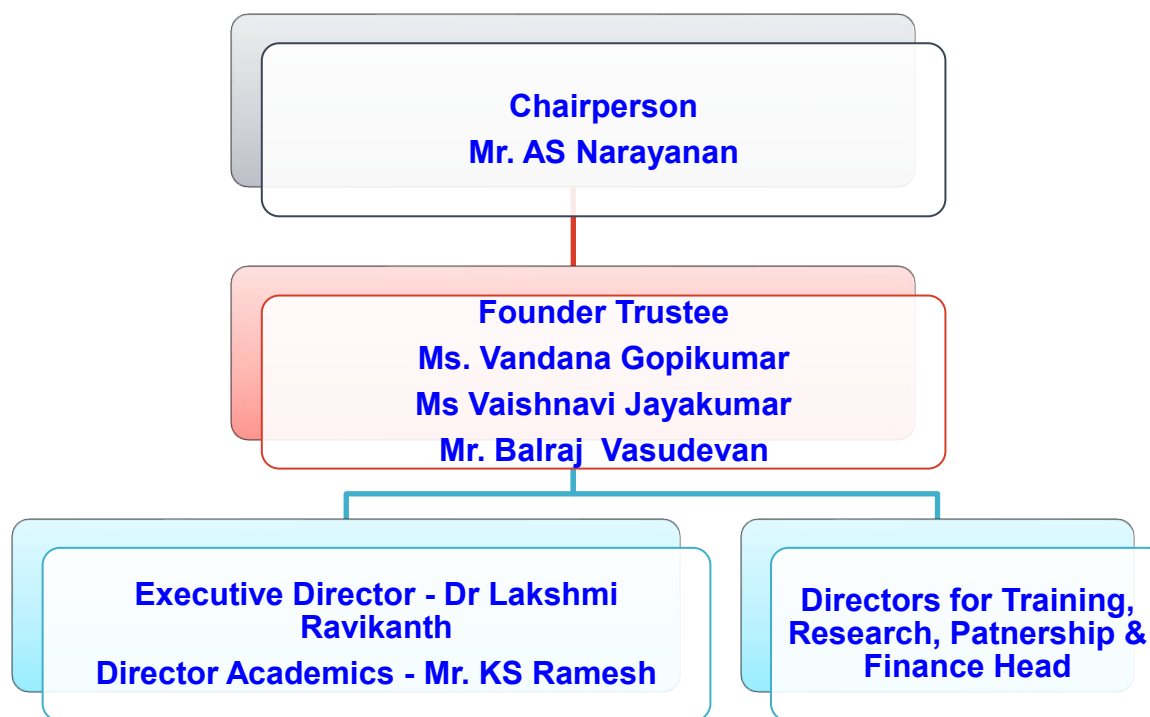
- The current Field Activities are:

Activity	Location
Scholarships to vulnerable children - Educational Kit Distribution <ul style="list-style-type: none"> Government School - Padi Kuppam – 385 students School Fees – 2 students Uniform & Shoes – 1 student 	Chennai, Chengalpattu
Learning Centres for vulnerable children <ul style="list-style-type: none"> Centres – 4 (Government schools at Padi Kuppam & Mogappair west Gurukulam school, Kovalam and Rainbow Homes, Chennai) Total Students – 482 (165+210+75+32) 	Chennai, Chengalpattu
Fellowships (6)	Chennai, Tiruvallur, Chengalpattu, Erode, North India,
Policy development: Tamil Nadu Mental Health Care Policy -2019 addressing the needs for homeless people with mental health problems During the FY 2022-23, they continued working on improving the "Draft Tamil Nadu State Policy to Address the Needs of Homeless Persons with Mental Health Issues - Guidelines and Protocols - February 2022" with	Chennai

series of meetings with National Health Mission - Tamil Nadu, Government of Tamil Nadu. The draft was developed in 2021-22, and public consultations were done in 2022-23. All the activities were supported by SFL

Organization

The organization consists of 30 + staff permanent resources





Accolades

BALM has achieved many credentials and samples of the same are enumerated here under:

