

Impact Assessment Study Report

For IPCA Laboratories Limited

Mission Gyan – Free Quality Education



Study conducted by
Nayan Parikh & Co.,
Chartered Accountants
Mumbai
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IPCA Laboratories Limited

Corporate Social Responsibility – Impact Study on CSR Projects

1 Background of CSR obligation, Company's CSR vision and the CSR Project.

- a. The legal requirement in brief and the company's CSR management structure:

The CSR rules with effect from April 1, 2021 mandate that Corporates now need to formally assess the Impact of their CSR projects. Hence large spenders such as Ipca Laboratories Limited require to do this study for the projects that were completed over a year ago. The Act further specifies that in order to maintain transparency, this study should be done by an Independent Party. For this purpose, the company has appointed M/s Nayan Parikh & Co., Chartered Accountants based out of Mumbai to study the impact of the CSR and report on the projects. The summary of the post assessment report is shared below.

- b. Company's Mission statement about its CSR obligation and various goals are given in the CSR Policy of the company. This also gives the composition of the CSR Committee, various activities included under the company's CSR Policy, areas of operation etc. For details of the CSR Policy refer **ANNEXURE – I**.

- c. The Company has undertaken various activities of socio economic relevance to achieve its goals as envisioned by the guiding CSR Committee. IPCA entered into an MOU on 26th March 2024 with Mission Gyan, (a Not for Profit Trust, registered in Rajasthan) who approached IPCA for financial support under CSR to develop educational contents available to students through YouTube or any other digital media. **IPCA agreed to provide CSR grant for three years totalling to Rs 5,15,21,400/. A Grant of Rs 1,71,73,800 per annum i.e. Rs 14.31,150/- per month to be disbursed on monthly basis.**

2 About the agency conducting Impact Study and the need for Impact Study.

The Management has appointed Nayan Parikh & Co., Chartered Accountants to carry out the Impact Study and issue Report for all the Projects where the Company has spent more than Rs 1 Crore, as required by the CSR Rules.

Nayan Parikh & Co. (NPCO) is a firm of Chartered Accountants in Mumbai, India. Starting as a sole proprietary concern the Firm today has 8 partners. NPCO provides services in the fields of audit and assurance, and consulting keeping in mind the regulatory and commercial environment within which our clients operate.

NPCO's principled approach coupled with ethical compliances enables it to discharge its professional functions dispassionately, with dignity and responsibility.

Partners and professionals are encouraged to meet the highest standards of efficiency, sincerity and integrity and to cater to the needs of the client in a time-bound manner without any compromise on quality of service and diligence.

One of the Partner who would be spearheading the Impact Study has more than 15

years of experience in conducting Social Audits in Industries and Farms across several States and reporting to the stakeholders, which makes the firm an ideal choice to undertake and report on the Impact of the Company's CSR spend on Projects, wherever necessary.

In order to strategize and plan its CSR activities and to comply with the provisions of CSR Rules, IPCA has planned to carry out an impact assessment of these projects and NPCO was empanelled to conduct the study.

3 About Project: Mission Gyan – Free Quality Education

One of the activities included in the IPCA's CSR Policy is promoting education, including special education and employment enhancing vocational skills, especially among children, women, elderly and the differently abled and livelihood enhancement projects and contribution to the NGOs and Charitable Organizations, inter-alia, engaged in the above services.

"Mission Gyan" is a prominent digital education initiative in Rajasthan that collaborates with the state's Department of Education to provide free, high-quality, and accessible learning resources. Its mission is to digitalise the education spectrum, making quality content available to every child regardless of their financial or geographical background. Mission Gyan has created the world's largest free video library, offering 18,000 hours of multilingual educational content over the span of four years, from August 18, 2020, to September 17, 2024. This initiative has empowered countless students by providing free access to quality education in their native languages. Mission Gyan supported by IPCA was honoured for their contribution to the world of education in an event in Mumbai to commemorate the inclusion of Mission Gyan in the World Book of Records **ANNEXURE – II**. List of educational videos made for IPCA for the years in given in **Annexure – IIA**.

Mission Gyan operates several specialised programmes tailored to the diverse needs of students in Rajasthan, Assam, Uttar Pradesh, Madhya Pradesh, Uttarakhand etc.:

- **Project E-Kaksha:** The flagship initiative in partnership with the Rajasthan Government.
 - **Scope:** Reaches approximately 30,000 government schools.
 - **Content:** Provides over 18,000 videos and 8,000 hours of curriculum-aligned digital content in Hindi, English, and other languages.
- **Mission Buniyaad:** A state initiative (launched in 2021) focused on addressing COVID-19 learning losses and enhancing **girls' education**.
 - It uses a **Personalized Adaptive Learning (PAL)** model on tablets to help reduce dropout rates and improve learning outcomes.
- **Udaan:** A project dedicated to **adolescent health** education for students.
- **CWSN (Children With Special Needs):** Specialized curriculum-aligned content for students with special needs, including resources in **Indian Sign Language**.
- **E-Saksharta:** A collaboration with the Department of Literacy & Continuing Education.
- **Rajasthan Exams:** A dedicated vertical for competitive exam preparation (e.g., REET, CET, Patwari, VDO, BSTC).

Anyone can access the educational videos by downloading their App or through their website. There is no registration and logging required to access videos, as they do not collect any data of users. Information about Mission Gyan and its activities, including links to various educational videos can also be accessed at <https://www.missiongyan.com/>

4 Evaluation and Methodology:

The evaluation approach has been designed in line with the objectives and scope of the project. A consultative approach for the impact assessment has been adopted. The findings have been triangulated based on interactions with key stakeholders, supplemented by primary and secondary research, as per the project-specific research objective.

Process of Research included selection of the team, review of Implementing Agency credentials, review of need for intervention, onsite visit and verification and onn ground Interview with stakeholders.

The Organization for Economic Co-operation and Development (OECD) Development Assistance Committee (DAC), hereinafter referred as OECD-DAC, framework was used to evaluate the intervention support extended for the project.

