

Impact Assessment of Eicher Motors Limited CSR

Projects- Responsible
Travel – Chennai zone (NMCT)

25th March 2025

Submitted To
Eicher Motors Limited

Submitted By
Sambodhi Research and Communications

Contents

Section-A: Summary Report

1. Brief description of project activities	6
1.2. Key Findings.....	6
Vayujal Plants	6
Play Area	7
1.3. Recommendations.....	7

Section-B: Detailed Report

1. Introduction	9
1.1. Background	9
1.2. Objectives of the impact assessment.....	9
1.3. OECD- DAC framework.....	9
1.4. Evaluation Matrix.....	10
2. Approach and Methodology	10
2.1. Study Design.....	10
2.2. Data Collection Methods and Sources.....	11
2.3. Data Collection Process	11
2.4. Data Analysis.....	11
2.5. Limitations.....	12
2.6. Structure of the report	12
3. Eco-friendly and Responsible Tourism – Native Medicare Charitable Trust (Chennai zone).....	13
3.3.1. Brief description of project activities	13
3.3.2. Key Findings.....	13
3.3.2.1. Relevance and Coherence.....	13
3.3.2.2. Efficiency and Effectiveness	14
Vayujal Plant Usage	14
Play Area	14
Sanitation Units	14
3.3.2.3. Impact.....	15
3.3.2.4. Sustainability	15
3.3.3. Challenges	16
3.3.4. Recommendations	16
3.3.6. Annexures	18

3.3.6.1. Sample distribution	18
3.3.6.2. Evaluation Matrix	18

Table of Figures

Figure 1: Quality of Water as reported by tourists (%).....	6
Figure 2: OECD DAC Evaluation Framework.....	9
Figure 3: Quality of water as reported by community.....	14
Figure 4: Quality of water as reported by tourists.....	14

List of Tables

Table 1: Performance band- colour coding	Error! Bookmark not defined.
Table 2: Sample distribution.....	18
Table 3: Evaluation Matrix.....	18

List of Abbreviations

BC – Backward Class

CAPI – Computer Aided Personal Interview

CSR – Corporate Social Responsibility

EML – Eicher Motors Limited

FGD – Focus Group Discussion

IDI – In-Depth Interview

KII – Key Informant Interview

NMCT – Native Medicare Charitable Trust

OECD-DAC – Organisation for Economic Co-operation and Development – Development Assistance Committee

RfP – Request for Proposal

SC – Scheduled Caste

SurveyCTO – Survey Community Tool for Organizations

WASH – Water, Sanitation and Hygiene

Section- A
Summary Report

1. Brief description of project activities

The Responsible Travel Project, jointly conceptualized by Royal Enfield and NMCT, aimed to enhance community infrastructure by improving access to sanitation, water and recreational facilities. Key interventions included constructing and renovating sanitation units, installing Vayujal plants to provide clean drinking water and creating child-friendly parks with necessary amenities. Additionally, the project focused on environmental sustainability by establishing a sewage treatment plant. These initiatives contributed to better public health, environmental conservation and improved community well-being, ensuring long-term benefits. While the project initially planned additional activities, only those successfully implemented in the selected locations had a tangible impact, addressing critical needs for sanitation, water access and recreational spaces.

1.2. Key Findings

The project strongly aligns with community needs and government WASH objectives, particularly in ensuring safe drinking water. With 96.6% of local respondents confirming access to Vayujal Plants, this intervention effectively addresses a fundamental necessity while supporting broader water security efforts. The Play Area, though currently reaching only 23.3% of community respondents, fulfills a recreational need and supports sustainable tourism efforts. Among tourists, **87.5%** have seen or used a Vayujal Plant, reinforcing the demand for safe drinking water. The diverse visitor demographics spanning ages 21-58, with 62.5% being graduates and representation across SC (25%), BC (50%) and minority groups (25%)—highlight the project’s broad inclusivity and relevance.

Vayujal Plants

While 96.6% of community respondents have access to Vayujal Plants, 89.6% report that it does not fully meet their daily water needs, indicating partial reliance on alternative sources. Despite this, perceptions of water quality are favourable, with 51.7% noting improved clarity, 34.4% appreciating taste and odour, and 13.7% recognizing impurity removal. Among tourists, **100%** confirmed access to the Vayujal Plant, with 78.5% rating it "Exceptionally Accessible" and 85.7% valuing its taste and odour. However, clarity (7.1%) and impurity removal (7.1%) received lower recognition, suggesting minor filtration improvements could enhance trust in the water quality from this plant.