- a. <https://www.who.int/publications/i/item/9789290211372> listing BALM's Diploma program as one of the 16 community-based mental health services [attached]
- b. BALM was part of Policy development with Government of Tamil Nadu and Government of Meghalaya
 - i. Tamil Nadu State Policy for Homeless persons with Mental illness ([drafted in 2022](#) and [released in 2025](#)) [ATTACHED]
 - ii. [Meghalaya State policy for Mental health and social care](#) (drafted & released in 2023) [ATTACHED]
- c. BALM is part of MoU with Government of Tamil Nadu in scaling up of Emergency care and recovery centers across Tamil Nadu [MoU with National Health Mission-Tamil Nadu]
- d. BALM Is part of MoU with Government of Kerala to support the reintegration of persons with mental illness from State run Mental hospitals
- e. Healthy Brains Grants Initiative listed Diploma program as one among mental health programs that can receive an outcome-based funding in the report - "Paying for Outcomes on Mental Health Programs" [ATTACHED].

IMPACT ASSESSMENT

Key Data points

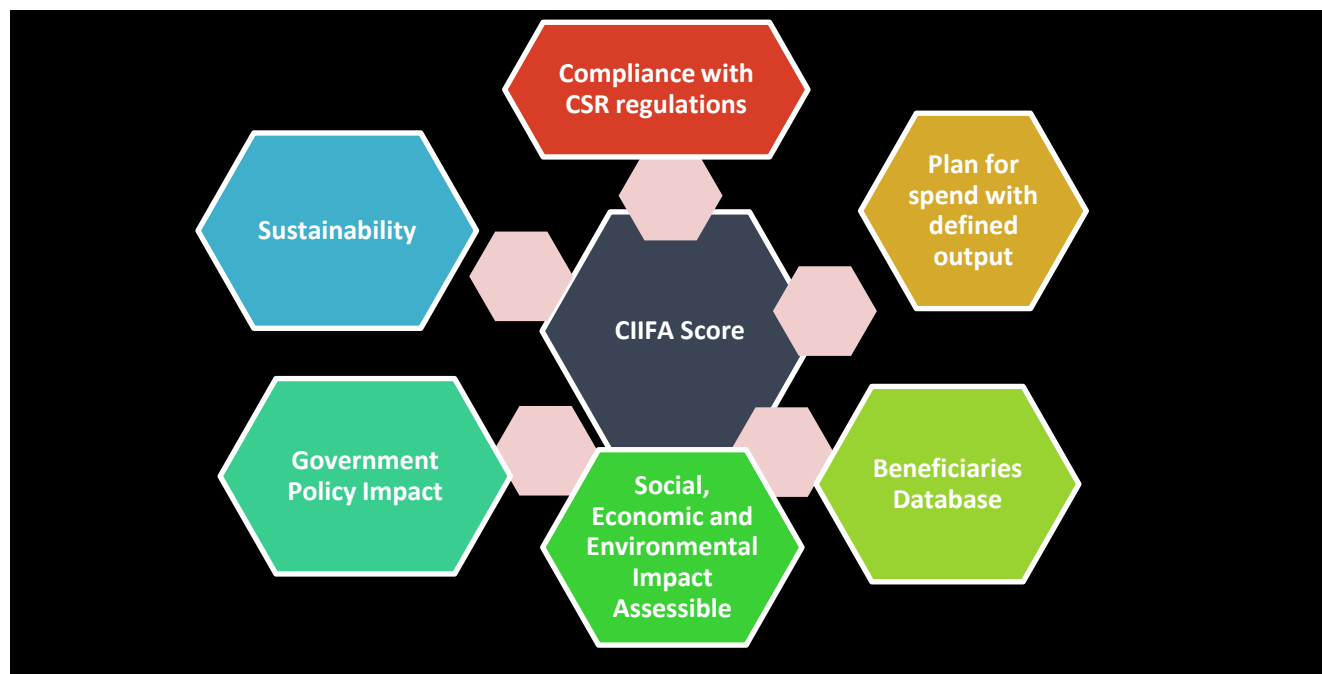
- Between 2014 and 2024, with support from SFL, BALM trained over 200+ Banyan staff. With this capacity building with necessary knowledge, attitude, skills and practice opportunities,
 - Total number of homeless beneficiaries taken care of by BANYAN supported by staff trained by BALM is over 3500+
 - 700+ persons residing in inclusive community living facilities (Home again)
 - 10,000+ people from low-income households receive care through community mental healthcare (Nalam).
 - BALM has over 30 staff and 25 % of these staff are beneficiaries who are now gainfully employed
 - Annually BALM has been supported from SFL funding in FY 2023-2024
 - 10 vulnerable students (Children with parental mental illness) for education through Scholarships. The total outlay is approximately Rs.9.10 Lakhs.
 - 101 Students including BANYAN Staff and others who cannot afford Diploma and Certificate courses with fees waiver, transport, food, field fees etc. Total outlay is approximately Rs.16.33 lakhs
- Capri team had conversations with the beneficiaries on a random sample basis using Capri template. The basic data was provided by BALM as regards the beneficiaries' names and contact details and the feedback is summarized below:
 - Education -Discussions were carried out with select beneficiaries. It was observed that there was a 100 % confirmation of positive feedback on the course content and its applicability to real-life situations
 - Social Action Initiatives – Regarding the Social Action Initiatives, discussions were done with beneficiaries whose feedback were highly positive. Capri team observed that the children who have benefited from the SFL scholarship program on mental illness have joined the system along with their families for helping and taking forward these initiatives of BALM. Also observed that the rehabilitated homeless mental illness people have started assisting in taking care of new people.