OECD-DAC framework is used for evaluating performance of social development programs on relevance, effectiveness, convergence, sustainability and coherence. It helps in gaining qualitative understanding of the impact created, stakeholder perception, extent of collaboration with other actors and sustenance of the change.

The methodology followed for detailed evaluation is as given below.

a. Objective of the Study

The objective of the study was to assess the outcomes and impact created on the stakeholders covered under the program and the environment.

Impact assessment was undertaken on the following parameters:

- Whether the project was implemented as per the MOU
- Impacts created under the project
- Overall project performance
- Any challenges, shortfall, gaps in execution or evaluation of the program

The expected benefits from the study are as follows:

- Feedback from the beneficiary (Implementing Agency) about the direct benefits

- Assess the fundamental benefits of the quality educational videos reaching the students and teachers for timely and unlimited views. The hosting of videos on various web platforms facilitates wider reach.

b. Method of Evaluation

The study used the OECD DAC framework¹ for evaluating the impact of the CSR projects. OECD DAC has laid out six evaluation criteria – relevance, effectiveness, efficiency, impact, sustainability and coherence. These six criteria serve as the core reference for evaluating international development and humanitarian projects, programs, and policies. These criteria provide a normative framework used to determine the merit or worth of an intervention (policy, strategy, programme, project or activity). They serve as the basis upon which evaluative judgements are made. These evaluation criteria have been defined below:



- **Relevance:** The extent to which the intervention objectives and design respond to beneficiaries’ needs, policies, and priorities, and continue to do so if circumstances change.
- **Effectiveness:** The extent to which the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups.
- **Efficiency:** Evaluating how well the resources are used and the extent to which the intervention delivers, or is likely to deliver, results in an economic and timely way.
- **Impact:** The extent to which the intervention has generated or is expected to generate significant positive or negative, intended, or unintended, higher-level effects.
- **Sustainability:** The extent to which the net benefits of the intervention continue or are likely to continue.
- **Coherence:** The extent to which the project is coherent and does not undermine other SDG.

The evaluation criteria are critically examined in the context of the project and evaluated by posing the right questions and seeking out the performance indicators to assess the impact of the intervention relevant to the criteria.

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

c. Detailed Methodology

The impact study adopted a four-phase structured methodology for evaluation as illustrated below. The adopted methodology ensured that OECD DAC evaluation criteria were followed throughout to effectively capture the impact of the programs.

- Program Inception & Desk Review
 - Desk Review of documents and reports related to the program
 - Determine the scope of study
- Research Design
 - Developing an impact map and scoring guidelines and overall rating criteria for the projects
- Data Collection
- Analysis & Reporting
 - Analysis of collected data using OECD DAC framework
 - Preparation of Report

d. Program Inception & Desk Review;

At the beginning of the study, NPCO consulted and gathered all the information about the program and reviewed the documents related to the programs. Documents reviewed included the request of the Trust for their CSR projects, their registration with the Ministry of Corporate Affairs [**ANNEXURE – III**] to carry on activities of CSR to develop educational contents. The MOU entered between IPCA Foundation and Mission Gyan detailing the project rights and obligations.

e. Research design

After developing an understanding of the programs, NPCO in consultation with IPCA finalized the scope and boundary of the study. Enhanced understanding of the program helped in developing:

- Impact map
- Scoring Guidelines

Impact Map: To achieve the desired long-term changes, one needs to establish clear linkages between the project's activities and the desired impact. An Impact map is a representation of the workflow of the project and identifies the various aspects of project implementation, as mentioned below.

- **Inputs:** The financial, human, and material resources used for the development intervention by the company, implementing agency and other stakeholders.
- **Activities:** The actual work on ground, actions taken, or work performed

through which inputs, such as funds, technical assistance and other types of resources are mobilized to produce specific outputs

- **Outputs:** The educational videos production and quality, the reach of such videos to various schools, the infrastructure in schools to use the videos which are relevant to the achievement of outcomes.
- **Outcomes:** Outcomes are the most likely or achieved short term, medium term or long term effects of an intervention.
- **Impact:** It is measured in terms of a significant change in the lives of the project beneficiaries due to the initiation of the project. It could be intended or unintended positive/negative, primary and secondary long-term effects produced by the project intervention, directly or indirectly.

Impact Map is a tool for describing or illustrating how and why a desired change is expected to happen by connecting the activities of the program with the outcomes, impacts and their contribution to achievement of the final goal.

An impact map for this project was developed as part of the study.

Scoring Guidelines: Subsequently, a scoring guideline was designed where OECD DAC parameters were scored and weights were assigned to each parameter to arrive at a reasoned conclusion for level of satisfaction. Various components within the parameters have also been assigned weights. Overall final score of the project on a maximum scale of 5 is also ranked on the same scale for satisfaction.

f. **Weighted Scores were then used to develop a 4-point scale:**

- *76-100 % – Extremely satisfactory*
- *51-75% – Satisfactory*
- *31-50 % – Moderately satisfactory*
- *<30 – Dissatisfactory*

5 Executive Summary of Impact Study of CSR Project: Mission Gyan – Free Quality Education

The intervention by IPCA has been successful in achieving its CSR objectives. This conclusion is reached after evaluating the project against parameters and the final score earned. The project score is 5.00 on a scale of 5.00, as provided in the table below, indicating extremely satisfactory implementation of the CSR project on the developed scale for Impact Assessment of the project.

OECD Parameters	Weight	Maximum Score	Final Score	Remarks
Relevance	20%	1.00	1.00	Extremely satisfactory
Efficiency	10%	0.50	0.50	Extremely satisfactory
Effectiveness	10%	0.50	0.50	Extremely satisfactory
Impact	30%	1.50	1.50	Extremely satisfactory
Sustainability	20%	1.00	1.00	Extremely satisfactory
Coherence	10%	0.50	0.50	Extremely Satisfactory
TOTAL SCORE	100%	5.00	5.00	

6 IPCA CSR Project Assessment: Detailed Study of Mission Gyan – Free Quality Education

Some of the activities included in the Company's CSR Policy is promoting education, including special education and employment enhancing vocational skills, especially among children, women, elderly and the differently abled and livelihood enhancement projects.

