



# **From Representation to Institution Building : A Transformative Model of Constituency Governance in Coimbatore**

**POLICY ASSESSMENT REPORT, 2026**

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### **Field Collaboration and Implementation**

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### **Project Team and Contributors**

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- Smt. Richa Pandey Mishra (President, CPF): For her visionary guidance and strategic inputs.
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## Preface

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This report, *“From Representation to Institution Building: A Transformative Model of Constituency Governance in Coimbatore”* is an effort to document, analyse, and understand a distinctive model of constituency-led governance that places people particularly women and vulnerable families at its core.

Prepared by the Civic Policy Forum (CPF), this study moves beyond conventional policy analysis to present a grounded, field-based assessment of welfare interventions that are not only designed with intent but delivered with consistency and care. At a time when governance is often evaluated through budgetary allocations and policy announcements, this report shifts the focus to lived experience to what policies actually mean in the daily lives of beneficiaries.

The schemes examined in this report Amutham, Idham, Suyam, Modiyin Magal, and Water ATM together represent a comprehensive and interlinked framework of social support. They span critical domains of human development: early childhood nutrition, menstrual health and dignity, educational continuity, women’s livelihoods, and access to safe drinking water. What distinguishes this portfolio is not merely the diversity of sectors it covers, but the coherence with which it addresses vulnerability across the life cycle of women and families.

The findings presented in this document are based on structured field surveys conducted in early 2026, capturing the voices, experiences, and outcomes reported directly by beneficiaries. These voices reveal a consistent pattern: when welfare delivery is reliable, dignified, and locally embedded, its impact extends far beyond immediate material benefits. It improves health, reduces financial stress, builds confidence, and strengthens community trust.

This report also highlights an important shift in governance practice from reactive welfare to preventive and empowerment-oriented interventions. By addressing vulnerabilities at critical stages from infancy to adulthood these schemes demonstrate how early and sustained support can create compounding positive outcomes over time.

At its heart, this document is not only an evaluation but a narrative of change. It brings forward stories of mothers who feel more secure about their children's nutrition, girls who continue their education despite adversity, women who step into economic independence, and households that gain access to basic necessities with dignity.

We hope that this report contributes meaningfully to ongoing discussions on public policy, welfare design, and last-mile delivery. More importantly, we hope it serves as evidence that well-designed, community-driven interventions can create measurable, lasting impact and that governance, when rooted in empathy and accountability, can truly transform lives.

# CHAPTER- I

## Introduction

### *A People-Centred Governance Model for Coimbatore*

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#### **1.1 Background**

In India's evolving landscape of constituency governance, the role of an elected representative has progressively expanded beyond legislative participation to encompass direct, sustained intervention in the daily lives of citizens.

This report, prepared by the Civic Policy Forum (CPF), presents a field-based assessment of a set of community-oriented welfare initiatives implemented in Coimbatore. These initiatives collectively span critical domains of human development — including early childhood nutrition, menstrual hygiene, education continuity, women's livelihoods, and access to safe drinking water.

The set of initiatives led by Smt. Vanathi Srinivasan in Coimbatore represent one of the most structured and multi-dimensional examples of this expanded governance model — a constituency-level social protection architecture that operates through volunteer networks, direct beneficiary outreach, and measurable community impact.

The intervention framework of flagship schemes spans the full breadth of human development: nutrition for new-borns, menstrual hygiene for adolescent girls, educational continuity for fatherless children, vocational empowerment for women, and clean drinking water for low-income urban households. Each scheme was designed not as an isolated welfare intervention, but as a deliberate node in an integrated, life-cycle approach to reducing vulnerability and building long-term resilience among Coimbatore's most underserved communities.

This report presents a comprehensive, field-level impact assessment of six of these flagship schemes — Amutham, Idham, Modiyin Magal, Suyam, Water ATM, and an additional scheme — based on structured surveys administered in early 2026. Together, these schemes have directly reached thousands of beneficiaries across the constituency, covering infants, adolescent girls,

school-going children, homemakers, and low-income households. The assessment documents what has changed in their lives, and why.

## 1.2 Vision and Governing Philosophy

The overarching philosophy of the programme design rests on a single premise: that vulnerability is not a single event but an accumulation of disadvantages across a person's lifetime, and that effective governance must respond to this reality with equally structured, sustained, and multi-layered support.

This philosophy manifests in four defining principles that cut across every scheme in the portfolio:

- **Preventive rather than merely responsive** — intervening before malnutrition becomes stunting, before financial distress becomes dropout, before skill absence becomes permanent economic exclusion.
- **Dignity-preserving in design** — home delivery of milk and sanitary napkins, volunteer relationships built over months and years, and privacy-conscious logistics that treat beneficiaries as individuals, not numbers.
- **Volunteer-powered and community-embedded** — each scheme operates through a structured network of trained volunteers who serve as the last-mile connectors between the scheme's resources and the beneficiary's doorstep.
- **Measurable and accountable** — field-level surveys, beneficiary tracking, and outcome monitoring ensure that the schemes' real-world performance can be assessed, reported, and refined.

The result is a governance model that operates simultaneously as a social safety net, a public health platform, a women's empowerment programme, and a community cohesion engine — a combination that no single government department could deliver in isolation.

## 1.3 Schemes Covered in This Report

This report covers six flagship schemes implemented under the leadership of Smt. Vanathi Srinivasan, BJP Mahila Morcha National President & MLA – Coimbatore, South. Each is described briefly below, with its chapter reference, thematic category, launch date, and headline impact statistic drawn from the field surveys presented in this volume.

<p><b>CH.II</b> <b>AMUTHAM</b></p>	<p><b>Nourishing the First 1,000 Days</b></p> <p><b>Category:</b> Health &amp; Nutrition</p> <p><b>Launched:</b> 09 May 2022</p> <p><b>Reach:</b> 2,500+ mothers and children</p>	<p><b>84%</b></p> <p>reported child health improvement</p> <p><b>96%</b></p> <p>overall satisfaction</p>
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<p><b>CH.III</b> <b>IDHAM</b></p>	<p><b>Dignity Through Menstrual Hygiene</b></p> <p><b>Category:</b> Women Empowerment</p> <p><b>Launched:</b> 17 August 2021</p> <p><b>Reach:</b> Young women across Coimbatore</p>	<p><b>96%</b></p> <p>improved health reported</p> <p><b>100%</b></p> <p>regular home delivery</p>
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<p><b>CH.IV</b> <b>SUYAM</b></p>	<p><b>From Homemakers to Breadwinners</b></p> <p><b>Category:</b> Livelihood &amp; Empowerment</p> <p><b>Launched:</b> 08 March 2023</p>	<p><b>97%</b></p> <p>gained confidence to work</p>
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	<b>Reach:</b> 1,500+ women	<b>76%</b> improved household voice
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<b>CH.V</b> <b>MODIYIN</b> <b>MAGAL</b>	<b>Educating the Daughters of Courage</b>	<b>100%</b>
	<b>Category:</b> Education & Child Welfare	enrolled in school
	<b>Launched:</b> 01 November 2020	<b>95%</b>
	<b>Reach:</b> Girl children (5–12) who lost fathers	would have struggled without support

<b>CH.VI</b> <b>WATER</b> <b>ATM</b>	<b>Clean Water at the Doorstep</b>	<b>93%</b>
	<b>Category:</b> Public Health & Infrastructure	overall satisfaction
	<b>Launched:</b> Ongoing	<b>81%</b>
	<b>Reach:</b> Urban households across Coimbatore	improved health reported

#### 1.4 Sectoral Spread and Thematic Coverage

The six schemes assessed in this report collectively cover five distinct development sectors, ensuring that intervention impact is not concentrated in a single domain but distributed across the full spectrum of human need in Coimbatore:

Sector	Scheme(s)	Primary Beneficiary Group
Health & Nutrition	Amutham	Newborns and nursing mothers
Menstrual Health & Dignity	Idham	Adolescent girls and young women
Livelihood & Women's Empowerment	Suyam	Homemakers and economically inactive women
Education & Child Welfare	Modiyin Magal	Fatherless girl children aged 5–12
Public Health Infrastructure	Water ATM	Low-income urban households

Across these five sectors, interventions reach beneficiaries at every stage of the life cycle — from the first weeks of infancy (Amutham) through school age (Modiyin Magal), adolescence (Idham), young adulthood (Suyam), and day-to-day household life (Water ATM). This deliberate life-cycle coverage is the defining structural feature of the programme model and is described in detail in Section 1.6 below.

### 1.5 Nature of Impact: Four Levels of Change

The interventions generate impact across four distinct and interrelated levels. Understanding these levels is essential to interpreting the survey findings presented in the subsequent chapters:

## **Level 1 — Immediate Relief**

The most direct and measurable level of impact. Daily milk delivery under Amutham, monthly sanitary napkin supply under Idham, annual educational grants under Modiyin Magal, purified drinking water under Water ATM, and sewing machines under Suyam all constitute tangible, material benefits that reach beneficiaries without delay or bureaucratic barrier. The survey data confirm that this immediate relief function is performing at exceptionally high levels across all schemes — delivery reliability rates range from 97% (Amutham) to 100% (Idham).

## **Level 2 — Preventive Intervention**

Beyond immediate relief, several schemes are explicitly designed to prevent outcomes that are far more costly than the intervention itself. Amutham prevents malnutrition during the first 1,000 days — the window when nutrition most deterministically shapes a child's cognitive and physical development for life. Idham prevents reproductive health infections and reduces school absenteeism among adolescent girls. Water ATM prevents waterborne disease in dense urban neighbourhoods where contaminated water is the norm. The survey evidence — 55% of Amutham mothers reporting reduced illness frequency, 100% of Idham beneficiaries reporting reduction in rashes and infections, 81% of Water ATM users reporting health improvement — confirms that these preventive objectives are being realised.

## **Level 3 — Empowerment**

The Suyam and Modiyin Magal schemes operate at a deeper transformative level. Suyam does not merely provide a service — it converts a homemaker into a skilled professional, equipping her with training, certification, and a productive asset (a sewing machine) that generates income indefinitely beyond the scheme's direct intervention. Modiyin Magal does not merely provide money — it enables a grieving, economically precarious family to maintain their daughter's educational trajectory, preventing the permanent foreclosure of her future opportunities. The survey evidence — 97% of Suyam beneficiaries reporting increased confidence, 76% reporting improved voice in household decisions, 100% school enrolment under Modiyin Magal — captures this empowerment dimension in measurable terms.