- Work done in association with “The Banyan” is having a positive impact in the society and has been acclaimed by local governments.
- BALM has also trained Police and Prison staff in handling mental illness issues.
- BALM has started working addressing issues for the hearing impaired and is creating signs for making life a better place for them.
- BALM has been awarded with several accolades in recognition of their participation in capacity building, research and social action for mental health and well-being.
- Impact Summary

BALM Impact Summary		
Sno	Area	Impact
1	Social	✓ Capacity building by training students and staff for metal health issues and for supporting the homeless
2	Economic	✓ Providing financial support for educating students engaging in obtaining necessary education and training for addressing mental health issues
3	Environmental /Government	✓ Part of the policy think tank for various governments in formulation of policies for addressing and supporting organisations addressing mental health issues

CIFA (Capri Index for Impact Assessment) Score

Capri works with social organizations and has developed a rating mechanism for the impact being created by social spending, specifically the CSR spend. The impact assessment considers various facets in arriving at a score summarized below:



The parameters consider

- ✓ compliance with CSR spend regulatory requirements,
- ✓ organization processes for beneficiary database maintenance and verifiability of Beneficiaries,
- ✓ impact assessed from sample verification of Beneficiaries,
- ✓ sustainability and Impact on Government Policy

There are 7 Parameters have a score of 5 each with weightage attached. The scoring is differentiated for CSR spending having a direct impact and for indirect impact. The rating which crosses 90% of the maximum score is categorized as CSR spending having a highly positive impact. Scores between 80%-90% of the maximum score indicates moderate impact and below 80% as those where Beneficiary impacts could not be assessed fully due to issue with the implementing organizations.



BALM CIFA Score

The table of parameters with weight-age and maximum score possible and the BALM Score is given below:

	Capri Index For Impact Assessment		=	CIFA				
	CIFA Scoring Sheet							
	BALM							
	Indirect Impact - Social , Economic & Environmental							
						BALM Score->>>		MAX Score
Sno	Item	Resp	Ans	Max Score	Weightage	Score	Wt. Score	Max Wt. Score
1	Is the funding fully utilised within the time period and whether certificate of utilisation was provided	Yes / No	Yes	5	15%	5	0.75	0.75
2	Is there a clear direction for utilising the money	Yes / No	Yes	5	15%	5	0.75	0.75
3	Has any tangible output been demonstrated	Yes / No	Yes	5	25%	5	1.25	1.25
4	Can the output be linked to a possible impact - Social and Economic impact demonstrated	Yes / No	Yes	5	25%	5	1.25	1.25
5	Have the outputs received any accolades or recognition	Yes / No	Yes	5	5%	5	0.25	0.25
6	Is the organisation at all levels synchronised for handling these initiatives with adequate staff and was it demonstrated	Yes / No	Yes	5	10%	5	0.5	0.5
7	Are these initiatives taken on board for policy interventions or thought leadership - Government policy for Homeless, Mental Health and Education	Yes / No	Yes	5	5%	5	0.25	0.25
	Total			35	100%		5.00	5.00
	What Score indicates High Impact				90%			Above 4.5
	What Score indicates Medium Impact				65%			3.25-4.50
	What Score indicates Low Impact							Below 3.25

BALM has achieved a score of 5 out of 5, indicating a high impact assessment achievement for the CSR spend.