IPCA's policy also permits contribution to the NGOs and Charitable Organizations, inter-alia, engaged in the above services.

The CSR Committee discussed the proposal received from Mission Gyan about its plans for future educational video content and make these education contents available to students through You-tube or in any other digital media as well as provide this content to various state governments so as to strengthen the digital education through the best teachers and make it available free of cost to the government and students. IPCA has supported Mission Gyan in earlier years too for such endeavours.

National Goal:

The Ministry of Education, Government of India, established The National Council of Educational Research and Training (NCERT) to assist and provide guidance to both the Central and State Governments in formulating policies and programmes aimed at improving the quality of school education across the country.

NCERT's primary objectives include conducting, promoting and coordinating research in areas of school education and teacher training. It is also responsible for preparing and publishing model textbooks, supplementary reading materials, newsletters, journals and developing educational kits, multimedia digital resources and more, for which it also collaborates with NGOs.

PM eVidya is a unique and innovative venture by the Ministry of Education, Government of India to facilitate multi-mode access to digital/online teaching-learning contents of various types among students and teachers. The uniqueness of the PM e-Vidya lies with its comprehensive accessibility for all as it caters the education content to all with its multi-mode set-up of remote learning platforms including internet, radio, community radio, podcast, and TV.

PM eVidya (Government of India) and Mission Gyan share a core mission of democratizing education and ensuring equitable learning continuity across India. Both initiatives emerged during the COVID-19 pandemic to bridge the digital divide, providing free, high-quality, and accessible digital education to millions of students. Both platforms prioritize reaching remote and rural areas by offering content through diverse formats, including mobile apps, websites, and YouTube. Both provide chapter-wise educational content (Classes 1 to 12) aligned with state and central boards (CBSE and RBSE). Mission Gyan collaborates with several State Governments to produce and host chapter-wise video contents. Thus, Mission Gyan acts as a grassroots digital content engine and NGO complementing the formal, large-scale infrastructural national initiatives implemented by PM eVidya.

UN Sustainable Goal 4 – Quality Education:

The global education development agenda reflected in the **Goal 4 (SDG4) of the 2030 Agenda for Sustainable Development**, adopted by India in 2015 - seeks to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” by 2030. Such a lofty goal will require the entire education system to be reconfigured to support and foster learning, so that all of the critical targets and goals (SDGs) of the 2030 Agenda for Sustainable Development can be achieved.

In addition to free primary and secondary schooling for all boys and girls by 2030, the aim is to provide equal access to affordable vocational training, eliminate gender and wealth disparities, and achieve universal access to quality higher education.

Education is the key that will allow many other Sustainable Development Goals (SDGs) to be achieved. When people are able to get quality education they can break from the cycle of poverty. Education helps to reduce inequalities and to reach gender equality. It also empowers people everywhere to live more healthy and sustainable lives. Education is also crucial to fostering tolerance between people and contributes

To deliver on Goal 4, education financing must become a national investment priority. Furthermore, measures such as making education free and compulsory, increasing the number of teachers, improving basic school infrastructure and embracing digital transformation are essential.

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. Providing universal access to quality education is the key to India’s continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way forward for developing and maximizing our country’s rich talents and resources for the good of the individual, the society, the country, and the world. India will have the highest population of young people in the world over the next decade, and our ability to provide high-quality educational opportunities to them will determine the future of our country.

Core Gaps & Systemic Challenges

Despite policy goals, structural and systemic gaps hinder seamless execution:

- **Rural vs. Urban Divide:** Unequal distribution of quality infrastructure, internet connectivity, and digital resources between metropolitan and remote regions.
- **Learning Outcomes:** High enrolment rates have historically masked poor learning outcomes (the "quantity vs. quality" gap), specifically in foundational numeracy and reading skills.
- **Teacher Shortages & Training:** Persistent deficits in pupil-teacher ratios, coupled with the need to continuously upskill existing educators in experiential, multidisciplinary pedagogy.
- **Dropout Rates:** Disproportionate attrition among socioeconomically disadvantaged groups, particularly girls in rural, economically backward secondary schools.

Funding Constraints: The persistent gap between the targeted public spending and actual budget allocations

Intervention:

The gap between the current state of learning outcomes and what is required must be bridged through undertaking major reforms that bring the highest quality, equity, and integrity into the system, from early childhood care and education through higher education. The aim must be for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background.

The interplay between the Indian government and NGOs is a collaborative and multifaceted partnership. While the state holds ultimate responsibility for universalizing education, NGOs act as grassroots innovators, capacity builders, and supplementary service providers. This dynamic operates through distinct models of engagement, policy influence, and systemic challenges. ***Mission Gyan is a cog in the wheel of educational eco system in several states of India.***

Brief background of Mission Gyan:

- Mission Gyan is founded by Mr. Jinendra Soni, an educationist, and registered with the Ministry of Corporate Affairs on 9th February, 2023 for undertaking CSR activities.
- Mission Gyan is registered as a charitable Trust registered under the Income Tax department with effect from 1st October 2021.
- Mission Gyan has entered into agreement with several State Government and Education Boards, Madarsa Board, Departments, etc.
- Mission Gyan is in the forefront in collaborating with the State Governments to produce educational video contents for school and competitive exams.
- All the educational contents are free for access to any student/person as these are uploaded in YouTube and Apps.