## **Level 4 — Community Strengthening**

The cumulative effect of sustained, high-quality scheme delivery is the building of community trust, social cohesion, and civic identity. Across all five schemes, beneficiaries were asked about awareness and attribution — whether they know who is responsible for the scheme and what it represents. The results are consistently strong: beneficiaries not only know the schemes, they associate them with a specific, named model of constituency governance. This attribution is not merely a political outcome; it reflects the degree to which the schemes have become embedded in community life as reliable, trusted institutions. The volunteer relationships built through Amutham, Idham, and Modiyin Magal in particular represent a form of social infrastructure that extends well beyond the material benefits the schemes deliver.

## **1.6 The Life-Cycle Approach to Women-Centric Development**

### **1.6.1 Conceptual Foundation**

The interventions covered in this report are not a collection of independent welfare schemes. They are nodes in a structured, life-cycle approach to women's development — a conceptual framework that recognises vulnerability not as an isolated event but as a set of cumulative disadvantages that compound across stages of a woman's life if not addressed early and consistently.

The foundational insight of the life-cycle approach is that deprivation at one stage creates deprivation at the next. A malnourished infant becomes a child with impaired cognitive development. A girl who drops out of school becomes a woman with limited livelihood options. A woman without vocational skills becomes a household dependent without economic voice. Breaking any link in this chain — through timely, appropriate intervention — creates compounding positive effects across the stages that follow.

The programme portfolio is explicitly designed to break the chain of cumulative disadvantage at every critical transition point, from the first days of life through adult economic participation.

### **1.6.2 Life-Cycle Stage Alignment**

The five schemes assessed in this report map directly onto five distinct stages of the female life cycle:

Life-Cycle Stage	Scheme	Key Vulnerability Addressed	Primary Impact Documented in This Report
Early Childhood (0–2 years)	Amutham	Malnutrition, developmental delay	84% child health improvement; 55% reduced illness frequency; measurable weight gain and increased alertness
Adolescence (12–18 years)	Idham	Menstrual stigma, hygiene risk, absenteeism	100% transition to sanitary napkins; 100% rash/infection reduction; 96% reported health improvement
School Age — at-risk (5–12 years)	Modiyin Magal	Educational dropout after paternal loss	100% school enrolment maintained; attendance improved in majority of households; household stress meaningfully reduced
Young Adulthood (20–55 years)	Suyam	Economic dependence, skill absence	~50% already earning; 97% report increased confidence; 76% report improved household decision-making voice
All Stages — Household Level	Water ATM	Unsafe water, disease burden, household expenditure	93% satisfaction; 81% health improvement; significant reduction in household water expenditure for majority of users

### 1.6.3 Theory of Change

The life-cycle model operates through the following integrated pathway of change:

**Nutrition Security → Educational Continuity → Menstrual Dignity → Vocational Skill → Economic Participation → Community Leadership**

This pathway creates a compounding positive effect: an adequately nourished child grows into a girl who stays in school; a girl who stays in school becomes a young woman with educational capital; a young woman with educational capital who gains a vocational skill becomes economically independent; an economically independent woman exercises greater voice in household decisions, invests more in her own children's health and education, and becomes a contributor — not merely a beneficiary — of community development.

The Water ATM scheme supports this entire pathway at the household level by reducing the time, cost, and health burden of water procurement — a task that falls disproportionately on women and girls across all life stages.

### 1.6.4 Why the Life-Cycle Approach Matters

Conventional welfare models respond to distress after it has occurred — providing relief to families already in crisis. The intervention framework model anticipates vulnerability at the stages when it is most preventable and addresses it before it compounds. Amutham prevents malnutrition before stunting occurs. Modiyin Magal prevents dropout before a girl's educational trajectory is permanently damaged. Idham prevents hygiene-related absenteeism before it affects academic outcomes. Suyam prevents economic exclusion before financial dependence becomes permanent.

This preventive orientation is not merely philosophically preferable — it is economically more efficient. The cost of providing daily milk to a nursing mother is a fraction of the lifetime healthcare cost of a malnourished child. The cost of an annual educational grant is a fraction of the social cost of a girl who never completes school. The programme design embeds this logic in the design of every scheme.

## 1.7 Survey Methodology and Report Structure

### **1.7.1 Survey Design**

The impact assessments presented in Chapters II through VI are based on structured questionnaire surveys administered to beneficiaries of each scheme in February 2026. Each survey was designed by scheme, with thematic domains tailored to the specific objectives and delivery mechanisms of the respective scheme. Surveys were administered through face-to-face interviews conducted by trained field investigators, ensuring high response quality and enabling qualitative follow-up where responses warranted clarification.

Across all surveys, beneficiaries were asked about their socio-economic and demographic profile, their experience of the scheme's operational delivery, the specific outcomes they have observed as a result of the scheme, and their overall assessment of the scheme's value and attribution. The multi-domain design ensures that impact is captured not just as a headline satisfaction statistic but as a rich, multi-dimensional profile of change at the beneficiary level.

### **1.7.2 Key Methodological Principles**

**Beneficiary-centred:** All outcome measures are self-reported by beneficiaries. This prioritises lived experience over administrative records.

- **Multi-domain:** Each scheme chapter covers between five and seven thematic domains, ensuring that narrow indicators do not misrepresent the scheme's full impact.
- **Counterfactual-aware:** Where possible, beneficiaries were asked what their situation would have been without the scheme — enabling a qualitative assessment of additionality.
- **Honest about limitations:** Where survey findings reveal operational gaps or areas for improvement, these are reported transparently alongside positive findings.

### **1.7.3 Structure of the Report**

The report is structured as follows. Chapter I (this chapter) establishes the conceptual and contextual foundation for the entire volume. Chapters II through VI each present a standalone impact assessment of one scheme, structured consistently across the following sections: Scheme Overview, Beneficiary Profile, Thematic Impact Findings, Operational Performance, and Overall Assessment. Each chapter is self-contained and can be read independently, but the

cumulative reading of all chapters is recommended to appreciate the life-cycle coherence of the intervention framework.

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### Programme Intervention — Key Facts at a Glance

<b>5</b> Schemes Assessed	<b>4,000+</b> Direct Beneficiaries	<b>5</b> Life-Cycle Stages Covered
<b>2020</b> Earliest Scheme Launch	<b>Feb 2026</b> Survey Conducted	<b>93%+</b> Avg. Beneficiary Satisfaction

*The chapters that follow bring these numbers to life — through the voices of nursing mothers, adolescent girls, fatherless children, homemakers turned entrepreneurs, and families who now drink clean water from a machine fifty metres from their door.*

CHAPTER- II  
AMUTHAM

*Nourishing the First 1000 Days*



## SCHEME OVERVIEW

The Amutham scheme is a nutrition-focused initiative designed to support the health of newborns and nursing mothers. It provides free fresh cow's milk daily to breastfeeding mothers and children up to 2 years of age, delivered directly to their doorsteps.

**Inauguration:** 09 May 2022 | **Beneficiaries:** 2,500+ Mothers & Children

### Key Findings at a Glance

84%	96%	94%
Reported Child Health Improvement	Overall Scheme Satisfaction	Reported Financial Relief from Scheme

### 1. Survey Design and Beneficiary Profile

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This chapter presents a field-level impact assessment of the Amutham scheme based on structured interviews conducted with beneficiary mothers across the scheme's coverage area. The survey was administered in February 2026 and covers seven thematic domains: child health outcomes, maternal health benefits, delivery performance, household economic impact, awareness and attribution, and overall satisfaction.

#### 1.1 Socio-Economic Profile of Beneficiaries

The surveyed population represents households with low to modest economic resources, precisely the target group the scheme is designed to serve. The median monthly household income among respondents stands at Rs. 18,000, with 75% of households earning Rs. 20,000 or below — well within the economically vulnerable bracket. A significant majority of beneficiary mothers (70%) are homemakers, affirming that the scheme reaches families where

the mother is the primary caregiver and daily milk procurement would otherwise be a financial strain.

*Table 1: Demographic Characteristics of Surveyed Beneficiaries*

Demographic Indicator	Finding
Median monthly household income	<b>Rs. 18,000</b>
Mothers who are homemakers	<b>70%</b>
Mothers with graduate-level education or above	<b>60%</b>
Gender split of beneficiary children	<b>Male: 53%   Female: 47%</b>
Average duration on scheme	<b>15 months (range: 1–29 months)</b>

## 2. Child Health Impact

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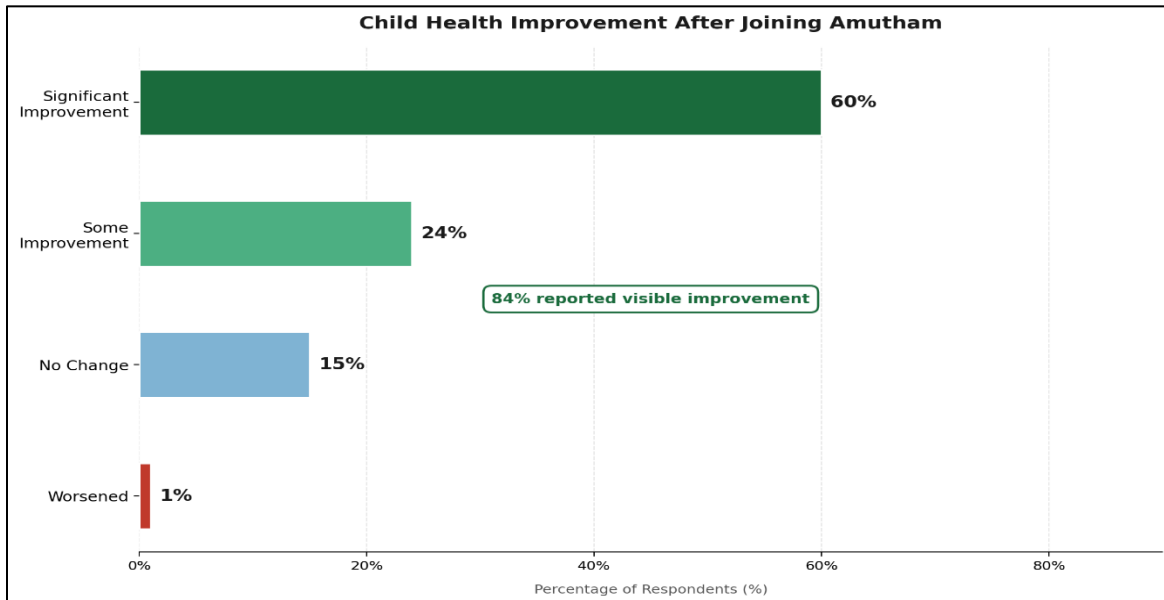
The primary purpose of the Amutham scheme is to improve nutritional outcomes during the critical first 1,000 days of a child's life. The survey results paint a compelling picture of measurable health improvement across multiple indicators.