CONCLUSION

- ✓ The National Mental Health Policy (NMH Policy), introduced in 2014, alongside the Mental Healthcare Act (MHCA) of 2017, outlines strategies for improving mental health and safeguarding individuals' rights. The NMH Policy focuses on providing comprehensive care, spanning outpatient to community-based services.
- ✓ It suggests a higher resource allocation in making services more accessible and its integration into general healthcare. It also emphasized the role of research, such as national surveys, to guide policy planning and execution.
- ✓ It is reported that about 15% of the Indian Population has some kind of mental health issues with anxiety being on top. The gap in treatment is identified as 84%. In 2022 India recorded 171,000 suicide cases recording a 4 % increase over the previous year and a 27% increase over 2018.
- ✓ Also important to note:
- ✓ Youth Mental Health: A 2023 survey of 787 north Indian medical students found that 37.2% had suicidal ideation, and 10.9% had attempted suicide.
- ✓ Vandrevala Foundation Survey: In March 2023, the Vandrevala Foundation reported that one-third of individuals contacting their mental health helpline in the past 18 months experienced anxiety, depression, and suicidal thoughts. The foundation facilitated over 1.7 million messages and 114,396 conversations with 61,258 individuals from August 2021 to January 2023.
- ✓ **BALM with a CIFA the highest score of 5**, has had activities having a high indirect impact on:
 - Creating capacity building in the areas of mental health
 - Economic impact in terms of enabling education pursuits towards capacity building



-
- Working with government and contributing to defining mental health policy and directions
 - They are a catalyst shaping the way mental health issues are addressed in India.



CSR FUNDING IMPACT ASSESSMENT REPORT FOR SUNDRAM FASTENERS LIMITED (SFL)

FUNDING KREA UNIVERSITY (KREA)-FY 2022-23
March 2025

BY: CAPRI ASSURANCE AND ADVISORY SERVICES



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BACKGROUND

About KREA

- Krea University has been enacted by the Legislature of the State of Andhra Pradesh as per The Andhra Pradesh Private Universities (Establishment and Regulation) Act, 2018 vide the gazette notification published on April 30, 2018. Krea University is recognized by UGC and authorized to confer degrees as decided by the faculty of the University.
- Krea offers the following courses with over 1400 students:

Program	Total No. of Student
Executive Master of Business Administration (EMBA)	103
Master of business administration (MBA)	536
Bachelor of business administration (BBA)	92
Doctor of Philosophy PhD	20
Bachelor of Arts (BA)/Bachelor of Science (BSC)	715
TOTAL	1466

- Krea caters to needs of students by offering MBA and Arts & Science courses. It also caters to students learning as they grow as part of the organizational objectives.
- Krea caters to not only from India but also Overseas. Close to 700+ (50%) of the students are female candidates.

Spend Base

KREA has the following key indicators for FY 22-23

- Total Funding for FY 22-23 – Rs 118 Crs
 - Funding from SFL – Rs 1.20 Crs constituted 1.02%
- Total Utilization
 - Utilization from SFL funding was towards staff and administrative expenses for four faculty members as provided in the utilization certificate dated 20th April 2023

Utilization Certificate

SIVA & ASSOCIATES
CHARTERED ACCOUNTANTS
FRN: 014579S



CSR Funds Utilisation Certificate

Krishna Educational Society,
98-A, VII Floor, Dr Radhakrishnan Salai,
Mylapore, Chennai – 600 004.

Dear Sir / Madam,

Utilisation Certificate with respect to Corporate Social Responsibility (CSR) funds granted by you
for the Financial Year 2022-23

We, M/s. SIVA & ASSOCIATES, Chartered Accountants (FRN.014579S) having our Office at 7/3, Jananai Arcade, Alagar Perumal Koil Street, Vadapalani, Chennai – 600 026, being the Auditors of KREA UNIVERSITY (Reg. No. CSR00012893), having its Registered Office at 196, TTK Road, Alwarpet, Chennai – 600 018 have verified the books and records of KREA UNIVERSITY and based on our verification and on such examination hereby certify that KREA UNIVERSITY had received funds amounting to Rs. 1,20,00,000 (Rupees One Crore and Twenty Lakh Rupees Only) from Krishna Education Society vide cheque 043426 dated 26-05-2022 towards the following CSR activities for the Financial Year 2022-23:-

Supporting Faculty Chairs at KREA University, as detailed in table below.