The proposal of the Trust, Mission Gyan, was discussed in detail by the CSR Committee. The CSR Committee after discussion approved its support to the cause as it was aligned to its own CSR Policy and objectives of providing quality education especially to children. The creation of educational content and reaching the Government and Education Boards would be the responsibility of Mission Gyan. An annual amount of Rs. 1.72 crore was sanctioned for disbursement for three years.

a. Analysis and Findings

The following impact map was developed for assessing the impact of this project

Input	Activity	Output	Outcome	Impact
<ul style="list-style-type: none"> Financial resources by IPCA and others Time by IPCA and Mission Gyan Human Resource by Mission Gyan Content creation by Mission Gyan 	<ul style="list-style-type: none"> Assessing the need of the educational needs Selecting the section of school, Subject and Topics for coverage. Training the teachers and hiring trained teachers Creating avenues to spread education. Contacting Education Boards 	<ul style="list-style-type: none"> Shooting the content in different languages Hosting of content in school and/or channels 	<ul style="list-style-type: none"> Quality educational content freely available Flexibility of convenient time to study. Revision of subjects according to need Reach of rural interiors at virtually no cost. 	<ul style="list-style-type: none"> Spread of education at remote places. Quality education to all at no cost. Online education convenience. Uniform teaching method. Overcome absence of teacher Uninterrupted education at times of pandemic or inclement weather.


b. Evaluation Criterion :

Evaluation criterion 1: Relevance



Relevance is a measure of the extent to which the program can or has been able to support the suited needs and priorities.

This is done to understand the extent to which the intervention objectives and design respond to the beneficiaries needs. The purpose of the analysis is to capture if the objectives and design of the project were sensitive to the needs of the beneficiaries and stakeholders covered. Quality education at negligible cost to all and sundry at convenience of their house or school and at time suitable to each one is really a boon. Such eco system democratises education and creates equal opportunity to all irrespective of their background.

As a socially responsible corporate entity, IPCA endeavours to promote activities that contribute to the NGOs and Charitable Organizations, inter-alia, engaged in activities of providing and spreading quality education to all the children. Thus, this CSR contribution to Mission Gyan for creating quality educational content is aligned in all ways to IPCA's CSR Policy.

Alignment with the United Nations' Sustainable Development Goals (SDG) ² .		
SDG	SDG Targets	How is the project aligned
 <p>4 QUALITY EDUCATION</p>	<p>Goal 4: Quality Education</p> <p>4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes</p> <p>4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education</p> <p>4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p> <p>4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.</p>	<p>Fully aligned.</p> <ul style="list-style-type: none"> • The education is free to all irrespective of gender • It provides pre-primary, primary and secondary education • It provides equal access to all women, men, vulnerable and differently abled etc.

² <https://www.un.org/sustainabledevelopment/>

UNESCO Global Proficiency Framework ³		
	Targets	How is the project aligned
	<p>Framework for Mathematics:</p> <ul style="list-style-type: none"> • The Global Proficiency Framework for Reading and Mathematics - Grades 2 to 6, was developed by the UNESCO Institute of Statistics (UIS), the US Agency for International Development (USAID), and other partner organisations. • Defines proficiency levels in reading and mathematics for Grades 2 to 6. • Developed collaboratively by specialists with international experience. • Serves as a Global benchmark for assessing learner's competencies. 	<p>Fully aligned.</p> <ul style="list-style-type: none"> • The digital educational contents promotes reading and mathematics to the Grade 2 to 6 students to cope with their educational board's curriculum.
Human Capital Index ⁴		
	Targets	How is the project aligned
	<p>Human Capital Index:</p> <ul style="list-style-type: none"> • Developed by World Bank to highlight how improvement in education (and health) outcomes affect a countries' next generation. • Measures the extent 	<p>Fully aligned.</p> <p>The digital educational contents will improved education level across the spectrum of population irrespective of their present economic strata.</p>

3

<https://www.uis.unesco.org/en/search?category=Institute+for+Statistics+%28UIS%29&query=Proficiency+framework>

⁴ https://humancapital.worldbank.org/en/indicator/WB_HCP_HCI

	<p>which countries leverage human capital for economic growth.</p> <ul style="list-style-type: none"> • Highlights the importance of investing in quality education for sustainable growth. 	
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Alignment with the Company’s CSR Policy

Some of the activities included in the Company’s CSR Policy is promoting education, including special education and employment enhancing vocational skills, especially among children, women, elderly and the differently abled and livelihood enhancement projects.

IPCA’s policy also permits contribution to the NGOs and Charitable Organizations, inter-alia, engaged in the above services. Thus contributing to Mission Gyan for creation of educational content is fully aligned with the CSR objectives of the company.

Evaluation criterion 2: Effectiveness

Effectiveness is an assessment of the factors affecting the progress towards outcomes for every stakeholder and validation of robustness of systems and processes by assessing the utilization of the resources.

The criterion reviews the implementation strategy and mechanism. The purpose of this is to understand if the intervention has achieved its objective and the extent to which it did.

Under this project participation by IPCA the Mission Gyan has been updating and producing educational videos for various classes of primary, medium and secondary school subjects at their studios in their office. They have competent teachers who use digital interactive whiteboard for demonstrating and teaching the lessons. The popularity of the educational videos sponsored by IPCA can be judged by the viewership and subscriptions of Mission Gyan’s videos, some of which are given in **ANNEXURE IV**

NPCO team together with the team member of IPCA visited Mission Gyan’s office and studios in Jaipur. The office was equipped with all the infrastructure and competent staff who were recording and editing the videos. The photographs of the office and some Titles of videos are given in the **ANNEXURE V**

Evaluation criterion 3: Efficiency

Efficiency criterion aims to measure if the project was implemented in a cost-effective and timely manner.

The purpose is to understand if the inputs (funds, expertise, time, etc.) were utilized

efficiently to achieve the intervention outcomes. Factors such as budget utilization and timelines have been reviewed.

Utilization of Budget: IPCA has paid Mission Gyan the amounts at periodic intervals as per MOU. Mission Gyan is utilising the amounts and providing certificates to IPCA for money spent on its approved activities.

Project Execution as per Timelines: Mission Gyan has a strict timeline for updating its resources and recording new videos in timely manner for being helpful to the teachers and students for their studies and exams.