### 2.1 Overall Improvement in Child Health

An overwhelming 84% reported a visible improvement in their child's health since joining the scheme. Of these, 60% described the change as "significant improvement," while 24% observed "some improvement." Only 15% reported no change — a finding that speaks to the programme's strong safety and benefit profile.

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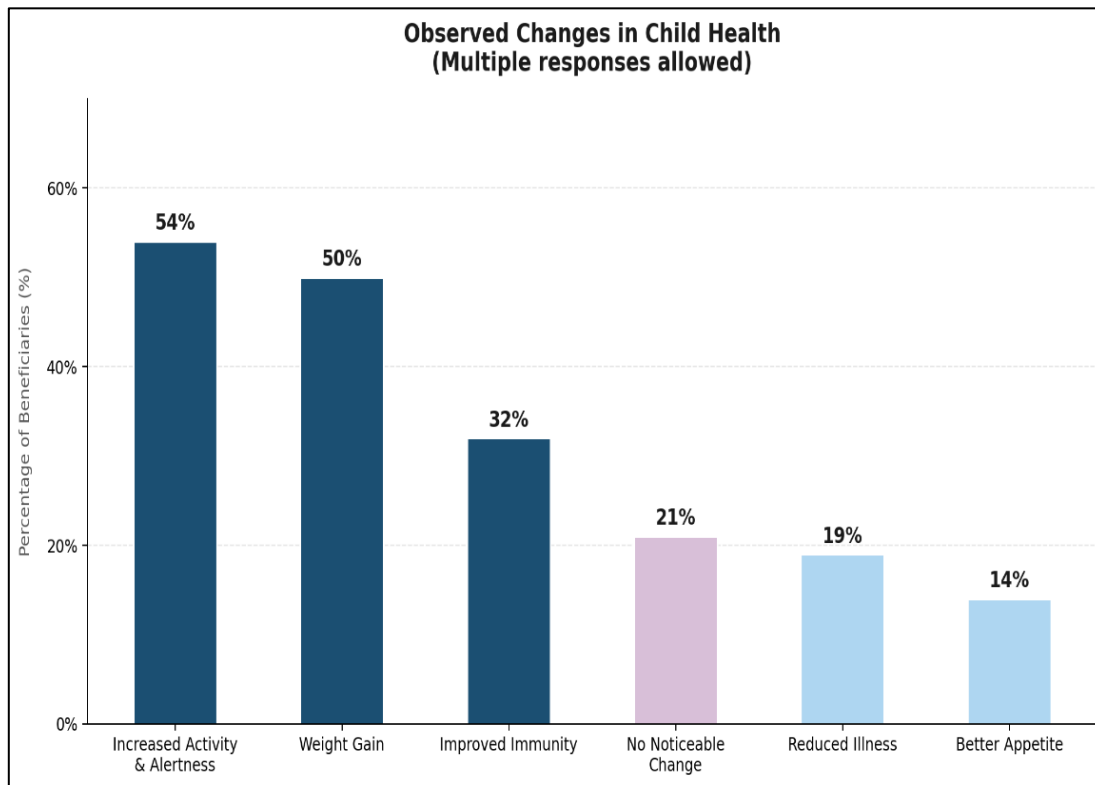
Figure 1: Self-Reported Child Health Improvement Among Amutham Beneficiaries



## 2.2 Specific Health Changes Observed in Children

Mothers were asked to identify specific health changes they observed in their children. The results reveal that the scheme's impact goes well beyond simple nutrition — it appears to stimulate holistic physical and cognitive development.

Figure 2: Specific Health Changes Observed in Children (Multiple Response)

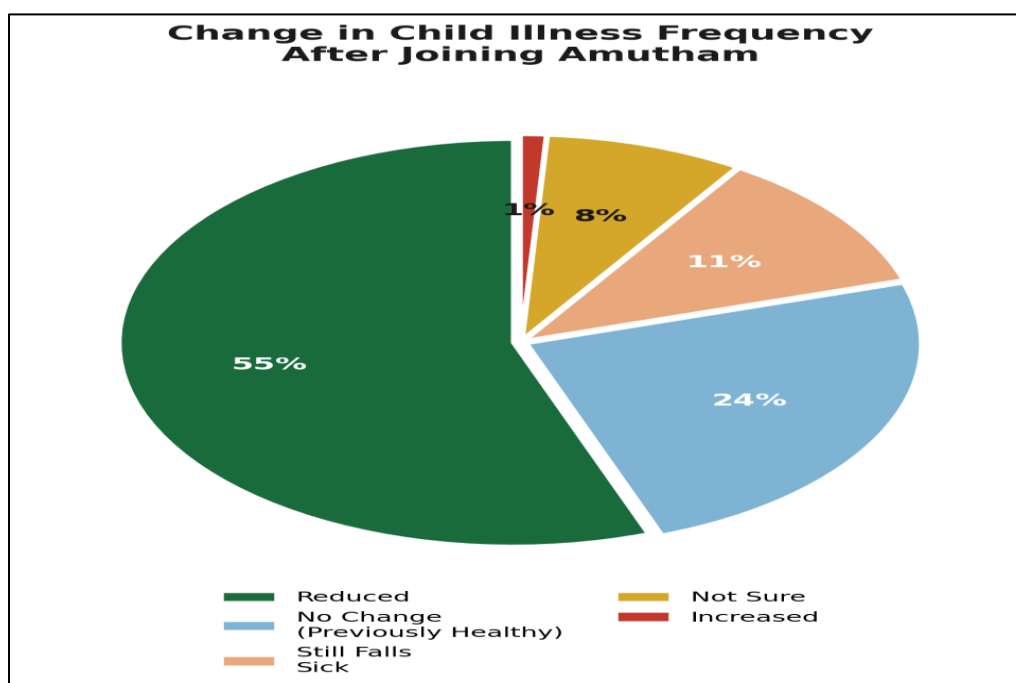


The most frequently reported change was "Increased Activity and Alertness," cited by 54% mothers, followed closely by "Weight Gain" (50%). "Improved Immunity" was reported by 32% mothers, while "Reduced Illness" was noted by 19% and "Better Appetite" by 14%.

### 2.3 Change in Frequency of Child Falling Sick

Illness frequency is a reliable proxy for immune strength and overall health. Among all respondents, 55% mothers reported that their child falls sick less frequently compared to before the scheme. An additional 24% mothers reported no change — but notably, these were households where the child was not falling sick even before the scheme, suggesting already-adequate health baselines. Only 11% mothers reported that the child still falls sick often, and 8% were unsure.

Figure 3: Change in Child Illness Frequency After Joining the Scheme



## 2.4 Comparative Impact: Current vs. Previous Children

A particularly powerful data point emerges from mothers who had older children. Among those with more than one child and who had not received milk support for their previous child, 46 mothers noted "Better Growth and Weight Gain" in the current child compared to the older one. Twenty-nine observed the current child to be "More Active and Alert," while 16 cited fewer illnesses. Only 23 of such mothers reported no major difference — underscoring the counterfactual impact of the scheme when viewed across a mother's own birth history.

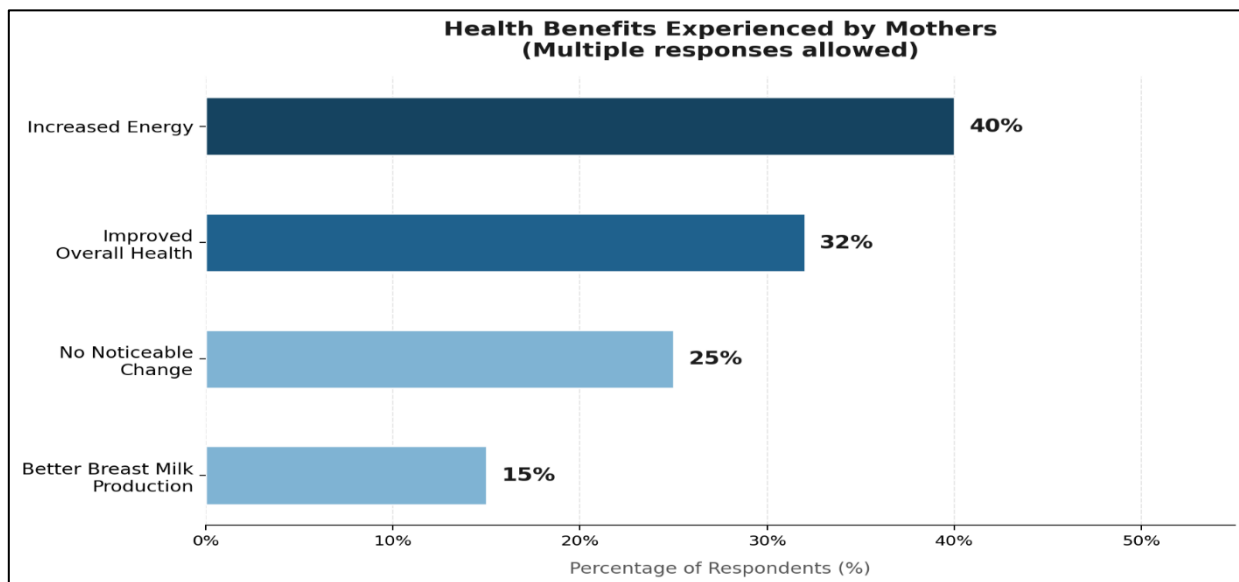
## 3. Maternal Health Impact

Beyond the child, the Amutham scheme recognises the nutritional needs of lactating mothers — a group whose health directly determines the quality of breastfeeding and, by extension, infant outcomes.

### 3.1 Health Benefits Experienced by Mothers

When asked about personal health benefits, 75% of mothers reported at least one positive change. The most common benefit cited was "Increased Energy" — experienced by 40% mothers, reflecting the calorie and calcium contribution of daily fresh milk for lactating women. "Improved Overall Health" was reported by 32% mothers, and "Better Breast Milk Production" by 15%.

*Figure 4: Health Benefits Reported by Mothers (Multiple responses allowed)*



### 3.2 Belief in Nutrition-Child Health Link

A striking 88% of mothers affirmed the causal connection between their own improved nutrition and their child's health outcomes. Specifically, 71% mothers said "Yes, definitely" when asked if the scheme helped improve their nutrition which in turn benefited their child's health, while 17% said "Yes, to some extent." This strong attribution demonstrates that beneficiaries have internalised the science of lactational nutrition — a critical awareness outcome for any public health initiative.

## 4. Delivery Performance and Operational Efficiency

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A welfare scheme is only as good as its last-mile delivery. The Amutham scheme's design — doorstep delivery of fresh milk daily - is operationally demanding, and the survey reveals an exceptional performance record.