Having verified the books and records and based on such examination, we hereby further certify that the funds amounting to Rs. 1,20,00,000 (Rupees One Crore and Twenty Lakhs Only) availed by KREA UNIVERSITY from Krishna Education Society has been utilized in full for the Financial Year 2022-23. The details of utilization are given hereunder:-

S.No.	Particulars	Rs in Lakhs
1	Towards honorarium and research support cost of the below mentioned faculty <ul style="list-style-type: none">Prof. Bharat Sundaram - Assistant Professor of Environmental Studies, SciencesProf. Rishi Vyas - Assistant Professor of Mathematics, SciencesProf. R. Sathyanarayanan - Associate Professor of MarketingProf. Vijaya Subramanian - Associate Professor of Operations Management	120.00
	Total	120.00



Janani Arcade, No. 7/3, Alagar Perumal Koil Street, Vadapalani, Chennai - 600 026. Ph: 044-2365 2360.

We hereby further certify that KREA UNIVERSITY has complied with all the conditions stated in the CSR application form issued by Krishna Education Society and also to the commitments stated by KREA UNIVERSITY in its application.

For Siva & Associates
Chartered Accountants
FRN: 014579S

M. Sivamurugu

M. Sivamurugu
Partner
Membership No. 228210
UDIN: 23228210BGSWXQ2306



Place: Chennai
Date: 20.04.2023

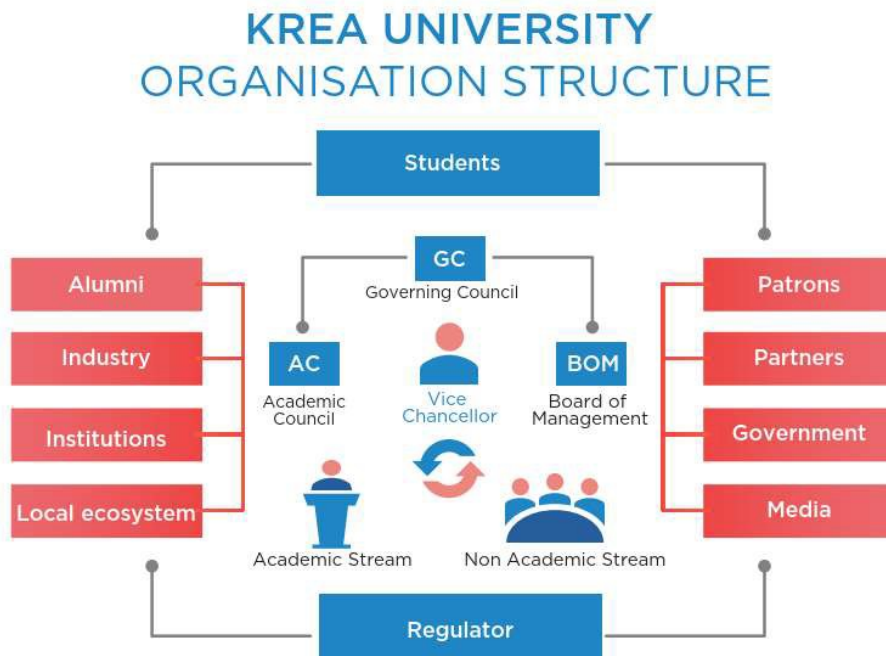
KREA Activities with SFL Funding

- The background and work done by the professors supported by SFL is given below:

