

Impact Assessment Report 2023 - 24

PROJECT SANJEEVNI SHARNAM (A DAY CARE CENTRE FOR SENIOR CITIZENS)



Proposal by


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Saucepan Media Pvt. Ltd.

Contents

1. Introduction.....	3
2. Objectives of the Impact of the Assessment.....	4
3. Scope and Methodology of the Assessment	5
4. Key Findings and Analysis	7
5. Implementation Model	9
6. Experiential and Cultural Engagement	11
7. Programme Outcomes and Impact	14
8. Strategic Recommendations	15
9. Conclusion	17

1. Introduction

1.1 Overview of the Organisation

Sonalika Social Development Society (SSDS), established in 2015, is the corporate social responsibility arm of International Tractors Limited (ITL), a leading global tractor manufacturer headquartered in Hoshiarpur, Punjab. ITL ranks among India's top tractor producers and exports to over 150 countries.

SSDS was set up to institutionalize ITL's CSR efforts through structured, compliant, and impact-driven programmes. The organisation operates under relevant statutory frameworks, ensuring transparency, accountability, and alignment with Section 135 of the Companies Act. Its interventions focus on key areas such as health, education, and community development, with an emphasis on sustainable and inclusive outcomes.

1.2 About the Project: Sanjeevni Sharnam

Project Sanjeevni Sharnam is a community-based CSR initiative designed as a day care centre for senior citizens in Hoshiarpur, Punjab. The project addresses the growing social and emotional challenges faced by the elderly, particularly in regions witnessing high rates of migration and changing family structures.

The initiative provides a safe, inclusive, and engaging environment where senior citizens can remain active, socially connected, and emotionally supported. Through a structured yet flexible model, the centre offers a range of activities including wellness sessions, recreational engagement, cultural programmes, and peer interaction—all delivered free of cost.

The project is positioned as a holistic intervention aimed at enabling active ageing, improving quality of life, and restoring a sense of purpose and dignity among senior citizens.

1.3 Rationale for the Intervention

Rapid socio-economic changes, particularly increased migration and the breakdown of traditional joint family systems, have led to rising isolation among elderly populations. Many senior citizens experience reduced social interaction, lack of routine, and declining emotional well-being post-retirement.

Primary research and baseline surveys conducted in Hoshiarpur indicated a strong need for a dedicated space where senior citizens could engage meaningfully, maintain social connections, and access basic wellness support. The absence of such facilities in the region further reinforced the need for intervention.

Sanjeevni Sharnam was conceptualized in response to these gaps, with the objective of creating a structured ecosystem that promotes social engagement, physical activity, and emotional well-being among the elderly.

1.4 About the Assessment

This impact assessment evaluates the effectiveness and relevance of Project Sanjeevni Sharnam in addressing the identified needs of senior citizens. The assessment focuses on programme design, delivery mechanisms, beneficiary outcomes, and overall contribution to improving quality of life.

Using a structured evaluation approach, the study draws on stakeholder interactions, programme data, and field insights to assess performance across key dimensions including engagement, well-being, and sustainability. The findings are intended to inform programme strengthening, enhance impact, and support long-term scalability of the model.

2. Objectives of the Assessment

The impact assessment of Project Sanjeevni Sharnam has been undertaken to evaluate the programme's relevance, effectiveness, and contribution to improving the overall well-being of senior citizens. The assessment is guided by the following key objectives:

2.1 Evaluate Programme Effectiveness

To assess the effectiveness of the programme design, delivery mechanisms, and activity mix in addressing the physical, emotional, and social needs of senior citizens, and in enhancing their overall quality of life.

2.2 Measure Reach and Participation

To analyse the scale and outreach of the programme by examining beneficiary coverage, growth in membership, and the consistency of participation across various activities and services.

2.3 Assess Behavioural and Developmental Outcomes

To evaluate the extent to which the programme has influenced positive changes in beneficiaries' physical activity, emotional well-being, social engagement, and sense of purpose.

2.4 Identify Implementation Strengths and Challenges

To identify key strengths in programme design and execution, as well as operational and contextual challenges that may impact efficiency, effectiveness, and long-term sustainability.