Of the 149 mothers who responded to the delivery question, 145 (97%) confirmed that milk is delivered "Always" to their doorstep with complete regularity. Only 3 reported "Sometimes" and 1 reported "Never." This 97% consistent delivery rate is a strong operational achievement and directly contributes to the high trust and satisfaction levels seen in other parts of the survey.

Table 2: Distribution of delivery performance and operational efficiency

Delivery Consistency	Number	Percentage
Always (Regular)	145	97%
Sometimes	3	2%
Never	1	1%

## 5. Household Economic Impact

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Beyond the direct health benefits, the Amutham scheme generates a tangible economic dividend for low-income families by effectively replacing a daily household expense.

### 5.1 Reduction in Household Expenses

Fresh cow's milk in the open market carries a significant daily cost that many of these households — with median incomes of Rs. 18,000 per month — would struggle to sustain. The scheme's impact on the household budget is therefore substantial: 94% of respondents reported some financial relief.

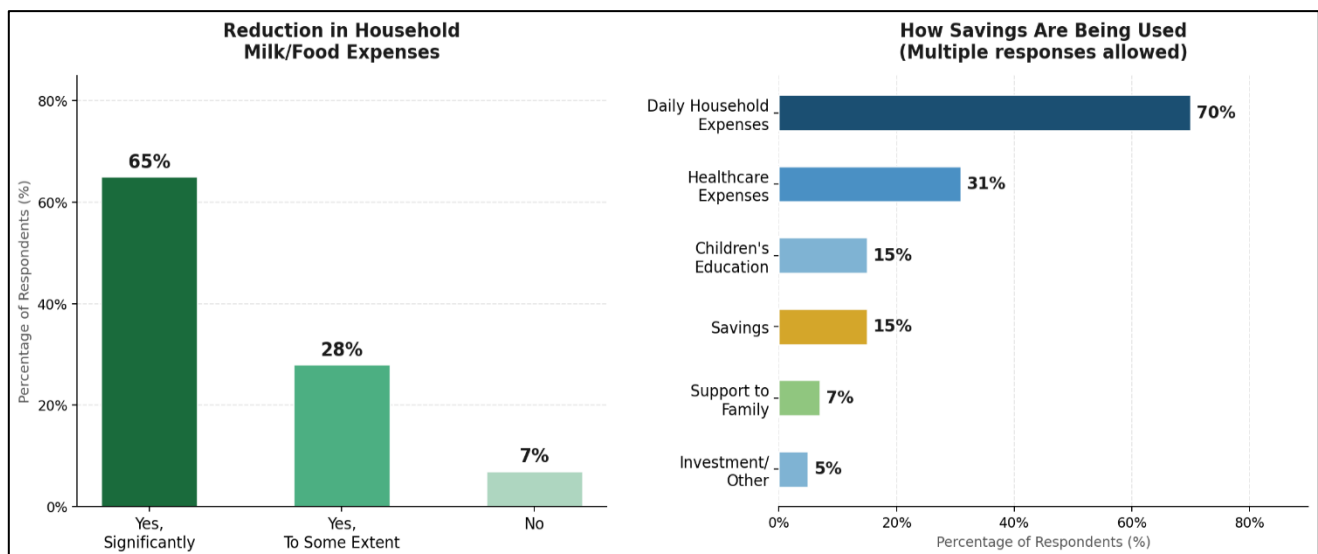
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Specifically, 65% mothers said the scheme helped "significantly" reduce their milk or food expenses, while 28% said it helped "to some extent." Only 7% mothers reported no financial impact — most likely those in households with higher incomes or pre-existing dairy access.

## 5.2 How Saved Resources Are Being Channelled

The ripple effect of this saving is being felt across the household economy. Of the mothers who reported savings, the largest group — 70% — redirected the money toward daily household expenses such as food, groceries, and utilities, effectively improving overall dietary quality. 31% redirected savings toward healthcare expenses, while 15% each used savings for their children's education and personal savings. A smaller but notable group of 7% used savings to support other family members. A smaller but notable group of 7% used savings to support other family members.

Figure 5: Financial Impact — Reduction in Expenses (Left) and Use of Savings (Right)



This reallocation of resources demonstrates that the Amutham scheme's benefit is not merely nutritional but functions as an effective economic support mechanism for vulnerable households — reducing financial stress while improving overall quality of life.

## 6. Beneficiary Satisfaction and Scheme Advocacy

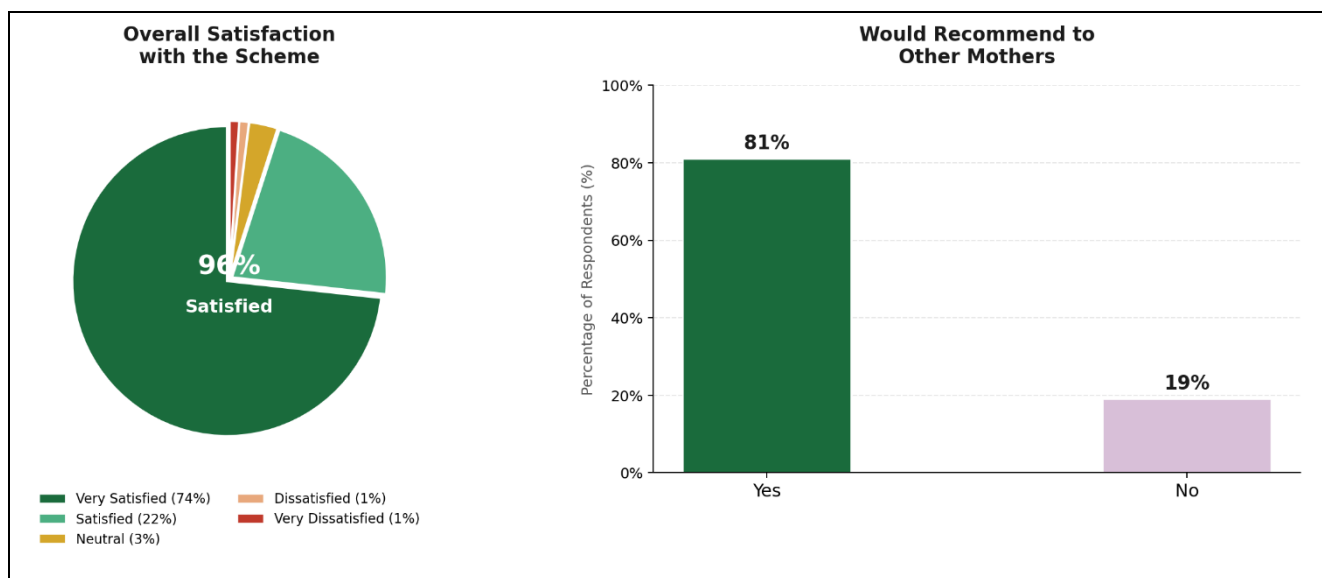
### 6.1 Overall Satisfaction

Beneficiary satisfaction with the Amutham scheme is exceptionally high. 74% expressed themselves as "Very Satisfied" and 22% as "Satisfied" — yielding a combined satisfaction rate of 96%. Only 4 respondents were neutral and just 2 expressed dissatisfaction, translating to a dissatisfaction rate of barely 1.3%.

## 6.2 Willingness to Recommend

Scheme advocacy — willingness to recommend to others — is a particularly robust measure of genuine impact, since it involves reputational commitment. Here again, results are strong: 81% respondents said they would recommend the Amutham scheme to other mothers. The 19% who said they would not recommend it is worth monitoring in follow-up surveys to understand whether this reflects dissatisfaction with delivery, perceived inadequacy of the benefit, or other factors.

*Figure 6: Overall Satisfaction (Left) and Recommendation Rate (Right)*



## 6.3 Confidence in Child Nutrition

An often-overlooked dimension of welfare scheme success is the psychological security it provides. When asked whether they felt more confident about their child's nutrition because of the scheme, a whopping 95% mothers said yes. This near-universal confidence effect indicates that the scheme does more than provide milk — it reduces the anxiety of nutritional insecurity that is pervasive in economically constrained households.

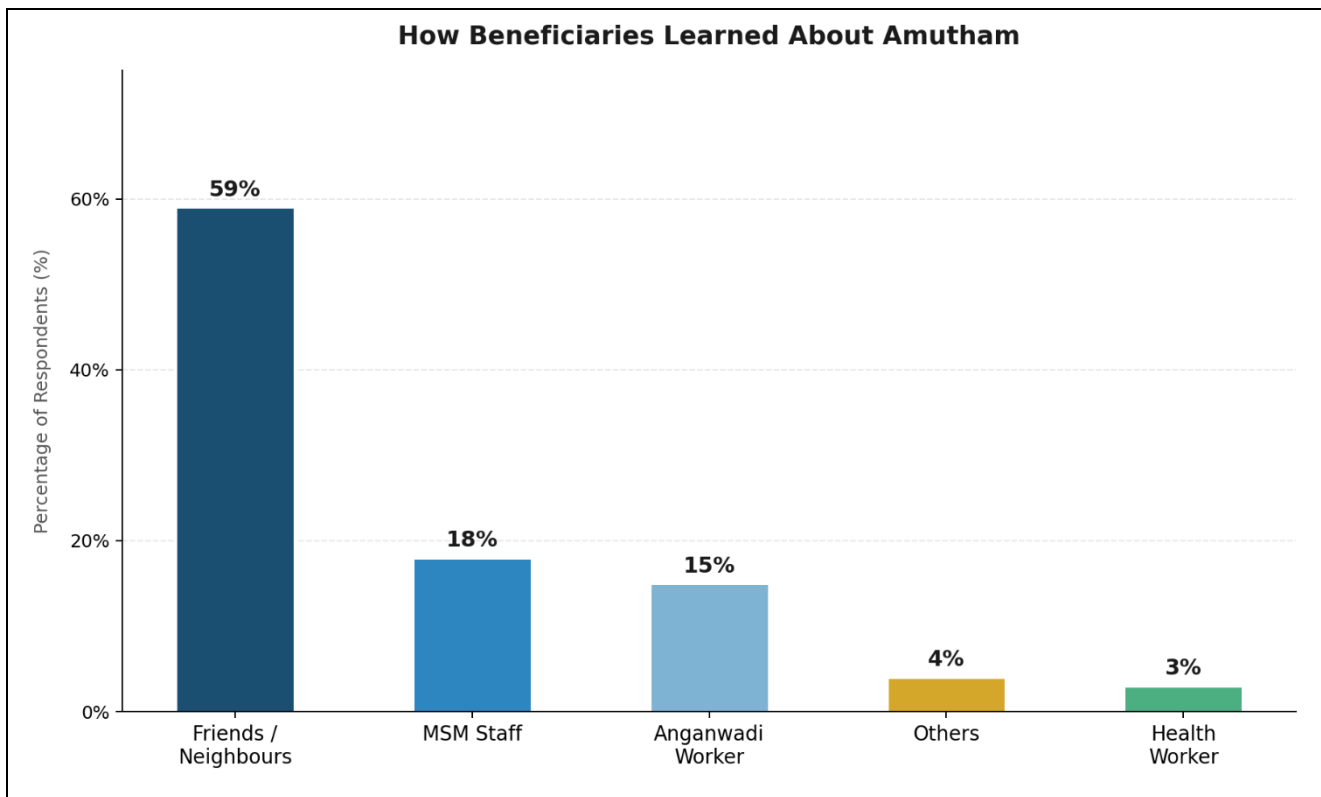
## 7. Awareness, Attribution, and Political Visibility

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### 7.1 How Beneficiaries Learned About the Scheme

Community word-of-mouth has been the dominant channel through which the Amutham scheme has spread its reach. A substantial 59% mothers learned about the scheme through friends and neighbours — a strong signal of organic, trust-based outreach. MSM staff accounted for 18% referrals and Anganwadi workers for 15%, confirming that ground-level health infrastructure has played an important supporting role.