The Vayujal Plant has significantly improved health and well-being, with 62% of community respondents reporting a reduction in waterborne diseases. Additionally, 68.9% noted "much better" water availability and 27.5% saw "somewhat better" availability. Among tourists, 85.7% rated the water taste and odour as excellent, reinforcing its perceived quality, though clarity and impurity removal (7.1%) require improvement.

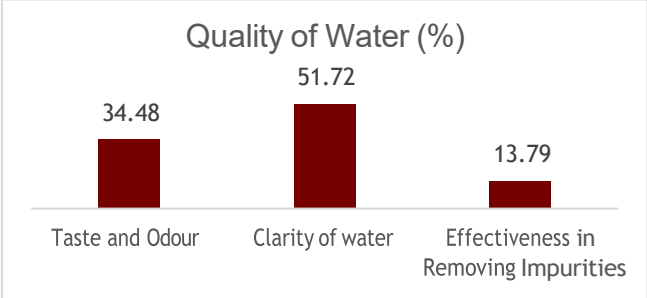


Figure 1: Quality of Water as reported by tourists (%)

Nearly 90% of community respondents report that the Vayujal Plant does not fully meet daily needs, highlighting supply constraints. Limited access to the Play Area (23.3%) suggests that distance, transport or awareness issues restrict participation. While 62% of community members observed reduced waterborne diseases, 37.9% saw no change, indicating the need for stronger hygiene awareness. Maintenance concerns

"The sewage treatment plant is running and being maintained by local stakeholders, ensuring sustainability."- Gautham, Implementing Partner Staff

remain significant, with 40% identifying gaps that could compromise long-term functionality. Among tourists, 7.1% found the Vayujal Plant "Somewhat Inaccessible," suggesting improved signage and visibility are needed.

Play Area

The Play Area, though limited in reach, contributes to community engagement and tourism experiences. Limited access to the Play Area (23.3%) suggests that distance, transport, or awareness issues restrict participation. The efficiency and effectiveness of the Play Area in tourist spots around ECR Chennai are evident in high satisfaction rates despite limited direct access. Currently, only 23.3% of community respondents (7 out of 30) have direct access, yet all users rate its placement and accessibility as "very satisfied", highlighting strategic location and ease of use. Additionally, 57.1% consider its cleanliness and maintenance "Excellent," while 42.8% deem it "Good", demonstrating effective upkeep. However, 85.7% use it only occasionally, suggesting that structured activities or community events could enhance engagement. Among tourists, 37.5% actively seek out play areas and all who visited rated cleanliness and maintenance as "Excellent," reinforcing its positive impact on visitor experience. The Play Area contributes to responsible tourism by fostering family-friendly spaces, but expanding accessibility and introducing interactive elements could further maximize its efficiency and long-term effectiveness in attracting and retaining visitors. Limited access to the Play Area (23.3%) suggests that distance, transport, or awareness issues restrict participation

1.3. Recommendations

To improve the effectiveness and sustainability of the interventions, expanding the Vayujal Plant's capacity is essential, as nearly 90% of community members said it does not meet daily water needs, forcing them to rely on bottled water (60.7%) and public taps (39.2%). Strengthening community groups for regular maintenance and monitoring is also recommended to ensure smooth operations.

Similarly, efforts are needed to improve the usage of the Play Area, currently accessed by only 23.3% of the community. Organizing regular activities, improving transport and introducing a small user fee for maintenance can increase participation and ensure long-term upkeep, especially since 40% of respondents raised concerns about poor maintenance.

A WASH and health awareness campaign is necessary to educate people on safe water use and hygiene practices, as 37.9% of respondents reported no improvement in health despite using the Vayujal Plant. Regular water quality checks and community feedback will help sustain the impact.

"Tourist education should be strengthened. Signage, digital campaigns, and interactive sessions can ensure they respect the local environment and culture."- Implementation Partner

For tourists, better signages, digital guides and interactive sessions are needed to improve visibility and promote respect for local culture. Adding more activities like games and mini events can make the Play Area attractive to solo travelers and couples, ensuring both tourists and community members benefit from the facilities.

Section- B
Detailed Report

Impact Assessment Study

1. Introduction

1.1. Background

Eicher Motors Limited (EML) is committed to Corporate Social Responsibility (CSR), focusing on long-term, sustainable change in communities across India. Eicher adopts a holistic approach, addressing community-specific needs through well-designed programs that enhance quality of life. By collaborating with local organizations, government agencies and community groups, Eicher ensures its initiatives are impactful and scalable. The company prioritizes self-reliance, creating systems that empower communities rather than offering short-term solutions. Its CSR efforts have led to improved access to essential services, better opportunities and healthier environments. This report covers the key findings for the responsible travel intervention implemented in collaboration with Native Medicare Charitable Trust. Through these initiatives, EML aims to continue supporting stronger, healthier and self-sufficient communities.