Evaluation criterion 4: Impact

Impact has been measured in terms of the proportion of respondents who reported having a significant change in their lives due to the initiation of the project.

The purpose of measuring the impact is to ascertain the primary or secondary long-term effects produced by the project. This could be direct or indirect and intended or unintended. Unintended effects are effects that were not planned as a result of the intervention and can be positive or negative.

Impact addresses the ultimate significance and potentially transformative effects of the intervention. It seeks to identify social, environmental and economic effects of the intervention that are longer term or broader in scope than those already captured under the effectiveness criterion. Beyond the immediate results, this criterion seeks to capture the indirect, secondary and potential consequences of the intervention. It does so by examining the holistic and enduring changes in systems or norms, and potential effects on the teachers and students.

The impact of this intervention is immediate as well as long term. The team visited some schools where the videos were being used to teach. The school teachers were highly appreciative of the contents. The team also met the school principal, who informed that the digital contents were very useful during the pandemic Covid-19 when many teachers were absent even after the school resumed. It was also very useful for online teaching and learning at home for students. There are revision batches as well as online Q&A sessions at scheduled hour. All these had an immediate impact on the performance of students and teachers who could double up to substitute for any teacher's absence.

Long term impact of education is its potential to break intergenerational poverty. It provides a pathway to stable employment, economic mobility, and a higher standard of living. For individuals from the Economically Weaker Section (EWS), education expands opportunities to transcend traditional social classes, reduces income inequality, and helps entire families achieve lifelong financial stability.

Quality schooling equips marginalized groups with critical thinking and technical skills, which are essential for participating effectively in modern, knowledge-based workforces. Furthermore, education serves as the great equalizer. Education has the potential drastically reduce global poverty rates. It enables individuals to compete in the job market, decreasing long-term economic dependency and shifting households

away from precarious, low-wage manual labour. Over generations, the localized and societal impact of educating EWS populations becomes compounding. Educated individuals are more likely to make informed health and financial choices, which improves the overall health and well-being of their communities.

Considering the factors above we are of the view that the intervention has created the desired impact. Interaction with the teachers and students showed they were pleased with the option, convenience and contents of educational videos and were very hopeful, assertive and confident about the impact of the endeavour.

Evaluation criterion 5: Sustainability

Sustainability as a criterion assesses the likelihood that project achievements will continue after the project. This includes an examination of the capacities of the systems needed to sustain benefits over time. The criterion analyses the resilience, risks and potential trade-offs.

The purpose of this criterion is to look at the longer-term effects of the intervention. The educational videos that are created and uploaded on the YouTube or provided to schools on hard drives do not need any servicing. These are almost permanent and can be accessed by anyone remotely. The updates and the extra tutorial and other innovative steps taken by Mission Gyan make the educational tools sustainable. The knowledge gained by a student obviously adds inherent and permanent capabilities that do not need further inputs. The economic growth that follows education gives impetus to his or her entire family for sustained education and growth.

Evaluation criterion 6: Coherence

Coherence as a criterion assesses if the project is coherent across the policy cycle and the progress of the project does not undermine the progress on another SDG. Whether implementation of the project leads to meaningful collaboration and coordinated action across policy sectors (horizontal coherence), as well as between different levels of government (vertical coherence). Whether the project balances short-term priorities with long-term sustainability objectives.

Primary and secondary education systems directly support the United Nations' SDG 4 by guaranteeing inclusive, equitable, and quality learning for all children. These foundational years are designed to build essential literacy, numeracy, and critical thinking skills, effectively empowering students to break cycles of poverty, reduce inequalities, and actively participate in a sustainable.

In India, this international framework is coherently localized through the National Education Policy 2020 and India Report – Digital Education 2021. By replacing the old 10+2 system with a 5+3+3+4 structure, the policy emphasizes early childhood care and experiential, activity-based learning. This ensures the foundational years build a strong base for lifelong learning, directly supporting the national goals of holistic child development, inclusive education for children with special needs, and the cultivation of scientifically tempered, globally conscious citizens.

7 Summary of Impact Study Score

This impact assessment of IPCA's CSR project was implemented by Mission Gyan. The impact of this intervention extends to a large section of students, irrespective of the gender and economic strata. It is a testament to IPCA's dedication to provide quality education for betterment of society. The intervention has successfully contributed in providing online and offline educational videos with qualified and experienced teachers, which is made available free for anyone who wishes to study a subject without any limitation of viewership. The total score of the project is Extremely Satisfactory. A letter of appreciation and Acknowledgement by IAS Officer, Mr. Ashis Modi, Director Secondary Education is given in **ANNEXURE VI** for reference.

The final score on the basis of OECD parameters is 5.00 out of a maximum possible score of 5, which is Extremely Satisfactory.

OECD Parameters	Component	Weight	Score on 5	W S*	Weight	Final Score	Max Score	Remarks
Relevance	Assessment Report	30%	5	5	20%	1.00	1.00	ES
	Alignment to CSR Policy	40%	5					
	Alignment to SDGs	30%	5					
Efficiency	Adherence to timelines	50%	5	5	10%	0.50	0.50	ES
	Adherence to Budget	50%	5					
Effectiveness	Target achievement	100%	5	5	10%	0.50	0.50	ES
Impact	Baseline assessment reports	20%	5	5	30%	1.50	1.50	ES
	Baseline indicators	30%	5					
	Availability of clearly defined impact indicators	50%	5					
Sustainability	Sustainability Mechanism	50%	5	5	20%	1.00	1.00	ES
	Convergence	50%	5					
Coherence	Supports other SDG	50%	5	5	10%	0.50	0.50	ES
	Engaging in partnership with other stakeholders	50%	5					
TOTAL SCORE					100%	5.00	5.00	

WS - Weighted Score

ES – Extremely Satisfactory

MS – Moderately Satisfactory

S – Satisfactory

Impact Assessment Study Report - Annexures

For IPCA Laboratories Limited

Mission Gyan – Free Quality Education



Study conducted by
Nayan Parikh & Co.,
Chartered Accountants
Mumbai
2025-26

Corporate Social Responsibility Policy

We are in the business of developing, manufacturing and marketing of Active Pharmaceutical Ingredients and Pharmaceutical Formulations.