*Figure 7: Primary Channel Through Which Beneficiaries Learned About Amutham*



### 7.2 Attribution to the MLA

Political attribution — whether beneficiaries correctly identify who is responsible for the scheme — has direct implications for electoral visibility and public credit for governance work. The survey reveals a strong majority of correct attribution: 71% respondents correctly identified the scheme's source, while 15% knew partially. Only 12% did not know. This 71%

correct attribution rate is a significant outcome for a scheme that operates through multiple government and NGO channels.

Table 3: Distribution of respondents based on correct attribution

Attribution Level	Percentage
Knows correctly (correctly identified the scheme's political source)	71%
Knows partially	15%
Does not know	12%

## 8. Summary and Conclusion

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The Amutham scheme stands out as a rare convergence of strong programme design, reliable implementation, and measurable human impact. This survey of beneficiaries across the constituency reveals the following key conclusions:

- **HEALTH IMPACT IS REAL AND WIDESPREAD:** majority of mothers reported visible child health improvement, with increased alertness, weight gain, and improved immunity (48%) being the most frequently cited changes. Illness frequency dropped for over half the surveyed children.
- **MATERNAL HEALTH IS A CRITICAL CO-BENEFIT:** Three in four mothers experienced personal health benefits — primarily increased energy and improved overall health — reinforcing that supporting the mother is the most direct path to a healthier child.

- **DELIVERY IS OPERATIONALLY STRONG:** A 97% consistent doorstep delivery rate is exceptional for a daily perishable commodity and is the foundation upon which the scheme's trust is built.
- **ECONOMIC MULTIPLIER IS SIGNIFICANT:** 94% of households reported financial relief from the scheme, and the savings are being reinvested into food, healthcare, and education — compounding the scheme's impact across the household economy.
- **SATISFACTION AND ADVOCACY ARE BOTH HIGH:** A 96% satisfaction rate and 81% recommendation rate are metrics that most government schemes aspire to but rarely achieve.
- **POLITICAL ATTRIBUTION IS STRONG:** Majority of beneficiaries correctly identify the scheme's political source — a meaningful outcome for constituency visibility.

*In sum, the Amutham scheme is not merely a milk distribution programme. It is a sustained investment in the first 1,000 days of life — the developmental window where nutrition has the greatest long-term impact on cognitive ability, physical health, and economic productivity. The data compellingly shows that this investment is working.*

## CHAPTER - III

### IDHAM

#### *Dignity Through Menstrual Hygiene*



## SCHEME OVERVIEW

The Idham scheme is a menstrual hygiene awareness and support initiative that provides free sanitary napkins every month to young women and adolescent girls from financially struggling backgrounds. Volunteers deliver these supplies directly to beneficiaries to ensure privacy and dignity.

**Inauguration:** 17 August 2021 | **Beneficiaries:** Young women across Coimbatore

### Key Findings at a Glance

96%	100%	92%
Reported Improved Health	Regular Home Delivery	Now Saving Money Monthly

## 1. Survey Design and Beneficiary Profile

This chapter presents a field-level impact assessment of the Idham scheme based on structured interviews conducted with beneficiary women across the scheme's coverage area. The survey covers six thematic domains: product usage and transition, product quality, delivery and privacy performance, household financial impact, menstrual health awareness, and overall scheme impact.

### 1.1 Socio-Economic and Demographic Profile of Beneficiaries

The surveyed population spans a wide demographic spectrum — from school-going adolescents to working women and homemakers — reflecting the scheme's broad community reach. The median age of beneficiaries is 25 years, with respondents ranging from adolescents as young as 15 to women up to 48 years of age. This age range underscores the scheme's relevance across the full lifecycle of menstruation.

The occupational profile is particularly telling. School-going girls and college students together account for two-fifths of the beneficiary base, confirming that the scheme is reaching young

women at precisely the age when access to safe menstrual hygiene is most critical for educational continuity. Working women make up a further portion, while homemakers complete the profile — together representing the financially constrained households the scheme is designed to serve.

*Table 2: Demographic Characteristics of Surveyed Beneficiaries*

Demographic Indicator	Finding
Median age of beneficiaries	<b>25 years (range: 15–48)</b>
School-going students	Over one-sixth of respondents
College students	Nearly one-quarter of respondents
Working women	Over one-third of respondents
Duration on scheme (more than 1 year)	Approximately two-fifths of respondents

## 2. Product Usage Transition

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One of the most important behavioural shifts the Idham scheme aims to catalyse is the transition from traditional, often unhygienic menstrual practices - particularly the use of cloth - to the consistent use of sanitary napkins. The survey data reveals a decisive and near-complete transition.

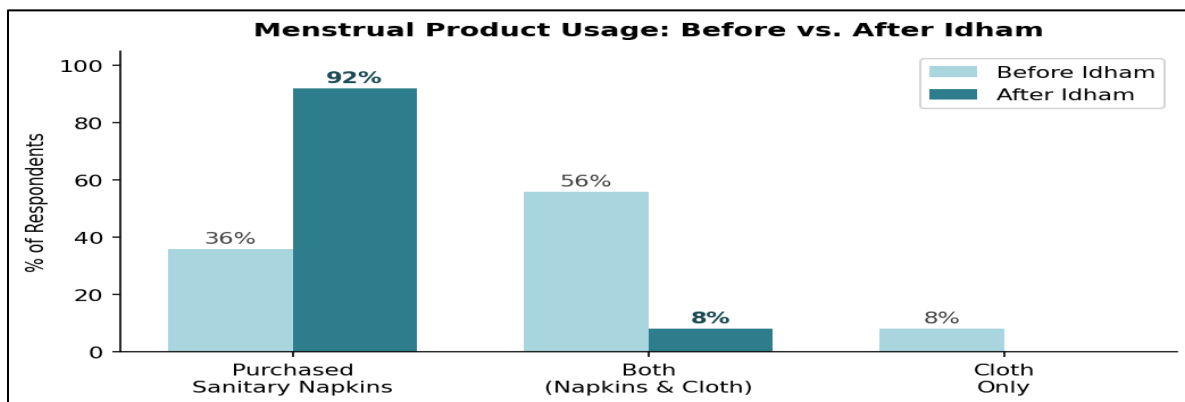
### 2.1 Prior vs. Current Menstrual Product Use

Before joining the scheme, the majority of respondents used a combination of purchased sanitary napkins and cloth during their periods - a practice common in households where

consistent purchase of napkins is a financial strain. A small proportion relied exclusively on cloth, which carries significant health risks including infections.

After joining Idham, the shift is dramatic: the overwhelming majority of respondents now use only sanitary napkins, with only a negligible fraction retaining any cloth usage. This near-universal transition to sanitary napkins represents one of the scheme's most significant and measurable outcomes.

Figure 8: Menstrual Product Usage — Before vs. After Joining Idham



### 3. Product Quality and Comfort Assessment

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For a menstrual hygiene scheme to be effective, the product provided must meet the practical needs of its users. The Idham scheme's sanitary napkins were assessed across three dimensions: quality rating, comfort, and protection adequacy.

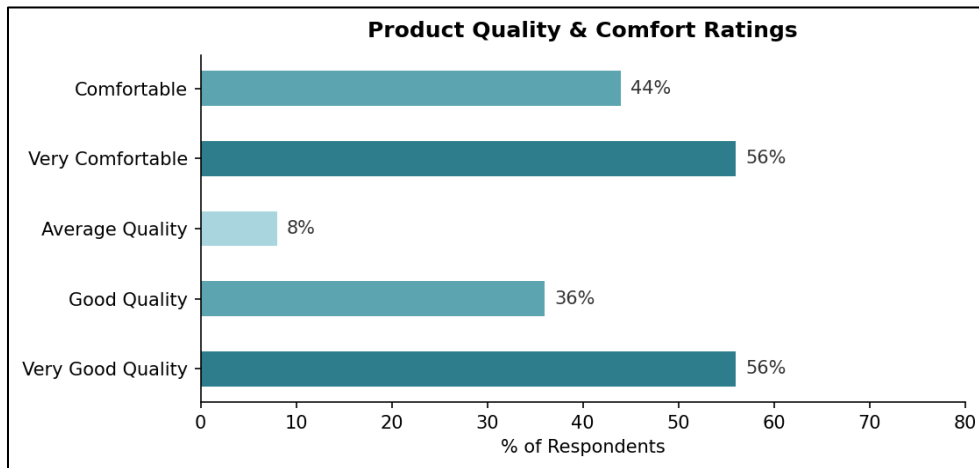
#### 3.1 Quality and Comfort Ratings

The quality of the pads provided under Idham received highly positive feedback. A strong majority of respondents rated the quality as either "Very Good" or "Good," with a combined favourable rating accounting for more than nine-tenths of all respondents. Only a small fraction found the quality to be average, and no respondent rated the pads as poor.

On comfort, all respondents reported a positive experience — with respondents split between "Very Comfortable" and "Comfortable" — indicating that the pads meet the baseline comfort requirements for confident use during daily activities, including school and work.