1.2. Objectives of the impact assessment

The key objectives of conducting this impact assessment are as follows:

1. To quantify the extent to which the projects have been successful in achieving the intended outcomes
2. To establish the effectiveness of program implementation
3. To identify and capture success stories, challenges and areas for improvement
4. To provide actionable recommendations to enhance the effectiveness of future programs

1.3. OECD- DAC framework

Considering the objectives of the project, this evaluation will be based on the **OECD-DAC framework**¹.

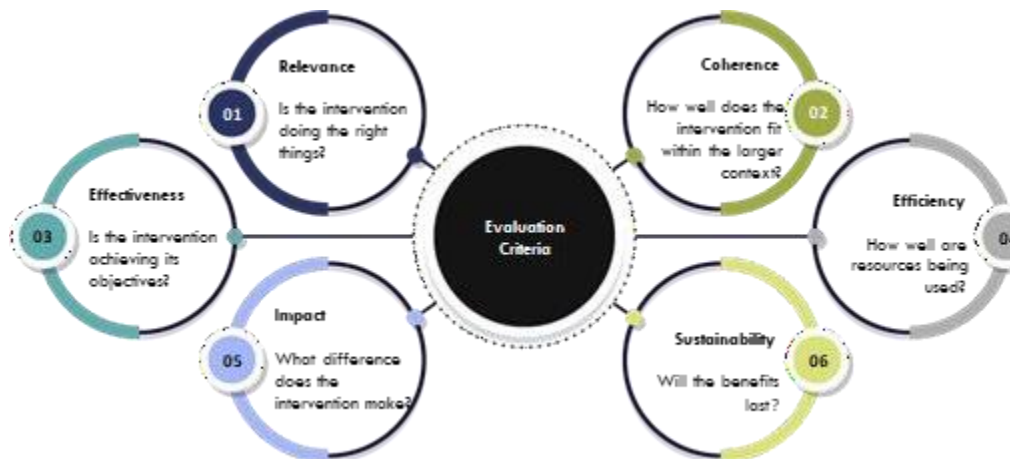


Figure 2: OECD DAC Evaluation Framework

The evaluation will assess the baseline values of various key indicators, against which the impact of the project can be assessed a year after completion. The components of the proposed evaluation framework are –

¹ <https://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm>

Relevance - The extent to which the objectives of the development intervention are consistent with beneficiary requirements, state needs, institutional priorities, partners and funding stakeholders, as well as mission coherence in achieving its objectives.

Coherence – The extent to which activities can converge with other programs/projects running the geography/sector.

Effectiveness - The extent to which the development project's objectives were achieved or are expected to be achieved considering their specificities (not just physical outputs but also high-level results; explaining factors determining achievements, including change of context; looking at other possible achievements)

Efficiency - A measure of how economically resources/inputs are converted into results, with reference to project benchmarks (include project delays, overruns; technical issues; operational cost ratio, economic rates of return)

Sustainability - The likely continuation of net benefits from a development intervention beyond the phase of funding support. It also includes an assessment of the likelihood that actual and anticipated results will be resilient to risks beyond the mission activities.

Impact - The changes that have occurred or are expected to occur in the lives of the target beneficiaries (direct and indirect).

1.4. Evaluation Matrix

The evaluation matrix for Eicher's CSR projects follows the OECD-DAC framework, assessing projects based on relevance, coherence, effectiveness, efficiency, impact and sustainability. It includes specific questions and indicators for each project, whether in education, health, or livelihoods to measure outcomes and how they were achieved. The assessment uses both primary and secondary data, collecting insights from students, teachers, health workers and community members, while also reviewing project reports and public sources. This ensures reliable and cross-verified findings.

The evaluation matrix is adaptable, considering diverse cultural and social contexts. It allows for flexible tools and indicators, ensuring context-sensitive yet methodical evaluations. By aligning with OECD-DAC criteria, it assesses project efficiency, alignment with development goals and long-term sustainability. This approach provides a comprehensive understanding of project successes and challenges, offering insights into future improvements.

The thematic evaluation matrix is included in the [Annexure](#).

2. Approach and Methodology

2.1. Study Design

This impact assessment will use a pre-post study design, which means it will compare data from before and after the project to measure its impact. To get a complete picture, the assessment will follow a mixed-methods approach, combining both quantitative and qualitative data.

The quantitative data will help measure the results in numbers, such as changes in key indicators, while the qualitative data will provide deeper insights into why and how these changes happened. By using both types of data, the study can cross-check findings from different sources, ensuring more accurate and reliable results. The assessment will collect information from both primary sources (like surveys and interviews) and secondary sources (such as existing reports or data) to create a well-rounded understanding of the project's impact.