2.5 Assess Alignment with Community Needs

To examine the extent to which the programme aligns with the identified needs and expectations of senior citizens, based on baseline insights and ongoing stakeholder feedback.

2.6 Provide Strategic Recommendations

To develop actionable, evidence-based recommendations aimed at strengthening programme delivery, enhancing impact, and supporting the long-term scalability and sustainability of the initiative.



3. Scope and Methodology of the Assessment

3.1 Scope of the Assessment

The scope of the impact assessment covers the overall design, implementation, and outcomes of Project Sanjeevni Sharnam as a day care centre for senior citizens. The assessment focuses on evaluating the programme's contribution to improving the physical, emotional, and social well-being of its beneficiaries.

The key areas covered under the scope include:

- **Programme Coverage and Beneficiary Profile**
Assessment of the scale of the programme, growth in membership, and demographic profile of participating senior citizens.
- **Programme Design and Service Delivery**
Evaluation of the range, relevance, and structure of activities including wellness sessions, recreational engagement, cultural programmes, and health services.
- **Participation and Engagement Levels**
Analysis of regularity of attendance, level of involvement in activities, and overall beneficiary engagement.
- **Behavioural and Well-being Outcomes**
Assessment of changes in physical activity, emotional health, social interaction, and sense of purpose among beneficiaries.
- **Implementation Effectiveness**
Review of operational processes, infrastructure, and programme delivery mechanisms.
- **Sustainability and Community Relevance**
Evaluation of the programme's alignment with community needs and its potential for long-term continuation and scalability.

3.2 Methodology of the Assessment

The assessment adopts a mixed-method approach combining desk research with qualitative field insights to ensure a comprehensive evaluation of programme performance.

3.3 Desk Review

A detailed review of project-related documentation was conducted to understand programme design, objectives, and implementation processes. This included:

- Project concept and implementation framework
- Baseline survey and need assessment findings
- Programme activity records and operational details
- Beneficiary data and participation trends
- Feedback and testimonial records

3.4 Field-Based Research

Primary research was undertaken through structured stakeholder interactions to capture on-ground perspectives and qualitative insights. This included:

- Discussions with programme coordinators and implementation teams
- Interactions with beneficiaries to understand their experience, engagement, and perceived benefits
- Informal consultations with community stakeholders, where relevant

3.5 Qualitative Analysis

Given the nature of the intervention, the assessment primarily relies on qualitative analysis to evaluate programme outcomes. Key focus areas included:

- Patterns of participation and engagement
- Behavioural and emotional changes among beneficiaries
- Effectiveness of programme activities and delivery mechanisms

3.6 Validation and Quality Assurance

To ensure reliability and objectivity of findings:

- Stakeholder responses were cross-verified through selective sampling
- Feedback trends were analysed for consistency
- Findings were validated through structured internal review processes

This approach ensures that the assessment provides a balanced, evidence-based understanding of programme performance, while capturing both quantitative reach and qualitative impact.

4. Key Findings and Analysis

The assessment of Project Sanjeevni Sharnam indicates that the programme has evolved into a well-structured and high-engagement model for supporting the holistic well-being of senior citizens. The findings below are organized across key parameters including reach, participation, behavioural outcomes, and programme effectiveness.

4.1 Reach and Beneficiary Profile

The programme has demonstrated strong growth in outreach and beneficiary engagement since its inception. Starting with approximately 100 registered members, the centre has expanded to engage nearly 500 senior citizens.

The beneficiaries primarily comprise elderly individuals from Hoshiarpur and nearby areas, many of whom face social isolation due to changing family structures and migration of younger family members. The programme has successfully positioned itself as a trusted and accessible platform for senior citizens seeking engagement, companionship, and support.

4.2 Participation and Engagement

The centre records high levels of regular participation across a wide range of activities, indicating strong beneficiary acceptance and sustained engagement.

The structured yet flexible model allows participants to choose activities based on their interests and physical comfort. Daily engagement in wellness sessions, recreational activities, and social interactions ensures continuity in participation while preventing monotony.

Seasonal celebrations, cultural events, and group activities further enhance engagement by creating opportunities for collective participation and social bonding.