We believe that business should be profitable and beneficial to society. We conduct our business ethically in a socially responsible manner. We believe in supporting communities, culture and the environment within which we work.

We have endeavoured to grow responsibly. While our core values reflect the way we conduct business, they also reflect the way we conduct ourselves. Outlined by one of our values – Responsibility, we are constantly reshaping ourselves as responsible corporate citizens of a changing world.

A. CSR activities include but are not limited to:

Projects or Programs relating to activities undertaken by the Board of Directors of the Company in pursuance of the recommendation of the CSR Committee of the Board as per the CSR Policy of the Company and as per the direction issued by the Ministry of Corporate Affairs, Government of India, broadly covers activities specified in below:

1. Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water;
2. Promoting education, including special education and employment enhancing vocation skills, especially among children, women, elderly and the differently abled and livelihood enhancement projects;
3. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, daycare centres and other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
4. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining the quality of soil, air and water;
5. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;
6. Measures for the benefit of armed forces veterans, war widows and their dependents;

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Ipca Laboratories Ltd.
www.ipca.com

Corporate Social Responsibility Policy

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7. Training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports;
8. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
9. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;
10. Rural development projects;
11. Contribution to the NGOs and Charitable Organizations, inter-alia, engaged in the above activities; and
12. Such other matters may be prescribed by the Government of India's Ministry of Corporate Affairs from time to time.

B. Monitoring and Evaluation:

The CSR Committee must periodically update the Board on the status of all programmes and projects. The CSR Committee must be updated on the status of all programmes and projects by implementing partners. The Company will develop a thorough monitoring system to make sure the CSR process operates as required by the Act and the Rules, making sure all programmes and initiatives are properly completed within the allocated budget and timeframes. On the basis of the following, this will be done:

- a) Installation of an MIS that will function to provide strict oversight of expenditures and the effective execution of operations as planned.
- b) Regular field visits to program/project sites by designated staff or teams will be part of the monitoring system developed by the company.
- c) Thorough documentation/collection of field reports, including visual monitoring using photos and videos.
- d) Ensuring that funds are used in a timely manner to carry out programmes and projects as budgeted; any other action that the CSR Committee may judge necessary in the overall interest of its CSR activities.

..3...

Corporate Social Responsibility Policy

-3-

C. Employee Social Service (ESS)

1. We encourage our employees to take part in social activities.
2. We shall support and encourage our employees to help local community organizations and activities in the local region and selected specified areas.
3. We will have a de-centralised operation and workplace, with employee participation both in decision-making and implementation.
4. More locally, we are open to greater community involvement and have links with local Universities and educational institutions, social organizations, medical fraternity, community groups, NGOs and society at large.

D. Impact Assessment:

The Company shall have one or more independent agencies conduct Impact Assessments of its CSR projects as required by Section 135 of the Company's Act, 2013 and the CSR Rules adopted thereunder.

E. Accounts and Audit:

For all programmes and projects, programmatic and financial accounting must be done. Accounting and auditing rules must be followed in accordance with those imposed/approved by the Ministry of Corporate Affairs, Government of India, or as may be required by the relevant Competent Authority, Government of India.

Pranay Godha
Managing Director & CEO

Ajit Kumar Jain
Managing Director & CFO

Date : 12th May 2023

Mission Gyan supported by IPCA Honored from World Book of Records for Creating World's Largest Free Video Library



Mumbai : In a significant achievement, Mission Gyan, an NGO dedicated to providing free education online, and Ipca Laboratories, a leading pharmaceutical company, were honored for their contribution to the world of education. The event was held in Mumbai to commemorate the inclusion of Mission Gyan in the World Book of Records. The certificate of inclusion was presented to Mr. Premchand Godha, Chairman of Ipca Laboratories by Mr. Pratham Bhalla, WBR official. Founded by Mr. Jinendra Soni, Mission Gyan has made strides in offering free educational content, accessible in three languages, catering to students preparing for school education and competitive examinations. The NGO's innovative approach has been backed by Ipca Laboratories through its corporate social responsibility (CSR) initiatives. Premchand Godha, the founder of Ipca, has played a pivotal role in supporting the expansion of Mission Gyan's resources. Mission Gyan has created the world's largest free video library, offering 18,000 hours of multilingual educational content over the span of four years, from August 18, 2020, to September 17, 2024. This initiative has empowered countless students by providing free access to quality education in their native languages. The event highlighted the importance of free education in today's digital era and emphasized the collaborative effort between Mission Gyan and Ipca Laboratories.

Mission Gyan

List of videos created under the funding of Ipca according per year along with the course it is aligned for.

➤ No. of Videos

	No. of Videos	Course	State
2021-22	1591	NEET	
2022-23	629	Rajasthan Competitive exams	Rajasthan
	1094	SSC exams	
	1324	Defence (NDA, CDS)	
	553	Railway	
	963	Bank Exams	
	2376	School Education (Hindi Medium)	Rajasthan
2023-24	300	Rajasthan Competitive exams	Rajasthan
	3500	Rajasthan State open School	Rajasthan
	2600	School Education (Hindi Medium)	Assam state board
	845	School Education Assam 1 st to 5 th	
	348	School Education English Medium	
	73	Adult Education	
2024-25	353	Rajasthan Competitive exams	Rajasthan
	1230	School Education	Uttarakhand
	1571	School Education 6 to 12	Assam state board
	1175	School Education (Hindi Medium)	
	1029	School Education (English Medium)	

➤ Videos Launched:

- NEET - 02 Feb 2022
- Defence - 16 July 2022
- Rajasthan Exams - 02 Nov 2022
- SSC Exams - 04 April 2023
- Railway Exams - 06 April 2023
- Bank Exam - 28 April 2023
- E kaksha Assam (1st-5th) - 27 May 2023
- Rajasthan State Open School - 27 JAN 2024
- E kaksha Assam (6th -10th) - 08 Nov 2024
- School After School- 5th Sep 2023
- E- Pathshala -16 Dec. 2024
- Mission Start- 5th Sep 2023
- E Saksharta- Oct 2023
- Dial Future- Carrer Guidance Program-August 2023

- In Rajasthan, the total number of government schools is 70961 out of which 13976 schools have ICT labs and 16029 schools have smart classrooms or LED TVs.
- In Assam, the total Number of Government Schools is 44,564 out of which 2,489 Upper Primary and 4,184 Secondary and Senior Secondary Schools have ICT labs.