2.2. Data Collection Methods and Sources

Quantitative Methods

For the quantitative data collection, **structured survey tools** were developed and rigorously pre-tested to ensure their effectiveness in real-field conditions. Pretesting helped identify any issues in the questionnaire, removing ambiguities and minimizing bias and errors. The data was collected using Computer Aided Personal Interview (CAPI) methods to ensure accuracy and efficiency. Our team utilized SurveyCTO, a digital data collection platform that streamlined the entire process—from targeting respondents and survey creation to data entry and visualization. SurveyCTO allowed for real-time data uploads, enhancing efficiency while also offering offline capabilities for data collection in low-connectivity areas. With GPS-based tracking, real-time geo-tagging, multilingual support and validation features, SurveyCTO ensured high data quality and seamless experience for field investigators.

Qualitative Methods

To complement the quantitative data, qualitative methods were employed to gain deeper insights into the impact of the CSR projects. This included **in-depth interviews (IDIs), focus group discussions (FGDs) and key informant interviews (KIIs)** with relevant stakeholders such as beneficiaries, project implementers and community leaders. These interactions helped uncover contextual nuances, stakeholder perceptions and the underlying reasons behind quantitative findings. All interviews and discussions were recorded, transcribed, and thematically analyzed to identify patterns and insights that contributed to a holistic understanding of the projects' effectiveness, sustainability and impact.

2.3. Data Collection Process

The study was executed strategically in three phases to ensure completion of time:

- **Phase I:** Design Phase begins with consultative meetings to finalize indicators and methodologies based on stakeholder inputs and desk reviews. Sambodhi collaborated with the EML CSR team to ensure alignment with the RfP, documenting the approach in an inception report covering the assessment framework, sampling methodology, analysis plan and work plan. Quantitative and qualitative tools, developed in vernacular languages and referencing standardized underwent pre-testing in non-sample areas for refinement. Tools were translated and training materials developed to ensure uniform data collection.
- **Phase II:** Implementation Phase involves executing the sampling strategy, identifying study geographies and conducting primary data collection as per the established methodology.
- **Phase III:** Dissemination Phase focuses on sharing findings and insights with stakeholders, translating results into actionable recommendations for future initiatives and broader knowledge dissemination.

2.4. Data Analysis

The collected data was analyzed using a convergent mixed-methods approach, integrating quantitative and qualitative data for a comprehensive assessment of the project's impact. Quantitative analysis measured key indicators, while qualitative insights provided context to observed outcomes. Triangulation of findings from diverse sources enhanced the reliability and depth of the analysis. The study assessed endline values of key indicators, comparing pre- and post-intervention data to measure changes over time. This approach ensured a holistic evaluation, capturing both measurable outcomes and the underlying factors influencing the project's effectiveness.

2.5. Limitations

While this impact assessment provides valuable insights into the outcomes of these CSR initiatives, certain considerations must be acknowledged to contextualize the findings appropriately:


- **Selection Bias:** Given the scale of the intervention and the sampling approach, there is a possibility of some selection bias, particularly if certain sub-groups were self-selected into the study. However, concerted efforts were made to ensure diverse participation and capture a wide range of perspectives.
- **Timeframe Constraints:** The assessment reflects outcomes observed within the available study period, and while it provides a meaningful snapshot of impact, some long-term effects may emerge over time. Future follow-ups could further enrich the understanding of sustained change.
- **Self-Reported Data:** A significant portion of the data is based on self-reported responses from beneficiaries and stakeholders. While every effort was made to enhance accuracy through careful data collection and validation techniques, minor variations due to recall or interpretation are natural in such studies.

2.6. Structure of the report

This report is structured to provide a holistic analysis of Eicher’s CSR projects, ensuring that insights are embedded within the OECD-DAC evaluation framework to highlight key findings across diverse thematic areas. The framework, encompassing **relevance, coherence, effectiveness, efficiency, impact and sustainability**, enables a multifaceted evaluation that captures both the outcomes achieved and the processes that led to those results. Our presentation of these findings weaves the data seamlessly into each criterion, clarifying how well projects align with broader development goals and how effectively resources are utilized.




To enable meaningful interpretation of the findings, a **two-tiered** benchmarking approach has been employed across the report. The benchmarking has been **limited** to key project-specific outcome and impact indicators. Wherever credible benchmarking data is **available**, project outcomes have been compared against standardized external datasets such as NFHS (for health indicators) and ASER (for learning outcomes), as well as baseline or need assessment figures. In such cases, performance that exceeds these benchmarks is highlighted in **blue**, denoting a positive deviation from established standards.