4.3 Behavioural and Well-being Outcomes

The programme has contributed to visible improvements in the emotional, social, and physical well-being of beneficiaries.

Regular interaction with peers and participation in group activities has helped reduce feelings of loneliness and isolation. Beneficiaries demonstrate increased confidence, improved mood, and a stronger sense of belonging.

Physical activities such as yoga, exercise, and outdoor games have supported mobility and overall health, while mental engagement through reading, games, and creative activities has contributed to improved cognitive alertness and reduced stress.

4.4 Programme Effectiveness

The effectiveness of the programme is driven by its holistic design, which integrates physical wellness, mental stimulation, emotional support, and social engagement within a single platform.

The availability of diverse infrastructure—including activity halls, library, game zones, outdoor spaces, and wellness facilities—enables the delivery of a wide range of programmes catering to varied interests and needs.

In addition, the provision of healthcare support, including daily doctor visits and periodic health camps, strengthens the programme's value proposition and ensures comprehensive care for beneficiaries.

4.5 Early Impact Indicators

Early indicators of programme impact are reflected in sustained participation, increased membership, and positive feedback from beneficiaries.

The programme has successfully created a routine and sense of purpose among senior citizens, encouraging active ageing and reducing dependency. The consistent engagement of members and their continued participation in activities indicate strong programme acceptance and relevance.

Overall, the initiative demonstrates strong alignment with its intended objectives of improving quality of life, promoting social inclusion, and supporting the physical and emotional well-being of senior citizens.



5. Implementation Model

Project Sanjeevni Sharnam operates through a holistic, multi-pillar implementation framework designed to promote active ageing, social inclusion, and overall well-being among senior citizens. The model integrates structured daily engagement with flexible participation, ensuring inclusivity while addressing diverse physical, emotional, and social needs.

5.1 Programme Delivery Framework

1. Physical Wellness and Health Support

The programme places strong emphasis on maintaining physical health through regular wellness activities such as yoga, exercise sessions, and outdoor movement. These interventions support mobility, improve energy levels, and contribute to preventive healthcare for elderly participants.

2. Cognitive and Mental Engagement

Structured activities including learning sessions, reading, discussions, and indoor games are designed to stimulate cognitive function and maintain mental alertness. These engagements help reduce stress, improve focus, and promote lifelong learning among beneficiaries.

3. Social Interaction and Community Building

The centre serves as a daily platform for peer interaction, enabling senior citizens to build meaningful relationships and reduce social isolation. Group activities, shared routines, and informal interactions foster a strong sense of belonging and emotional support within the community.

4. Recreational and Cultural Engagement

Cultural programmes, creative activities, and regular celebrations of festivals and special occasions are integrated into the programme to enhance participation and enjoyment. These activities encourage self-expression, strengthen emotional well-being, and reinforce cultural connection and identity.

5. Flexible and Inclusive Participation Model

The programme follows a structured yet flexible approach, allowing beneficiaries to participate in activities based on their interests, comfort levels, and physical capabilities. This ensures accessibility and inclusivity, enabling sustained engagement across a diverse elderly population.

5.2 Enabling Factors

The effectiveness of the implementation model is supported by:

- A safe, respectful, and inclusive environment
- Consistent daily engagement and structured routines
- Integration of wellness, social, and recreational components
- Strong community acceptance and trust built over time

5.3 Overall Approach

By combining physical wellness, cognitive engagement, social interaction, and cultural participation within a single platform, Sanjeevni Sharnam delivers a comprehensive model for senior citizen care. The programme moves beyond traditional day care services by creating a community-driven ecosystem that promotes dignity, purpose, and sustained engagement among elderly beneficiaries.



Experiential and cultural engagement at Sanjeevni Sharnam is designed as an integrated framework that combines wellness, social interaction, and cultural participation to support holistic ageing. These engagements go beyond recreational activities by creating structured opportunities for physical well-being, emotional balance, and community bonding.

6.1 Engagement Framework

1. Health and Wellness Engagement

Regular wellness activities such as yoga, meditation, exercise sessions, and periodic health camps form a central part of daily engagement at the Centre. The presence of routine health monitoring and access to allied healthcare services further strengthens this component.