Sno	Name of Professor & Qualification	Area of interest	Work Done	Impact
1	Bharat Sundaram – PhD.	Environmental Studies - Environmental Conflicts and Crisis -	Prof Sundaram is part of a unique project at Krea- a social project on Water Stories that involves development of a trilogy of 3 films on lives and livelihoods of fishermen around Pulicat lake, being produced and directed by a professional film director, Mr. Rishi Chandra	<ul style="list-style-type: none"> ✓ The film traces the lives and livelihoods of fishermen around Pulicat lake, situated along the south-east coast, is the second largest brackish water lake and a major wetland in India. ✓ He was instrumental in completing WATER STORIES that will help trigger greater awareness and influence thinking at the level of policy makers, students, industry and the public. The shooting of the 3 films was completed in March 2023. Film funded by Mahindra Group
2	Rishi Vyas – PhD.	Mathematics – Ring Theory	Prof Rishi's joint project on computational aspects of pure mathematics and research on ring theory and aspects of the representation theory of noncommutative rings	<ul style="list-style-type: none"> ✓ Two students from the School of Interwoven Arts and Sciences have assisted him in his research, thus benefiting from being exposed to high quality research in pure mathematics at an early stage of their education. Most likely, these students will specialize in Mathematics and will further pursue academic or scientific research in leading global organizations.
3	R Sathyanarayanan – Marketing Expert	Marketing	<ul style="list-style-type: none"> ✓ Researched Newspaper Articles ✓ Teaching students 	<ul style="list-style-type: none"> ✓ Published 9 major research articles ✓ 500+ students benefiting from marketing lectures across courses
4	Vijay Subramanian	Operations Management	<ul style="list-style-type: none"> ✓ Global Food Loss within Supply Chains 	<ul style="list-style-type: none"> ✓ Research presented at Sustainability and Development Conference, University of Michigan, USA, Jan 2022

Organization

The university is managed by a Governing Council and supported by a Board of Management (BOM) and Academic Council (AC). The University is supported by 317 staff out of which 157 are teaching staff.



Accolades

KREA has received many accolades sample of these are:

- ✓ In October 2024, Krea University was recognized for its dedication to academic inclusion at the India Education Equality Index (IEEI) 2024 Summit and Awards Ceremony.
- ✓ Krea has also been acknowledged and received funding from PM Early Career Research Grant scheme, awarded by Anusandhan
- ✓ A case study by **Prof Sathya** "Managing hopelessness with hope through immersive storytelling - instances from Indic texts and practices", at the Indian Institute of Management, Kozhikode International Conference on Globalizing Indian Thoughts in December 2023. **Prof Sathyanarayanan's** paper "Design Thinking View on an affordable public bike-sharing project from India" was accepted for presentation at the prestigious Academic Design Management Conference, and he presented the same during the ADMC 2024 held at TU Delft, Netherlands, on 6 and 7 August 2024.
- ✓ **Book Proposal Under Discussion: Exploring the Intersection of Climate Change, Livelihoods, Gender and Well-being in and around Pulicat Lake** by **Bharath Sundaram** and Sahron Buteau
- ✓ Professors have been acknowledged for the education groups and specialized topics being discussed across various media.
- ✓ Students have competed and won prestigious awards across the country

IMPACT ASSESSMENT

Key Points

- SFL contribution is helping KREA fund certain chairs and thereby funding good quality research and publishing articles and papers that would lead to enhanced knowledge for students and impacting policy framework. These publications are through reputed media with a wide readership enhancing the value of the research.
- The SFL funded professors have 9 major publications in leading newspapers and magazines of repute and SFL sponsored professor helped produce a film on environmental conflict at the Pulicat Lake (2nd largest brackish water lake and a major wetland in India) which is expected to be a major policy changer for handling Fishermen and Ecology kind of conflict
- Sample article attached which mentions the professor as a SFL chair in leading business daily called Business Line (Business Line is today the second most widely read business and financial daily, with a total all-India readership of 7.75 lakh)



businessline

VALUE ADDITION

Vande Bharat and the merchandise opportunity

R Sathyannarayanan

The Vande Bharat Express is becoming highly popular and generating a lot of curiosity. Many Indians are proud of this indigenous, sleek-looking, semi-high-speed product developed by the Integral Coach Factory (ICF) Chennai. ICF Chennai's Train18 project that gave birth to this modern train set was completed in record 18 months, against the world standard of a minimum timeline of 36 months.

According to Sudhanshu Mani, the then General Manager of ICF Chennai who led this project, the train set was built at just one-third of the cost of an imported equivalent train. ICF also holds intellectual property rights for the same.

So, on the lines of notable national accomplishments like indigenous missile development, PSLV, Chandrayaan, Mangalyaan, vaccination drive and so on, Vande Bharat Express has also become very close to people's hearts.

People clamour to take selfies with the train at railway stations, and children are ecstatic. In last year's Union budget, the Indian government announced plans to launch 400 Vande Bharat trains over three years. So far, dozen-plus routes are operational. The Chennai-Coimbatore Vande Bharat Express, which the Prime Minister launched recently, is the 14th in this series, and many are in the anvil.