Table 1: Colour coding - benchmark data is available

Performance Band	Interpretation	Colour
Exceeds benchmark	Performance surpasses credible external benchmark figures/ baseline values	 Blue

Where external benchmarks are **unavailable**, a progressive scoring scale based on project duration, nature and literature review has been applied to assess outcomes. In this scale, scores are categorized as High, Moderate and Low each reflecting the level of performance and potential for scalability.

Table 2: Performance band- colour coding where benchmarking data is unavailable

Performance Band	Score Range	Interpretation	Colour
High	61–100%	Strong performance, scalable potential	 Green
Moderate	31–60%	Average, in line with similar interventions	 Yellow
Low	0–30%	Below average, needs improvement	 Red

Additionally, for indicators where lower values indicate better outcomes (such as *dropout rates* or *disease incidence*), both the desired direction of change and the colour coding have been reversed to reflect positive performance. This structured approach ensures consistency, clarity and contextual relevance in evaluating project impact across varied geographies and interventions.

3. Eco-friendly and Responsible Tourism – Native Medicare Charitable Trust (Chennai zone)

3.3.1. Brief description of project activities

The Responsible Travel Project, jointly conceptualized by Royal Enfield and NMCT, aimed to enhance community infrastructure by improving access to sanitation, water and recreational facilities. Key interventions included constructing and renovating sanitation units, installing Vayujal plants to provide clean drinking water and creating child-friendly parks with necessary amenities. Additionally, the project focused on environmental sustainability by establishing a sewage treatment plant. These initiatives contributed to better public health, environmental conservation and improved community well-being, ensuring long-term benefits. While the project initially planned additional activities, only those successfully implemented in the selected locations had a tangible impact, addressing critical needs for sanitation, water access and recreational spaces.

3.3.2. Key Findings

3.3.2.1. Relevance and Coherence

The project strongly aligns with community needs and government WASH objectives, particularly in ensuring safe drinking water. With **96.6%** of local respondents confirming access to Vayujal Plants, this intervention effectively addresses a fundamental necessity while supporting broader water security efforts. Meanwhile, the Play Area addresses the community's request for recreational infrastructure, though its current reach is limited to 23.3% of respondents, indicating room for further expansion. These interventions also align with broader government WASH (Water, Sanitation & Hygiene) objectives by improving water quality, while the establishment of a Play Area fosters healthier lifestyles and contributes to local tourism development strategies, such as positioning the area as a safe, family-friendly destination.

Based on information collected from tourists, the alignment with their needs is evident: nearly 87.5% of surveyed travellers had seen or used a Vayujal Plant, demonstrating that safe drinking water is a primary concern, while the Play Area caters to recreational interests—even though only 37.5% of tourists typically seek out such amenities. Moreover, the diverse visitor demographics—ages ranging from 21 to 58, with 62.5% being graduates and representation across SC (25%), BC (50%) and minority groups (25%)—highlight that these interventions resonate widely, offering benefits that cut across various backgrounds and educational levels.

The project's design is coherent with government policies, improving public health, sanitation and sustainable tourism. While the Play Area's reach can be expanded, the overwhelming success of the Vayujal Plants confirms the project's relevance and long-term impact. Its integrated, multi-sectoral approach ensures sustainable development, social equity and economic opportunities for both residents and visitors.

3.3.2.2. Efficiency and Effectiveness

Vayujal Plant Usage

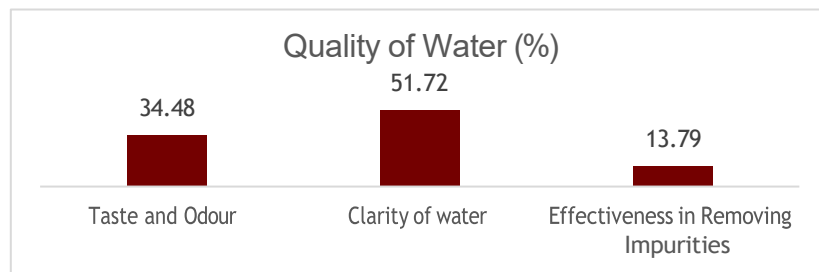


Figure 3: Quality of water as reported by community

The efficiency and effectiveness of the Vayujal Plant reflects both positive uptake and limitations in meeting community water needs. While 96.6% of respondents have access, their occasional usage (100%) indicates partial dependence on alternative sources, with 89.6% stating it does not fully meet daily requirements. Despite this, perceptions of water

quality remain favourable, reinforcing its effectiveness in improving drinking water standards. 51.7% highlight clarity, 34.4% appreciate taste and odour and 13.7% acknowledge impurity removal. These figures suggest that while water quality improvements are evident, supply constraints limit overall efficiency, necessitating capacity enhancements for greater impact.