These activities are not delivered as standalone services but as shared group experiences, encouraging participation, discipline, and peer motivation while supporting physical health and emotional stability.

2. Festival-Based Cultural Integration

The Centre celebrates a wide range of festivals including Lohri, Basant Panchami, Holi, Baisakhi, Navratri, Diwali, Christmas, and other cultural occasions. These celebrations are designed as participatory events where members actively engage in rituals, performances, and group activities.

Such engagements reinforce cultural continuity, create a sense of familiarity, and strengthen emotional connection among participants.

3. National and Social Observances

National events such as Independence Day and Republic Day, along with initiatives like International Yoga Day and “The Joy of Giving,” are observed through interactive and participatory formats.

These activities foster a sense of civic identity, purpose, and collective belonging among senior citizens.

4. Community Celebrations and Social Bonding

Regular celebrations including birthdays, anniversaries, and group events such as “Sharnam Utsav” provide consistent opportunities for interaction and emotional connection.

These engagements play a critical role in reducing loneliness and strengthening interpersonal relationships within the community.

6.2 Role in Programme Effectiveness

The integration of wellness, cultural, and social engagement significantly enhances programme effectiveness by:

- Creating a structured daily routine anchored in participation
- Supporting physical, emotional, and social well-being simultaneously
- Strengthening peer bonding and community cohesion
- Sustaining high engagement and long-term participation



नंद घर आनंद भयो, जय गिरिधर गोपाल की

संजीवनी शरणम में श्री कृष्ण जन्माष्टमी का भव्य आयोजन, कृष्ण रंग में रंगे भक्त




कार्यक्रम की झलकियां।

सवेरा न्यूज/विकास सूद
होशियारपुर, 8 सितम्बर : संजीवनी शरणम में श्री कृष्ण जन्माष्टमी के उपलक्ष्य पर जय गिरिधर गोपाल इवेंट का भव्य आयोजन संजीवनी शरणम सयोजक संगीता मित्तल के सानिध्य में करवाया गया। संगीता मित्तल मुख्य अतिथि के तौर पर मौजूद रहे। श्रीकृष्ण जन्माष्टमी का मंचन करने के लिए संजीवनी शरणम मेंबरों द्वारा रंगारंग धार्मिक एवं सांस्कृतिक कार्यक्रम प्रस्तुत किया। इस भव्य आयोजन हेतु संजीवनी शरणम को रंग बिरंगे फूलों, रंगोली से सजाया गया। श्री कृष्ण जन्माष्टमी के उपलक्ष्य पर संजीवनी शरणम में श्री कृष्ण जीवन

की झलकियां दिखाई गयीं। प्रोग्राम की शुरुआत में संगीता मित्तल ने आये हुए सभी अतिथियों एवं शरणमाईट्स को श्रीकृष्ण जन्माष्टमी की हार्दिक बधाई दी। इसके उपरांत उन्होंने शरणमाईट्स के साथ श्री कृष्ण जी की बाल लीलाओं, उनकी वृन्दावन में राधा रानी जी एवं गोपियों संग की गयी लीलाओं पर चर्चा की गयी तबोपरांत उन्होंने बताया की श्री कृष्ण ने अपने राजनितिक ज्ञान द्वारा कैसे पांडवों को कुरुक्षेत्र युद्ध में जीत दिलवाई। श्री कृष्ण 16 गुण संपन्न थे और हर मां अपने बच्चे में श्री कृष्ण का रूप देखती है एवं श्री कृष्ण जन्माष्टमी में अपनी बच्चों को श्री कृष्ण की तरह सजाती है क्योंकि हर