ADDITIONAL REVENUE STREAM

With so much craze for selfies with the train, there could also be a demand for Vande Bharat miniature toy trains. The railways will have an additional revenue stream if they pursue a merchandise marketing strategy. There could be merchandising opportunities in many such train models – like the luxury trains (Palace on wheels, Golden Chariot), legacy trains (Nilgiri, Darjeeling Himalayan rail), heritage stations (like Mumbai CST, Chennai Central), etc. Apart from these, there could be many railway-branded merchandise items like mugs, posters, watches etc. Indian Railways can



WAGONS OF POTENTIAL. Given the sense of pride Vande Bharat evokes, the Railways could think of toy train sets and other memorabilia around it

do a market study on this.

Merchandise strategy is quite popular in the American film industry. Disney's *Frozen 2* reportedly made a worldwide box office collection of \$1.45 billion. *Frozen 1* made \$1.3 billion in 2013. But it earned \$5 billion in merchandising and licensing alone.

Merchandising and brand licensing is a big business, and movies ranging from *Star Wars* to *Minions* raked in more dollars with merchandise from toys and apparel to books! According to the Top Global Licensors Report 2022, 88 licensors have reported revenue of \$260.8 billion.

Films like *Dangal* and *ReOne* tried it in a limited way in India. Compared to other Indian movies, *Bahubali* tried more items, games and even an animated series on Amazon Prime. *Idamoni* Film City in Hyderabad still has *Mohabbat* sets of *Bahubali* for public view. *Gola Shree* is one comparatively well capitalised merchandising phenomenon on the Cartoon front. Several IPL teams have done well in this area. But, the industry is yet to tap its full potential. Doordarshan tried to capitalise on the nostalgia value through merchandise items in the souvenir store. But, it was restricted to col-

lectable items like water bottles and t-shirts.

Aircraft manufacturers and airline operators worldwide sell branded merchandise through dedicated websites, mobile apps, aircraft and airports. The merchandise includes aircraft models, clothing, collectables, and accessories (bags, watches, mugs, power banks). There are dedicated websites in the US, Japan and Europe for the sales of railway merchandise. Cruise lines also focus on merchandise sales as a revenue stream.

In the case of the Indian railways, there is no need for extra investment in real estate. The merchandise could be sold on trains, the vast network of railway stations, and online. Indian Railways have already published nearly 40 coffee table books, which could be added to this bouquet. A well planned and executed merchandise marketing strategy shall open a new revenue stream for the Indian railways. IR can experiment with this on a pilot basis in the premium train.

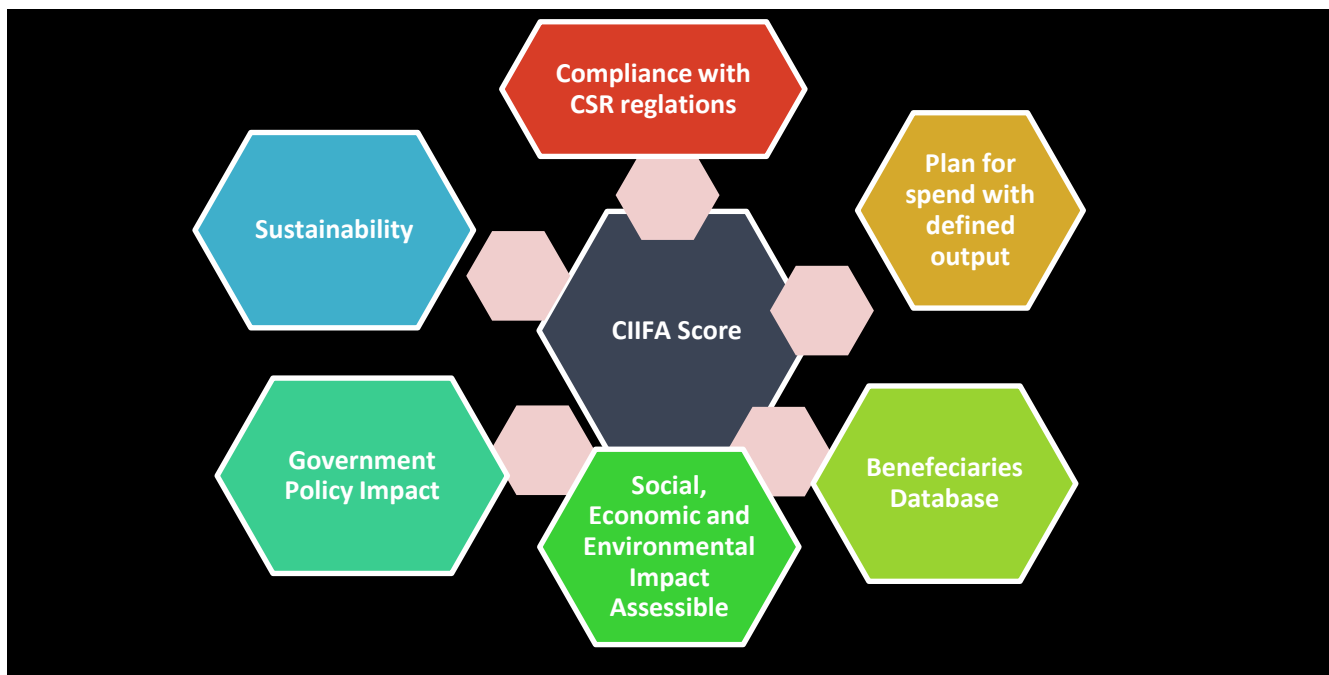
R Sathyannarayanan is Sundram Pareekes Associate Professor of Marketing, PMS Graduate School of Business at Anna University