Figure 2: Product Quality and Comfort Ratings

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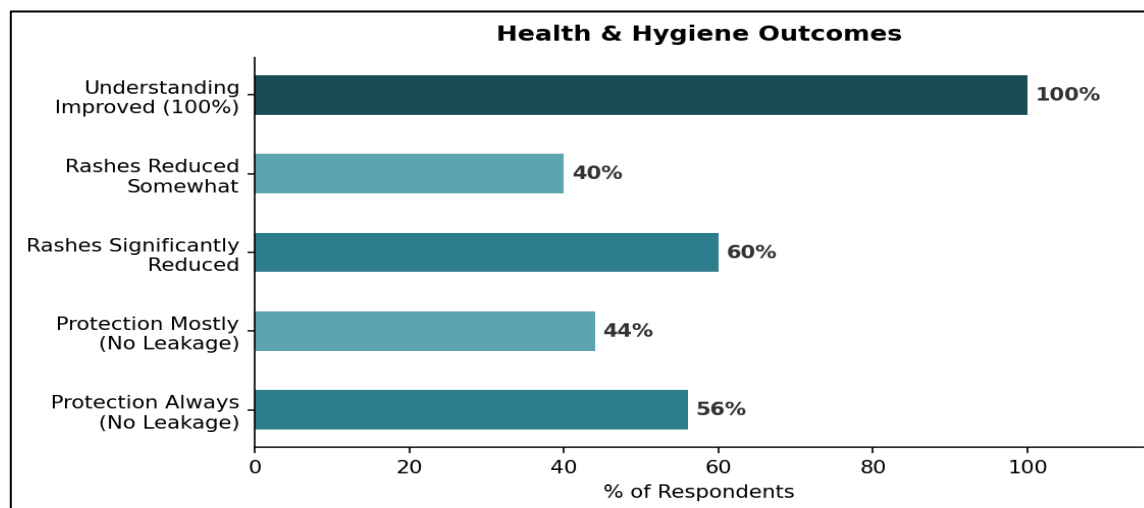


### 3.2 Protection and Reduction in Health Problems

Protection from leakage — a central practical concern for pad users — was assessed strongly positive. All respondents reported adequate protection, with a majority reporting protection "Always" and the remainder reporting protection "Mostly." Zero respondents reported inadequate protection, a significant outcome for continued, confident usage.

Perhaps the most clinically significant finding in this section relates to the reduction in rashes, skin irritation, and infections. Every single respondent reported some degree of improvement, with three-fifths reporting a significant reduction in such problems and the remaining two-fifths reporting a moderate reduction. The complete absence of respondents who experienced no improvement or a worsening of symptoms is a strong indicator of the product's quality and hygiene safety.

*Figure 3: Health and Hygiene Outcomes — Protection and Rash Reduction*



#### 4. Delivery Performance and Privacy

The Idham scheme's design - home delivery of sanitary napkins by volunteers - is both an operational challenge and a critical design feature. In communities where menstruation carries social taboo, home delivery serves a dual function: ensuring logistical access and protecting the dignity and privacy of beneficiaries.

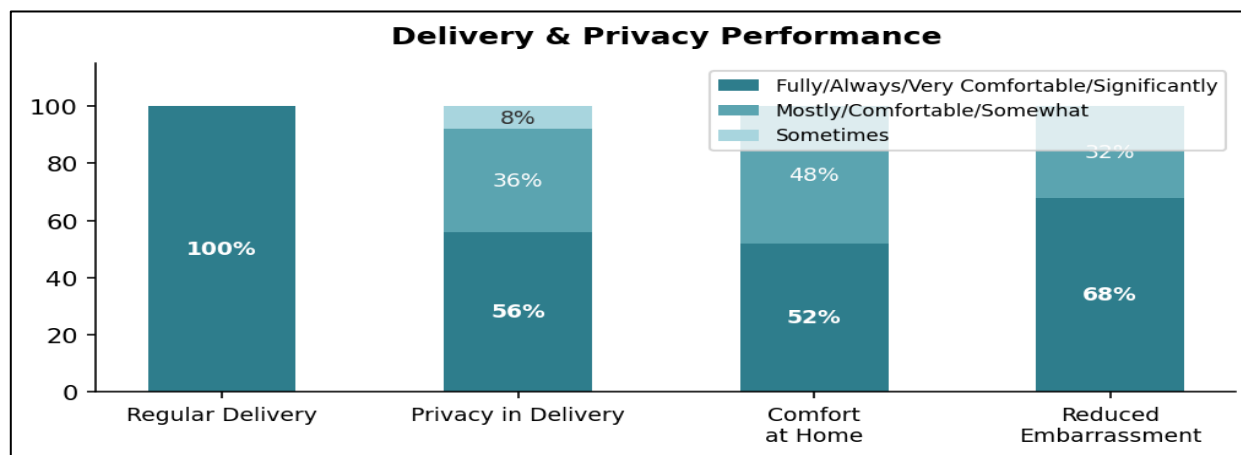
##### 4.1 Delivery Regularity

The delivery performance of the Idham scheme is exemplary. Every single respondent — representing the full surveyed population — confirmed that sanitary napkins are delivered to their home regularly. This perfect delivery record is a remarkable operational achievement and the bedrock of the scheme's reliability and trust.

##### 4.2 Privacy and Comfort in Home Delivery

Privacy in delivery is a nuanced but vital metric for a scheme involving menstrual products. A majority of respondents reported that their privacy was "Always" maintained during delivery, with a further significant proportion reporting it was "Mostly" maintained. Only a very small fraction reported occasional privacy concerns — an area for continued operational improvement.

*Figure 4: Delivery Regularity, Privacy, and Comfort in Home Delivery*



Beneficiaries' personal comfort in receiving supplies at home was uniformly high — with the entire surveyed population reporting either "Very Comfortable" or "Comfortable" levels of ease. This finding strongly suggests that home delivery has normalised access to menstrual products within the household and reduced the hesitation or shame that might accompany procurement in public.

#### 4.3 Reduction of Embarrassment and Social Stigma

A powerful secondary outcome of home delivery is its direct contribution to reducing the embarrassment historically associated with purchasing or discussing menstrual products. More than two-thirds of respondents reported a "Significant" reduction in embarrassment or hesitation, while the remaining respondents reported at least some reduction. No respondent reported that home delivery had made no difference to their sense of ease — a result that validates the scheme's human-centred delivery design.

### 5. Household Financial Impact

Beyond hygiene, the Idham scheme generates a meaningful and direct economic benefit. Sanitary napkins represent a recurring monthly expense that can be a burden for low-income households. By providing these products free of charge, the scheme effectively creates a monthly saving for each beneficiary household.

#### 5.1 Savings Generated

The median monthly spend on menstrual products before joining the scheme was approximately Rs. 250, with an average of Rs. 258 per month. The provision of free napkins

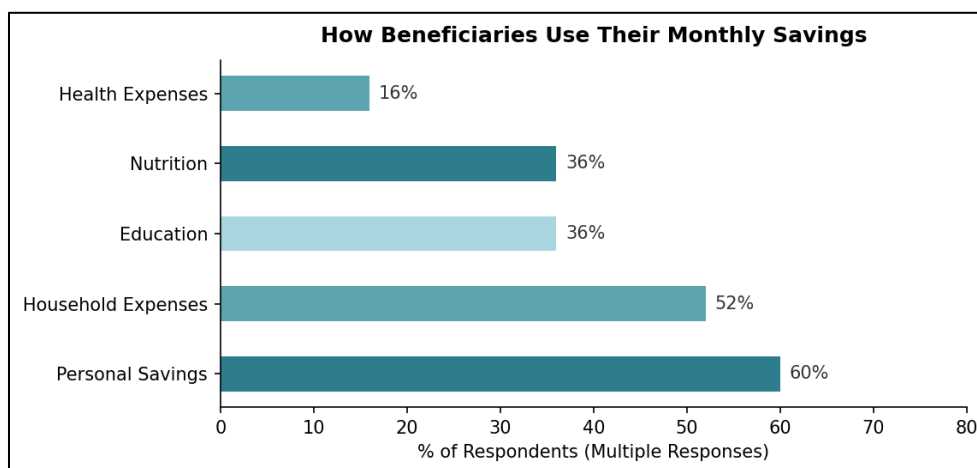
under Idham thus represents an annual saving of approximately Rs. 3,000 per household — a meaningful sum for economically constrained families.

The impact is being felt: a strong majority of respondents confirmed they are now saving money as a direct result of the scheme. Only a small fraction reported no savings — likely those who had not previously purchased napkins at all.

## 5.2 How Savings Are Being Channelled

The reallocation of these savings reveals a pattern of responsible and developmental expenditure. The largest group of beneficiaries redirected savings toward personal savings or household expenses. A substantial proportion channelled the money toward education or nutrition — investments that compound the scheme's social impact well beyond hygiene.

*Figure 5: How Beneficiaries Are Using Their Monthly Savings from Idham*



## 6. Menstrual Hygiene Awareness

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A core stated objective of the Idham scheme goes beyond product provision: it aims to change awareness and break the taboo surrounding menstruation. The survey tested this objective directly.

The result is unambiguous: every single respondent — the full surveyed population — affirmed that the scheme had improved their understanding of menstrual hygiene. This universal awareness impact is the scheme's most powerful attitudinal outcome and speaks to the quality of the volunteer interactions and educational component that accompanies product delivery.

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This 100% awareness improvement rate transforms the Idham scheme from a product distribution programme into a behaviour change and social norm initiative — arguably its most durable and far-reaching impact.

## 7. Overall Life Impact and Scheme Assessment

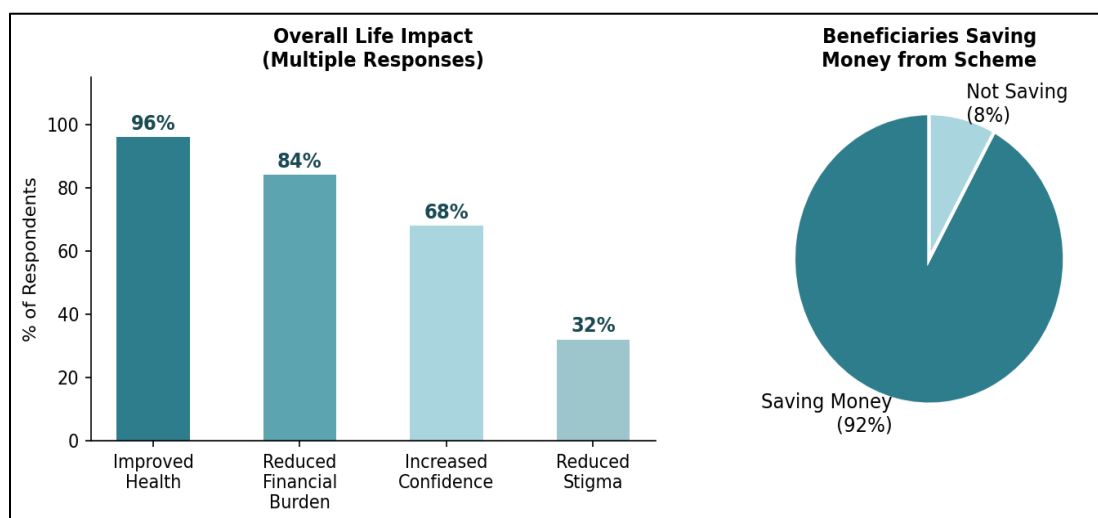
### 7.1 Self-Reported Life Impact (Multiple Responses)

Beneficiaries were asked to assess the overall impact of the Idham scheme on their lives across four dimensions. The results paint a compelling picture of multi-dimensional benefit.