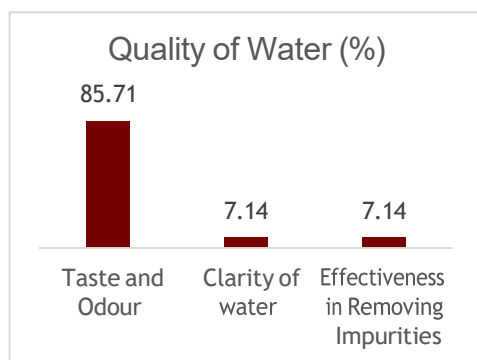


Figure 4: Quality of water as reported by tourists

The efficiency and effectiveness of the Vayujal Plant for tourists highlights strong accessibility and positive reception. With **100%** of tourists surveyed confirming access and 78.5% rating it as "Exceptionally Accessible," the plant's strategic placement enhances its usability. Water quality perceptions further reinforce its effectiveness, with **85.7%** appreciating taste and odor, indicating successful filtration. However, clarity (7.1%) and impurity removal (7.1%) received lower recognition, suggesting a potential area for improvement. Despite this, the **64.2%** overall satisfaction rate underscores the plant's success in meeting visitor expectations, contributing to a positive tourism experience and sustained engagement with the facility.

Play Area

The efficiency and effectiveness of the Play Area in tourist spots around ECR Chennai are evident in high satisfaction rates despite limited direct access. Currently, only 23.33% of community respondents (7 out of 30) have direct access, yet all users rate its placement and accessibility as "very satisfied", highlighting strategic location and ease of use. Additionally, **57.1%** consider its cleanliness and maintenance "Excellent," while 42.8% deem it "Good", demonstrating effective upkeep. However, 85.7% use it only occasionally, suggesting that structured activities or community events could enhance engagement. Among tourists, 37.5% actively seek out play areas and all who visited rated cleanliness and maintenance as "Excellent," reinforcing its positive impact on visitor experience. The Play Area contributes to responsible tourism by fostering family-friendly spaces, but expanding accessibility and introducing interactive elements could further maximize its efficiency and long-term effectiveness in attracting and retaining visitors.

Sanitation Units

The efficiency and effectiveness of the Sanitation Units have been noticed by 18.7% (n=16) tourists reported having accessed the newly constructed or renovated sanitation unit, indicating its gradual adoption by visitors. Among those who used the facility, accessibility was cited as the key reason for usage, because of the convenient location and ease of entry in promoting utilization. Users expressed high levels of satisfaction with the cleanliness and hygiene standards, with 66.6% rated the facilities as "Excellent". In terms of basic

provisions, all tourists found the availability of toilet paper, soap and water to be sufficient/abundant (100%), reflecting positively on the facility's maintenance.

Importantly, all the tourists said that the improved sanitation facilities had positively influenced their decision to visit the area, highlighting how good infrastructure can really enhance the overall tourist experience, with 66.6% believing the facilities adequately met tourist needs.

3.3.2.3. Impact

Data from the community level indicates a positive impact across multiple domains. On the health and well-being front, 62% of respondents observed a reduction in water-borne diseases, underscoring the Vayujal plant's direct health benefits; additionally, 68.9% reported "much better" overall water availability and 27.5% "somewhat better," signaling significant improvements in daily living conditions. Although the Play Area is presently limited in scope, its clean and well-maintained facilities can serve as a community gathering point and potentially enhance local tourism experiences. Improved access to safe water also holds indirect socioeconomic benefits, as it may reduce healthcare expenses and the time spent fetching water, thereby freeing community members to pursue livelihood activities. Meanwhile, the Play Area could attract more visitors and open pathways for micro-entrepreneurship, such as food stalls or guided experiences, contributing to broader economic development.

The Vayujal Plant has proven to be a highly effective intervention for tourists, enhancing traveler well-being, health security and overall trip satisfaction by providing accessible clean drinking water. This is particularly significant in tourist areas where safe hydration options are often limited, reducing the risk of waterborne illnesses and ensuring a hassle-free travel experience.

Additionally, the Play Area serves as a complementary attraction, with 75% of tourists utilizing it for children's activities and 25% using it as a relaxation space, making it versatile for different visitor's needs. The combination of safe drinking water and a well-maintained Play Area fosters a family-friendly atmosphere, encouraging longer stays, repeat visits and positive word-of-mouth recommendations, ultimately benefiting the local economy and sustainable tourism growth.

3.3.2.4. Sustainability

The project has incorporated sustainability mechanisms to ensure its long-term success and operational efficiency, yet ongoing maintenance and community engagement remain key challenges. At the community level, 40% of respondents emphasized the need for a structured maintenance plan for the Vayujal Plant, cautioning that without regular upkeep, water quality and usage could decline. Furthermore, reliance on alternative water sources remains high, with 60.7% using bottled water and 39.2% depending on public tap water, highlighting concerns about convenience, supply capacity and trust in the filtration system.