- Impact Summary

KREA		
Sno	Area	Impact
1	Social	<ul style="list-style-type: none"> ✓ Providing insightful research on topics on current economic and social impact parameters ✓ Reaching such research outputs with a larger audience through partnering with reputed media & publications
2	Economic	✓ Not Applicable
3	Environmental /Government	✓ Possible impact on policy for fishermen in brackish waters

CIFA (Capri Index for Impact Assessment) Score

Capri works with social organizations and has developed a rating mechanism for the impact being created by social spending, specifically the CSR spending. The impact assessment considers various facets in arriving at a score summarized below:



The parameters consider

- ✓ compliance with CSR spend regulatory requirements,
- ✓ organization processes for beneficiary database maintenance and verifiability of Benefeciaries,
- ✓ impact assessed from sample verification of Benefeciaries,
- ✓ sustainability and Impact on Government Policy

There are 7 Parameters and have a score of 5 each with weightage attached. The scoring is differentiated for CSR spending having a direct impact and for indirect impact. The rating which crosses 90% of the maximum score is categorized as CSR spending having a highly positive impact.

KREA CIFA Score

The table of parameters with weightage and maximum score possible and the KREA Score is given below:

	Capri Index For Impact Assessment		=	CIFA				
	CIFA Scoring Sheet							
	KREA							
	Indirect Impact - Social , Economic & Environmental							
						KREA Score->>>		MAX Score
Sno	Item	Resp	Ans	Max Score	Weightage	Score	Wt. Score	Max Wt. Score
1	Is the funding fully utilised within the time period and whether certificate of utilisation was provided	Yes / No	Yes	5	15%	5	0.75	0.75
2	Is there a clear direction for utilising the money	Yes / No	Yes	5	15%	5	0.75	0.75
3	Has any tangible output been demonstrated - Articles Published	Yes / No	Yes	5	25%	3	0.75	1.25
4	Can the output be linked to a possible impact - Limited	Yes / No	Yes	5	25%	2	0.5	1.25
5	Have the outputs received any accolades or recognition	Yes / No	Yes	5	5%	3	0.15	0.25
6	Is the organisation at all levels synchronised for handling these initiatives with adequate staff and was it demonstrated	Yes / No	Yes	5	10%	5	0.5	0.5
7	Are these initiatives taken on board for policy interventions or thought leadership	Yes / No	Yes	5	5%	1	0.05	0.25
	Total			35	100%		3.45	5.00
	What Score indicates High Impact				90%			4.5
	What Score indicates Medium Impact				65%			3.25-4.50
	What Score indicates Low Impact							Below 3.25

KREA with a CIFA score of 3.45 indicates a medium impact

CONCLUSION

Krea is reputed University with a governing council consisting of the Who's Who in Indian Industry, Government and Academics. The SFL funding is assisting in developing a culture of research which is industry focused with a wide readership in reputed media. This will enhance student knowledge and set a direction for policy framework. **The CSR funding has a medium impact as per the CIFA score.**