Offline Viewership:

According to the available data 15000 Hard disks are distributed by Education Department Govt. of Rajasthan as well as approximately 10000 hard disks distributed by district Collectors, Bhamashahs, and other sources in the school of their districts and villages, which contains content recorded by Mission Gyan, benefitting approximately 400000 students offline.

Source Of Viewing online/offline

- You tube channels
- Mission Gyan App
- Hard Drives

➤ Top Viewing Videos List

https://www.youtube.com/watch?v=EvSWPZOY7Rs
https://www.youtube.com/watch?v=vp4hTP1txMq
https://www.youtube.com/watch?v=VYxqjDYGbw
https://www.youtube.com/watch?v=mHMs3pDFcc
https://www.youtube.com/watch?v=E4l9CiZaSa0
https://www.youtube.com/watch?v=DimfxOpyxGU
https://www.youtube.com/watch?v=aCCKFVbUHB8
https://www.youtube.com/watch?v=Ck-EH2q1ifg
https://www.youtube.com/watch?v=KpQCeanqQ9s
https://www.youtube.com/watch?v=tg9zqpYA-s8
https://www.youtube.com/watch?v=9iGUa6HIVEQ
https://www.youtube.com/watch?v=eIGNho6eClS
https://www.youtube.com/watch?v=hchPn3hUZno
https://www.youtube.com/watch?v=qIOVjLSOYaw
https://www.youtube.com/watch?v=TxME2kHKndk
https://www.youtube.com/watch?v=4SGXG89Caxs
https://www.youtube.com/watch?v=lxu8WlaPdKQ
https://www.youtube.com/watch?v=9iK6C2RQEd8
https://www.youtube.com/watch?v=P8mlk4nNsPc&t=1296s
https://www.youtube.com/watch?v=TbY0AlvtESQ
https://www.youtube.com/watch?v=mpepK1MJesE
https://www.youtube.com/watch?v=tm1a_7Y7QE&t=1s

➤ Offline Viewership: According to the available data 15000 Hard disks are distributed by Education Department Govt. of Rajasthan as well as approximately 10000 hard disks distributed by district collectors, Bhamashahs, and other sources in the school of their districts and villages, which contains content recorded by Mission Gyan, benefitting approximately 400000 students offline.

➤ Source Of Viewing online/offline

- You tube channels
- Mission Gyan App
- Hard Drives



GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
OFFICE OF THE REGISTRAR OF COMPANIES

Dated : 09-02-2023

NOTE - THIS LETTER IS ONLY AN APPROVAL FOR REGISTRATION OF THE ENTITIES FOR UNDERTAKING CSR ACTIVITIES.

To,
MISSION GYAN , 113, APEX MALL, LAL KOTHI, TONK ROAD, JAIPUR, RJ19, R.J, 302015

PAN : AAGTM7129Q

Subject: In Reference to Registration of Entities for undertaking CSR activities

Reference: Your application dated 09-02-2023 (SRN-F58585688)

Sir/Madam,

With reference to the above, it is informed that the entity has been registered for undertaking CSR activities and the Registration number is CSR00046942. Please refer the registration number for any further communication.



Registrar of Companies

ROC-DELHI

Note: The corresponding form has been approved and this letter has been digitally signed through a system generated digital signature.

आयकर विभाग
INCOME TAX DEPARTMENT



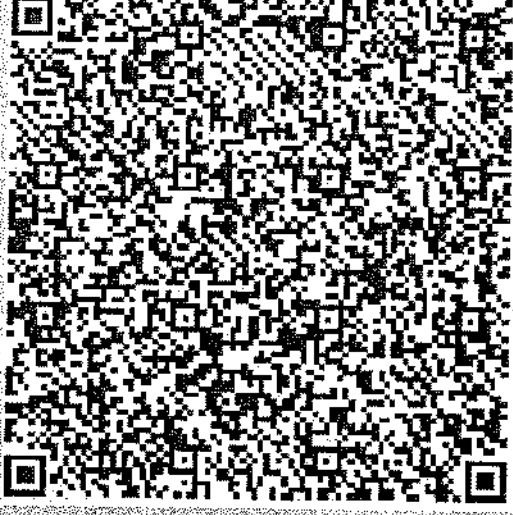
भारत सरकार
GOVT. OF INDIA

स्थायी लेखा संख्या कार्ड
Permanent Account Number Card

AAGTM7129Q

नाम/Name
MISSION GYAN

निर्माण/गठन की तारीख
Date of Incorporation/Formation
17/01/2020



FORM NO. 10AC

(See rule 17A/11AA/2C)

Order for registration

1	PAN	AAGTM7129Q
2	Name	MISSION GYAN
2a	Address	
	Flat/Door/Building	113, APEX MALL
	Name of premises/Building/Village	LAL KOTHI, TONK ROAD
	Road/Street/Post Office	Jaipur
	Area/Locality	JAIPUR
	Town/City/District	Gandhi Nagar S.O (Jaipur)
	State	Rajasthan
	Country	INDIA
	Pin Code/Zip Code	302015
3	Document Identification Number	AAGTM7129QE2021501
4	Application Number	503410090140921
5	Unique Registration Number	AAGTM7129QE20215
6	Section/sub-section/clause/sub-clause/proviso in which registration is being granted.	01-Sub clause (i) of clause (ac) of sub -section (1) of section 12A
7	Date of registration	01-10-2021
8	Assessment year or years for which the trust or institution is registered	From AY 2022-23 to AY 2026-2027
9	Order for registration:	
	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted registration with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10.	
	b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961.	
	c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the registration by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.	
10	Conditions subject to which registration is being granted	
	The registration is granted subject to the following conditions:-	
	a. As and when there is a move to amend or alter the objects/rules and regulations of the applicant, prior approval of the Commissioner of Income Tax shall be sought along with the draft of the amended deed and no such amendment shall be effected until and unless the approval is accorded.	