माँ अपने बच्चे में वही सब गुण देखना चाहती है। उन्होंने बताया कि श्री कृष्ण की सबसे बड़ी शिक्षा यही है कि हम छोटा बड़ा जाती, धरम आदि इन सभी भेद भावों से ऊपर उठ कर एक दूसरे से प्रेम करें, सबको एक सामान देखें तभी हम कृष्णा में मिलकर एक हो सकते हैं। इसके उपरांत शरणमाईट्स ने रंगारंग कार्यक्रम आरम्भ किया जिसमें उन्होंने चाटी चो मधानी ले गया, मेरे जीवन की जुड़ गई डोर, बड़ी देर भई नंदलाला, तुम रुठे रहो मोहन', सावली सूरत पर मोहन, कौन कहता है भगवन मेरे बकि बिहारी लाल आदि भजन प्रस्तुत किए। जिनपर उन्होंने भक्तों की खूब तालिया

बटोरी। इसके इलावा कृष्ण जन्माष्टमी के तहत भक्तों ने श्री कृष्ण द्वारा दिए गए गीता उपदेश भी सबके साथ साझे किये। शरणमाईट्स द्वारा मधुवन में जो कन्हैया पर डांडिया रास एवं जय राधे जय राधे पर महा रास लीला भी की गयी। इस भव्य आयोजन के दौरान सभी शरणमाईट्स एवं पधारें हुए अतिथियों ने कृष्ण भजन लाला जी मेरी लागी लगन, राधा रानी सरकार पर खूब थिरके। देर संध्या तक आयोजित श्रीकृष्ण जन्माष्टमी में शरणमाईट्स ने अपनी प्रस्तुतियों से आये सभी भक्तों का मन मोह लिया। प्रोग्राम के अंत में भक्तों ने प्रसाद ग्रहण किया।

HOSHIARPUR SAVERA Edition
Sep 9, 2023 Page No. 2

7. Programme Outcomes and Impact

Project Sanjeevni Sharnam has delivered significant outcomes in enhancing the overall well-being and quality of life of senior citizens through its integrated and engagement-driven model. The programme demonstrates strong impact across emotional, physical, and social dimensions, while also establishing a sustainable framework for active ageing.

7.1 Improved Emotional Well-being and Reduced Social Isolation

The programme has been highly effective in addressing loneliness and social isolation among senior citizens. Regular participation in group activities, cultural engagements, and community interactions has resulted in improved emotional well-being, with beneficiaries reporting increased happiness, confidence, and a stronger sense of belonging.

7.2 Strengthened Physical Health and Mobility

Consistent engagement in physical activities such as yoga, exercise, and outdoor participation has contributed to improved mobility, energy levels, and overall health. The structured approach to daily activity has encouraged beneficiaries to adopt healthier routines and maintain physical independence.

7.3 Enhanced Cognitive and Mental Engagement

Activities such as games, reading, meditation, and creative sessions have played a critical role in improving focus, reducing stress, and sustaining mental alertness. These interventions support cognitive well-being and contribute to a more engaged and active lifestyle among beneficiaries.

7.4 Increased Sense of Purpose and Self-worth

Through continuous engagement, celebrations, and active participation, beneficiaries experience a renewed sense of purpose and self-worth. The programme creates opportunities for meaningful involvement, enabling senior citizens to feel valued and emotionally fulfilled.

7.5 Promotion of Active and Dignified Ageing

The structured yet flexible model of the centre promotes active ageing by encouraging routine, independence, and social participation. Beneficiaries are able to lead more self-reliant and purposeful lives, contributing to long-term improvements in dignity and quality of life.

7.6 Programme Scale and Reach

The programme has demonstrated strong growth in reach and acceptance. From an initial base of approximately 100 registered members, the centre has expanded to engage nearly 500 senior citizens. This growth reflects high community trust, relevance of the intervention, and sustained beneficiary engagement.

7.7 Long-Term Impact Potential

Sanjeevni Sharnam represents a sustainable and replicable model for senior citizen care. By integrating physical wellness, emotional support, and social engagement within a single platform, the programme addresses critical gaps in elderly care and community support systems.

The initiative has strong potential for scale and replication, particularly in regions experiencing similar demographic and social transitions.

8. Strategic Recommendations

Based on the assessment findings, Project Sanjeevni Sharnam demonstrates strong programme effectiveness and community relevance. To further enhance impact, scalability, and long-term sustainability, the following strategic recommendations are proposed:

8.1 Institutionalize Outcome Measurement Frameworks

While the programme shows clear qualitative impact, introducing a structured monitoring and evaluation framework will strengthen impact measurement.