To address these sustainability concerns, the project has ensured that key infrastructure is maintained by local stakeholders. The sewage treatment plant, for instance, is actively run and maintained by local partners, reinforcing community ownership and long-term functionality. Similarly, the tourism department has taken responsibility for the electricity and maintenance of the water treatment plant, ensuring that it operates beyond the project's direct intervention. These measures demonstrate a forward-thinking approach to sustainability, reducing the risk of project abandonment.

"The sewage treatment plant is running and being maintained by local stakeholders, ensuring sustainability."- Gautham, Implementing Partner Staff

From a tourist perspective, while the Vayujal Plant enjoys high acceptance, its filters, accessibility and water quality require ongoing monitoring to preserve efficiency and trust. Additionally, while **100%** of Play Area users are satisfied with cleanliness and amenities, maintaining regular upkeep and engagement activities will be crucial to retaining positive visitor experiences and ensuring continued utilization. By embedding local governance structures and institutional support, the project demonstrates a commitment to long-term impact and responsible resource management.

"Sustainability was built into the project. The electricity and maintenance of the water treatment plant are being handled by the tourism department, ensuring it runs beyond our intervention."- Gautham, Implementation Partner, Responsible Travel Project

3.3.3. Challenges

One of the most significant challenges is the gap between water supply and demand. Nearly 90% of community respondents reported that the Vayujal Plant does not fully meet their daily needs, leading them to rely on alternative water sources. This indicates a need for enhanced capacity, supply consistency, or supplementary water filtration options to ensure widespread and sufficient access.

Another major hurdle is limited access to the Play Area, with only 23.3% of community members able to use it directly. This suggests that distance, transport limitations, or lack of awareness may be restricting participation. Expanding access through better connectivity, outreach efforts, or additional recreational facilities could help bridge this gap. In terms of health outcomes, while 62% of community members noticed a reduction in waterborne diseases, 37.9% did not see any change. This suggests that hygiene awareness campaigns are essential to reinforce the importance of safe water consumption and sanitation practices.

Maintenance concerns also pose a risk to long-term sustainability. 40% of respondents identified maintenance gaps in both the Vayujal Plant and Play Area, warning that inconsistent upkeep could compromise functionality and cleanliness over time. Developing structured maintenance protocols and engaging community stakeholders for upkeep will be crucial to preserving impact.

From a tourism perspective, engagement with the Play Area remains low, as only 6 out of 16 tourists actively seek out such facilities. Despite high satisfaction among users, further outreach and strategic additions may be needed to boost utilization. Additionally, 7.14% of tourists found the Vayujal Plant "Somewhat Inaccessible", highlighting the need for better signage or improved visibility to enhance accessibility and awareness. Addressing these challenges through enhanced infrastructure, sustained maintenance and targeted outreach efforts will be key to ensuring long-term success and widespread adoption of the interventions of tourists coming in from Chennai.

3.3.4. Recommendations

To improve the effectiveness and sustainability of the interventions, a few important steps should be taken. The capacity and accessibility of the Vayujal Plant needs to be increased to meet the community's water needs. This is important because almost 90% of community members said the plant does not fully meet their daily requirements, forcing them to rely on bottled water (60.7%) and public taps (39.2%). Expanding the plant or adding new units will help solve this issue. It is also recommended to strengthen community groups to oversee operations, build trust and ensure regular maintenance.

Similarly, more effort is needed to increase the use of the Play Area. Right now, only 23.3% of community members have direct access to it. However, those who use it are very happy, with all users rating the placement and accessibility as "very satisfied" and 57.1% rating cleanliness and maintenance as "Excellent." Organizing regular community activities, educational programs and providing better transport options can

help more people use the Play Area. Setting up a regular maintenance system and collecting small user fees can also help keep the Play Area and Vayujal Plant running well in the long term. This is especially important since 40% of community members raised concerns about poor maintenance possibly affecting the facilities over time.

It is also important to start a WASH and health awareness campaign to educate people about safe water use and hygiene. Although 62% of people said they noticed fewer waterborne diseases since using the Vayujal Plant, 37.9% did not see any change. This means awareness programs are needed to teach people how to fully benefit from clean water and better hygiene. Regular monitoring should also be done to check water quality and collect feedback from the community to keep improving the project.

For tourists, making the Vayujal Plant and Play Area more visible with better signboards and digital guides is needed. While all tourists said they could access the Vayujal Plant, 7.14% still felt it was “somewhat inaccessible,” showing the need for better directions. As the implementing partner also suggested, tourist education should be improved through signage, digital campaigns and interactive sessions to make sure visitors respect the local culture and environment.