Improved health was cited by nearly all respondents as an outcome of the scheme — the highest response across all dimensions, and consistent with the near-universal reduction in rashes and infections observed in Section 3. Reduced financial burden was cited by more than four-fifths of respondents, reflecting the economic relief documented in Section 5.

Increased confidence — a less tangible but critically important outcome — was reported by more than two-thirds of respondents. This dimension captures the psychological empowerment that comes from reliable access to hygiene products and the private, dignified manner in which they are delivered. Reduced stigma, while less frequently cited, was still reported by nearly one-third of respondents, signalling that the scheme is beginning to shift deep-seated social attitudes.

*Figure 6: Overall Life Impact (Multiple Responses) and Savings Rate*



Notably, zero respondents reported "No Major Impact" — meaning every single beneficiary experienced at least one meaningful positive life change as a result of the Idham scheme.

## 7.2 Summary Impact Table

Table 2: Life Impact reported by Beneficiaries

Life Impact Dimension	Reported By
Improved Health	<b>Nearly all respondents</b>
Reduced Financial Burden	<b>More than four-fifths of respondents</b>
Increased Confidence	<b>More than two-thirds of respondents</b>
Reduced Stigma	Nearly one-third of respondents
No Major Impact	Zero respondents

## 8. Summary and Conclusion

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The Idham scheme stands as a powerful demonstration of how a targeted, community-based welfare initiative can generate impact far exceeding the sum of its parts. This survey of beneficiaries across the constituency reveals the following key conclusions:

- **COMPLETE PRODUCT TRANSITION:** COMPLETE PRODUCT TRANSITION: Near-universal shift to sanitary napkins has been achieved. The scheme has effectively replaced unreliable and potentially unsafe traditional practices for the overwhelming majority of its beneficiaries.
- **PRODUCT QUALITY IS STRONG:** PRODUCT QUALITY IS STRONG: More than nine-tenths of respondents rated the pads favourably, with 100% reporting adequate protection and 100% reporting a reduction in rashes, irritation, or infections. This is a comprehensive product safety endorsement.
- **DELIVERY IS PERFECT AND PRIVATE:** DELIVERY IS PERFECT AND PRIVATE: A 100% regular delivery rate is exceptional. Combined with high privacy scores and universal comfort in home delivery, this operational model has succeeded in making access to menstrual hygiene dignified and stigma-free.
- **ECONOMIC RELIEF IS REAL:** ECONOMIC RELIEF IS REAL: A large majority of beneficiaries are now saving their previous monthly expenditure on menstrual products and reinvesting it in savings, household needs, education, and nutrition — creating a ripple of economic uplift beyond the immediate scheme.
- **AWARENESS IMPACT IS UNIVERSAL:** AWARENESS IMPACT IS UNIVERSAL: A 100% improvement in menstrual hygiene awareness among beneficiaries is the most significant attitudinal outcome of the scheme — transforming it from a product programme into a durable health education intervention.
- **MULTI-DIMENSIONAL LIFE IMPACT:** MULTI-DIMENSIONAL LIFE IMPACT: No respondent reported zero impact. Health improvement, financial relief, and increased confidence have collectively improved quality of life for every woman surveyed.

*In sum, the Idham scheme is not merely a sanitary napkin distribution programme. It is a sustained investment in the dignity, health, and confidence of women and girls at precisely the stage of life where access to menstrual hygiene has the greatest bearing on educational attendance, workplace participation, and psychological well-being. The data compellingly shows that this investment is working — and working comprehensively.*

## CHAPTER - IV

### SUYAM

#### *From Homemakers to Breadwinners*



## SCHEME OVERVIEW

The Suyam scheme is a skill development and women empowerment programme that provides free professional tailoring training to women. Upon successful completion, each beneficiary is awarded a free sewing machine and a certificate — giving them both the skill and the tool to begin earning immediately. The scheme is designed to transform homemakers into breadwinners and foster genuine financial independence and self-confidence.

**Inauguration:** 08 March 2023 (International Women's Day) | **Beneficiaries:** 1,500+ Women across Coimbatore

### Key Findings at a Glance

97%	96%	76%
Gained Confidence to Work or Travel Outside Home	Found Sewing Machine Critical for Starting Work	Reported Improved Voice in Household Decisions

## 1. Survey Design and Beneficiary Profile

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The Suyam scheme is distinctive in its design: it does not merely provide training — it also equips every graduate with a sewing machine and a certificate, ensuring that the transition from learning to earning requires no additional capital investment. This chapter evaluates whether that design has delivered on its promise.

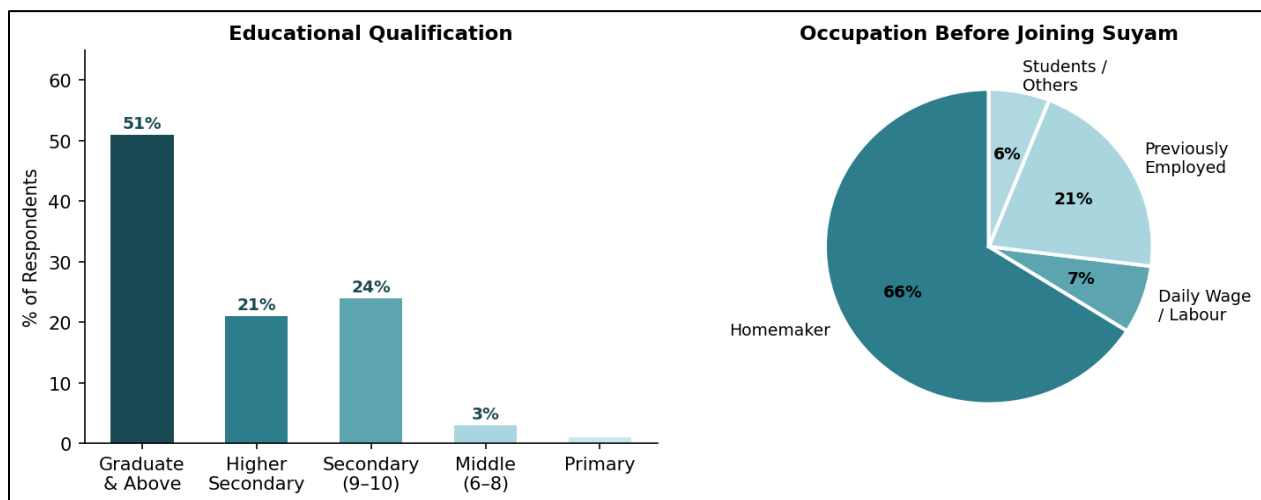
### 1.1 Demographic and Socio-Economic Profile

The median age of Suyam beneficiaries is 35 years, with the programme reaching women from 20 to 55 years of age — spanning young adults embarking on their first vocational experience to experienced homemakers seeking economic independence at a later stage of life. Nearly all

respondents are married, confirming that the programme primarily serves women within family units where supplementary income has immediate household impact.

The educational profile of beneficiaries is notably high. More than half hold a graduate-level qualification or above. A further fifth has completed higher secondary education, and nearly a quarter have secondary education. This educated beneficiary base signals both the latent potential that exists among homemakers who have never been channelled into the formal economy, and the programme's effectiveness in converting academic qualification into vocational skill.

*Figure 1: Educational Qualification of Beneficiaries (Left) and Occupation Before Joining Suyam (Right)*



The pre-Suyam occupational profile is dominated by homemakers: nearly two-thirds of respondents were exclusively engaged in household work before joining the programme. A small share came from daily wage or labour backgrounds, and only a negligible fraction had any prior exposure to tailoring. This confirms that Suyam is overwhelmingly serving women with no formal vocational history — precisely the target population for whom such a programme is most transformative.

Table 3: Demographic Characteristics of Surveyed Beneficiaries

Demographic Indicator	Finding
Total beneficiaries surveyed	<b>Confidential</b>
Median age	35 years (range: 20–55 years)
Married respondents	Nearly all respondents
Graduate-level education or above	<b>More than half of respondents</b>
Homemakers before joining Suyam	<b>Nearly two-thirds of respondents</b>
First-ever formal training or work outside home	<b>Four in five respondents</b>
Had any prior tailoring experience	Negligible minority

## 2. The Sewing Machine: A Critical Enabler

The provision of a sewing machine upon graduation is the defining feature of the Suyam scheme that separates it from conventional skill training programmes. Understanding how beneficiaries value this asset is central to evaluating the scheme's design efficacy.

### 2.1 Importance of the Machine for Starting Work

Beneficiaries were asked directly how important receiving the sewing machine was for starting their tailoring work. The response is decisive: nearly four in five respondents described it as

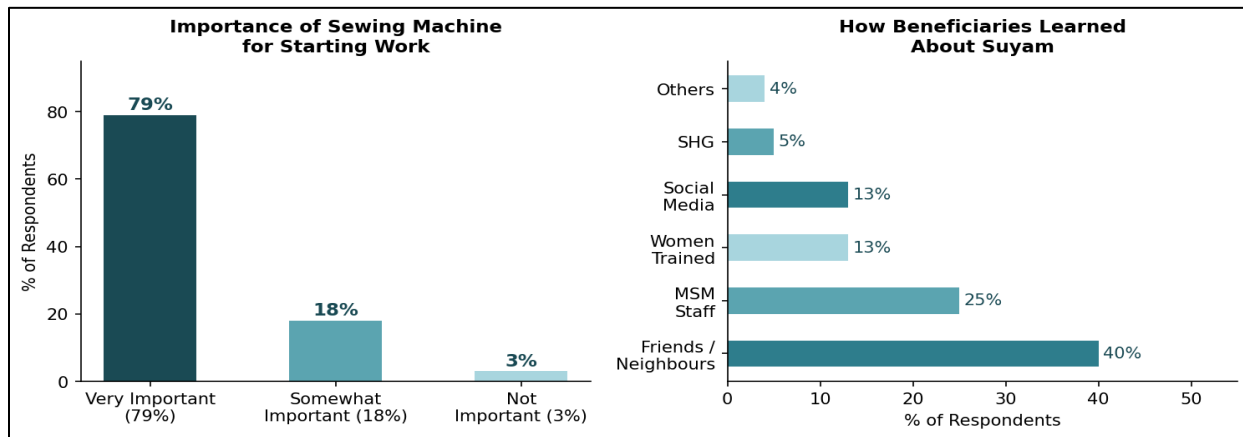
"Very Important," and a further fifth described it as "Somewhat Important." Only a negligible fraction said it was not important.