- Develop simple pre- and post-engagement indicators for physical, emotional, and social well-being
- Track participation trends and behavioural changes over time
- Establish periodic impact reporting mechanisms

This will enable data-driven decision-making and strengthen CSR reporting credibility.

8.2 Strengthen Preventive Healthcare Integration

Health and wellness are central to the programme; however, this can be further deepened through structured preventive care systems.

- Introduce regular health screening schedules and digital health records for beneficiaries
- Expand partnerships with healthcare providers for specialized services
- Integrate nutrition and lifestyle counselling as part of routine engagement

This will enhance long-term health outcomes and reduce medical risk among beneficiaries.

8.3 Expand Community Outreach and Beneficiary Coverage

Given the strong demand and growth in membership, there is an opportunity to expand reach.

- Develop outreach mechanisms to include underserved and home-bound senior citizens
- Introduce satellite engagement models or community-based extension centres
- Strengthen partnerships with local institutions and community groups

This will enable the programme to reach a larger and more diverse beneficiary base.

8.4 Enhance Programme Structuring and Thematic Modules

While the current model is effective, further structuring can improve consistency and impact.

- Design thematic engagement modules (e.g., wellness, mental health, recreation, learning)
- Introduce curated weekly or monthly activity plans
- Align activities with specific outcome areas such as mobility, cognition, and emotional well-being

This will improve programme clarity and strengthen outcome linkage.

8.5 Strengthen Volunteer and Facilitator Ecosystem

The long-term sustainability of the programme depends on strong human resource support.

- Develop a structured volunteer engagement model involving youth, professionals, and community members
- Provide orientation and basic training to facilitators and volunteers
- Explore intergenerational engagement programmes

This will enhance programme delivery capacity and create a more dynamic engagement environment.

8.6 Build a Replication and Scale Model

Sanjeevni Sharnam has strong potential as a replicable CSR model for senior citizen care.

- Document programme design, operational processes, and best practices
- Develop a standardized “Sanjeevni Sharnam Model” for replication
- Explore expansion in other geographies through partnerships or CSR collaborations

This will enable scaling of impact beyond the current location.

8.7 Strengthen Visibility and Knowledge Sharing

Increasing programme visibility can support both outreach and replication.

- Develop case studies, impact stories, and communication materials
- Engage with local media and community platforms
- Position the initiative as a model for active ageing and elder care

This will enhance stakeholder engagement and strengthen the programme's positioning.

8.8 Strategic Outlook

With its strong foundation, high beneficiary engagement, and clear impact, Sanjeevni Sharnam is well-positioned to evolve into a flagship model for community-based senior citizen care. Strategic investments in measurement, scalability, and ecosystem strengthening will enable the programme to deliver sustained and expanded impact in the years ahead.

9. Conclusion

Project Sanjeevni Sharnam demonstrates a strong and effective model for addressing the evolving needs of senior citizens in a rapidly changing social context. By creating a structured, inclusive, and community-driven environment, the programme successfully responds to challenges of social isolation, declining engagement, and reduced support systems among the elderly.

The initiative has delivered meaningful outcomes across physical health, emotional well-being, and social connectedness. Its integrated approach—combining wellness activities, social interaction, and cultural engagement—has enabled beneficiaries to lead more active, independent, and purposeful lives. The sustained growth in participation and strong beneficiary retention further reflects the programme's relevance, acceptance, and impact.

Importantly, Sanjeevni Sharnam moves beyond the traditional concept of a day care centre and establishes itself as a holistic ecosystem for active ageing, where senior citizens experience dignity, belonging, and continued engagement with society.

With a strong foundation already in place, the programme holds significant potential for scale and replication. Strategic strengthening of monitoring systems, outreach, and partnerships can further enhance its impact and position it as a model CSR intervention for senior citizen well-being.



For discussions, please contact:

Ranjan Rayna
91 9711787661
ranjan@causebecause.com


causebecause
enabling conscious change

Saucepan Media Pvt. Ltd
M10, FF, Greater Kailash II
New Delhi – 110048