	<p>p. All the Public Money so received including for Corpus or any contribution shall be routed through a Bank Account whose number shall be communicated to Office of the Jurisdictional Commissioner of Income Tax.</p>	
	<p>q. The applicant shall comply with the provisions of the Income Tax Act, 1961 read with the Income Tax Rules, 1962.</p>	
	<p>r. The registration and the Unique registration number has been instantly granted and if, at any point of time, it is noticed that form for registration has not been duly Filled in by not providing, fully or partly, or by providing false or incorrect information or documents required to be provided under sub-rule (1) or (2) of rule 17A or by not complying with the requirements of sub- rule (3) or (4) of the said rule, the registration and Unique Registration Number (URN), shall be cancelled and the registration and URN shall be deemed to have never been granted or issued.</p>	
	<p>Name and Designation of the Registration Granting Authority</p>	<p>Principal Commissioner of Income Tax/ Commissioner of Income Tax (Digitally signed)</p>

Certification signature by SIBICHEN K MATHEW
k.sibichenmathew@taxes.kerala.gov.in, Validity
Unknown

Digitally signed by
SIBICHEN K MATHEW
Date: 2021.09.01
23:32:13 IST





Sample list of Mission Gyan's educational videos with the number of subscribers and views on YouTube channel

S.No.	Educational vide links on YouTube (sample list)	Logo	Subscr.	Views
1.	https://www.youtube.com/watch?v=EvSWPZOY7Rs			
2.	https://www.youtube.com/watch?v=vp4hTP1txMg			
3.	https://www.youtube.com/watch?v=VYxqjDYGBw	IPCA		
4.	https://www.youtube.com/watch?v=mHMSr3pDFcc			
5.	https://www.youtube.com/watch?v=E4l9CiZaSa0	IPCA		
6.	https://www.youtube.com/watch?v=DimfxOpyxGU	IPCA	1.34M	172k
7.	https://www.youtube.com/watch?v=aCCKFVbUHB8	IPCA		146k
8.	https://www.youtube.com/watch?v=Ck-EH2q1ifg			
9.	https://www.youtube.com/watch?v=KpQCeanqQ9s	IPCA		127k
10.	https://www.youtube.com/watch?v=tg9zqpYA-s8	IPCA		163k
11.	https://www.youtube.com/watch?v=9iGUa6HIVEQ SSC GD Constable General Duty – Jinendra Soni	IPCA	SSC 14.2k subs	90k
12.				
13.	https://www.youtube.com/watch?v=eIGNho6eClS	IPCA		100k
14.	https://www.youtube.com/watch?v=hchPn3hUZno	IPCA	Raj Exam 92.6k subs	70k
15.	https://www.youtube.com/watch?v=qIOVjLSOYaw	IPCA	Raj PTET Exam'25 92.6k subs	70k
16.	https://www.youtube.com/watch?v=TxME2kHKnDk	IPCA		80k
17.	https://www.youtube.com/watch?v=4SGXG89Caxs			
18.	https://www.youtube.com/watch?v=lxu8WlaPdKQ			
19.	https://www.youtube.com/watch?v=9iK6C2RQEd8			
20.	https://www.youtube.com/watch?v=P8mlk4nNsPc&t=1296s			
21.	https://www.youtube.com/watch?v=TbY0AlvtESQ			
22.	https://www.youtube.com/watch?v=mpepK1MJesE			
23.	https://www.youtube.com/watch?v=tm1a_7Y7QEQ&t=1s Prep for IAS – Jinendra Soni	IPCA		49k

Photos of Mission Gyan Office, Studio and Government Schools visited by Team



Mission Gyan Office and staff editing contents



Video shooting of content in progress

Under CSR Support by
ipca Foundation

missiongyan
LEARN LEARN TOGETHER

ARJUN BATCH


CLASS 11th | PHYSICS

मात्रक एवं मापन

UNITS AND MEASUREMENT

अध्याय-1 | भाग-3

एकदम BASIC से!



Class XI Physics Lesson Video grab (IPCA logo on top left)

Under CSR Support by
ipca Foundation

missiongyan
LEARN LEARN TOGETHER

ARJUN BATCH

CLASS 11th | HISTORY

लेखन कला और

शहरी जीवन

अध्याय-1 | भाग-3

एकदम BASIC से!



Class XI History Lesson Video grab (IPCA logo on top left)



Smart TV in school



Children attending digital lecture



School with Smart Class for digital lessons



Government School, Jaipur Rajasthan



Lessons on Smart TV, Government School in Sikar District



Government School in Sikar District

आशीष मोदी
आई. ए. एस.
निदेशक



माध्यमिक शिक्षा, राजस्थान
बीकानेर-334001
फोन : 0151-2522238 (कार्यालय)
E-mail : dir.dse@rajasthan.gov.in

Date : 18/02/2025

Dear Mr. Jain,

I extend my heartfelt appreciation to Ipca Foundation for your generous support in advancing digital education through your support to Mission Gyan. Your contribution has played a vital role in empowering students and educators with accessible and innovative learning solutions. Your support has been a source of inspiration for our entire education community, motivating us to strive for excellence.

Thank you once again for your unwavering support.

warm regards,

Best,

Ashish
Ashish Modi

Shri Ajit Kumar Jain
Ipca Foundation,
Mumbai