"Tourist education should be strengthened. Signage, digital campaigns and interactive sessions can ensure they respect the local environment and culture."- Implementation Partner

The Play Area should also have more activities, such as interactive games or mini events, to attract not just families but also solo travelers and couples. This is based on the finding that 75% of tourists used the Play Area mainly for children's activities, while only 37.5% actively seek such spots/ spaces. Regular water quality checks, proper maintenance and strong feedback systems both on-site and online will help keep both tourists and community members satisfied and make sure the project continues to improve.

To enhance the impact and utility of the newly constructed sanitation units, NMCT should adopt a multi-pronged approach focused on improving both access and user experience. First, increasing awareness and visibility of the sanitation units through clear signage, community announcements and orientation for local vendors or guides can encourage more tourists and community members to use the facilities. Additionally, a review of the physical placement of units may help ensure they are easily reachable, especially in high-footfall or central locations. While current users reported high satisfaction with cleanliness, hygiene and availability of basic supplies like water, soap and toilet paper, NMCT should institutionalize routine maintenance protocols to sustain these standards consistently.

When asked about areas for improvement, suggestions included better water supply (66.6%) and slight dimensional changes (33.3%) to the unit's design. To address this, there is the need for better water supply and minor dimensional adjustments which can significantly improve functionality and comfort. By ensuring both consistent service quality and broader access, NMCT can strengthen the long-term effectiveness of the intervention in promoting sanitation, health and a positive visitor experience in the region.

3.3.6. Annexures

3.3.6.1. Sample distribution

Table 3: Sample distribution

Beneficiaries across key tools	Sample
Semi structured Interviews	
Primary beneficiaries	16
Secondary beneficiaries	30
Key informant Interviews	
Tourism Officials	2
Implementing Partner	1
Direct Observation	
Facilities/Units	3

3.3.6.2. Evaluation Matrix

Table 4: Evaluation Matrix

Study Population	Key Area of Enquiry	Tool Type	Planned Analysis	Evaluation Dimension (OECD -DAC)
Local community	<ul style="list-style-type: none"> Awareness and usage of the new sanitation block for women Participation in utilizing and maintaining new and existing eco-friendly facilities Utilization of the new children's play area and its impact on community well-being Access to clean drinking water Impact of increased tourism on local livelihoods and income 	Semi-structured	<ul style="list-style-type: none"> Descriptive analysis to summarize awareness, usage patterns and impact on livelihoods. Logistic analysis to explore factors influencing participation in facility maintenance and usage. 	<ul style="list-style-type: none"> Relevance Sustainability
Tourists	<ul style="list-style-type: none"> Demographic and visitor profile Accessibility and usage of facilities Experience and satisfaction with sanitation units 	Semi-structured Interviews	<ul style="list-style-type: none"> Descriptive analysis to profile tourists, assess satisfaction with facilities and identify challenges. 	<ul style="list-style-type: none"> Effectiveness Impact

Study Population	Key Area of Enquiry	Tool Type	Planned Analysis	Evaluation Dimension (OECD -DAC)
	<ul style="list-style-type: none"> Water quality and availability Impact of recreational facilities Challenges and suggestions for improvement 		<ul style="list-style-type: none"> - Thematic analysis to explore qualitative insights on suggestions and feedback. 	
Local govt./Tourism department/SHGs	<ul style="list-style-type: none"> Capacity building for sustainable tourism and facility management Planning and implementation of infrastructure for WASH, renewable energy and waste management Coordination with communities to preserve natural resources and promote sustainable tourism 	<ul style="list-style-type: none"> In-depth Interviews 	<ul style="list-style-type: none"> Thematic analysis to assess capacity-building outcomes, planning efficiency and coordination efforts. 	<ul style="list-style-type: none"> Efficiency Sustainability
Implementation partners	<ul style="list-style-type: none"> Details about program implementation and implementation strategies Challenges and barriers Alignment of interventions with project objectives Success stories – Stories of change 	<ul style="list-style-type: none"> In-depth Interviews 	<ul style="list-style-type: none"> Thematic analysis to document program strategies, identify barriers and analyze success stories. 	<ul style="list-style-type: none"> Efficiency Effectiveness
Key Stakeholders	<ul style="list-style-type: none"> Roles and responsibilities New strategies introduced. Challenges and barriers Success stories – Stories of change 	<ul style="list-style-type: none"> In-depth Interviews 	<ul style="list-style-type: none"> Thematic analysis to evaluate stakeholder contributions, assess strategy relevance and document successes. 	<ul style="list-style-type: none"> Relevance Effectiveness