This combined endorsement from nearly all respondents is a powerful validation of the scheme's design philosophy. For women who have just completed training with no income and no capital, a sewing machine eliminates the single biggest barrier between skill and livelihood. Without it, trained graduates would face the classic last-mile gap: knowing how to earn but lacking the means to begin.

## 2.2 Awareness Channels

Word-of-mouth through friends and neighbours is the dominant awareness channel, cited by two-fifths of respondents — a signal of organic, trust-based spread within communities. MSM staff account for a quarter of referrals. Particularly notable is the contribution of women who were themselves trained under Suyam — accounting for more than one in eight new joiners — indicating that the scheme is creating its own community ambassadors.

*Figure 2: Importance of Sewing Machine for Starting Work (Left) and Awareness Channels (Right)*



## 3. Livelihood and Income Impact

The most direct measure of any skill development programme is whether it generates income for its beneficiaries. The Suyam survey reveals a picture of meaningful but still-emerging

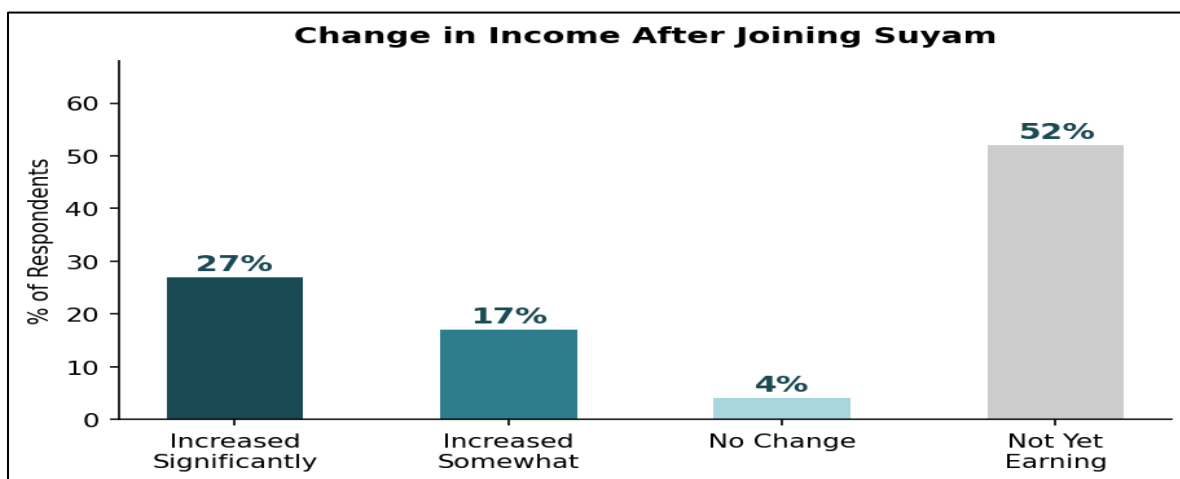
economic impact — with a significant cohort already earning and a larger group at various stages of the transition.

### 3.1 Current Earning Status

Approximately half of surveyed beneficiaries are currently earning income through their tailoring skills. Among those who are earning, the majority have experienced a significant or moderate increase in their income. Only a small fraction of active earners reports no income change — likely those whose training supplemented existing work rather than creating a new income stream.

The other half of respondents have not yet begun earning from tailoring. This group is not a failure cohort — it includes women who completed training recently, those who are still setting up their workspace, those managing household responsibilities, and those who plan to begin work collaboratively with other trainees. The scheme's full economic impact will become more visible in follow-up surveys as this group transitions into active earning.

*Figure 3: Change in Income After Joining the Suyam Scheme*



### 3.2 Where Beneficiaries Work From

Among those currently earning, the overwhelming majority — nearly four in five — work from home. This is a critical finding for a programme targeting married women with household responsibilities: home-based work eliminates the friction of commuting, childcare

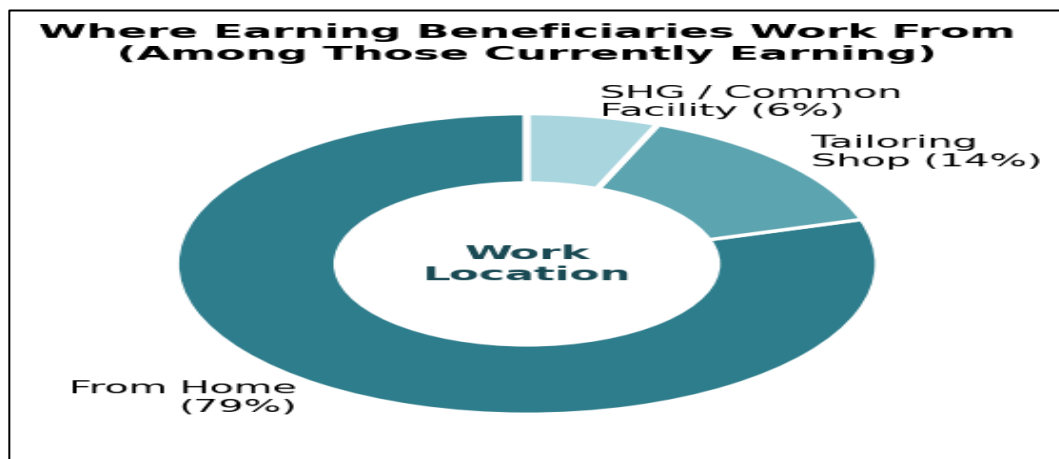
arrangements, and social permission often required for women to work outside the home. A smaller share works from a tailoring shop, and a few from a shared SHG or common facility.

The home-based work model is also financially efficient: with the sewing machine already provided, the marginal cost of beginning to earn is essentially zero — confirming that the scheme's asset-transfer model is well-matched to the realities of its beneficiary households.

### 3.3 Tailoring Income Among Active Earners

Among the beneficiaries who are currently earning, the median monthly income from tailoring is approximately Rs. 8,000, with a mean of approximately Rs. 9,600. The range is wide — from modest supplementary earnings to substantial incomes that represent a family's primary revenue stream — reflecting the diversity of engagement levels, local demand, and business development across the cohort.

*Figure 4: Work Location Among Currently Earning Suyam Beneficiaries*



At the upper end, some beneficiaries are earning incomes that rival or exceed typical entry-level formal employment in the city — demonstrating that tailoring, when pursued with full commitment, can be a high-yield livelihood rather than merely a supplementary activity.

## 4. Confidence, Mobility, and Social Empowerment

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Skill development programmes succeed not only when they create income — but when they change how women see themselves and move through the world. The Suyam scheme's impact on confidence, mobility, and social participation is among its most striking and durable outcomes.

#### **4.1 First-Time Formal Training Experience**

Four in five Suyam beneficiaries had never previously participated in any formal training or work outside their homes. For these women, the Suyam training was not merely a skill programme — it was their first sustained engagement with a structured external institution. This context makes the confidence outcomes that follow all the more significant.

#### **4.2 Confidence to Work and Travel Outside Home**

After completing the Suyam programme, nearly all respondents — more than nineteen in twenty — reported feeling more confident to travel outside their home for work or training. Of these, the vast majority reported a significant increase in confidence, with the remainder reporting moderate improvement. Only a negligible fraction reported no change.

For women who had spent years as homemakers, this near-universal confidence shift represents a quiet but profound social transformation. The ability and willingness to move independently through public spaces for economic purposes is a foundational dimension of women's autonomy — and Suyam appears to be catalysing exactly that.

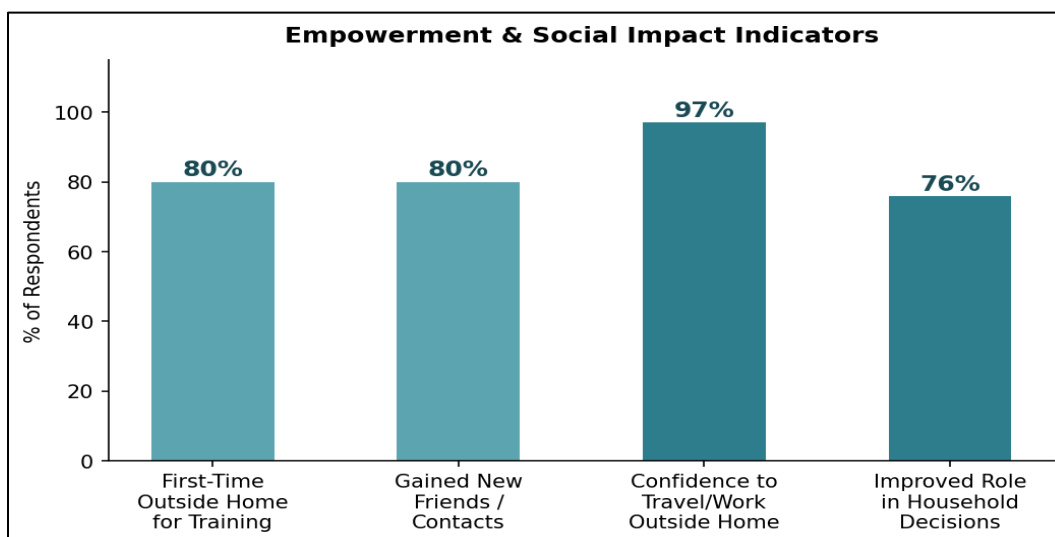
#### **4.3 New Social Connections and Peer Networks**

Four in five respondents reported forming new friendships or professional contacts during their training period. This social capital dimension of the scheme is often underappreciated: for women who spend most of their time within the domestic sphere, the peer network formed during Suyam training represents a new and potentially lasting support system for both personal and professional growth.

Approximately half of respondents are currently sharing work, orders, or tailoring-related information with fellow Suyam trainees — indicating that these networks have persisted beyond training and are generating practical economic cooperation. More than a third of respondents have gone further, actively training or helping another woman in tailoring after

completing the programme — making Suyam beneficiaries themselves a vector of skill multiplication within their communities.

*Figure 5: Confidence, Social Connection, and Empowerment Indicators*



## 5. Women's Self-Identity and Household Empowerment

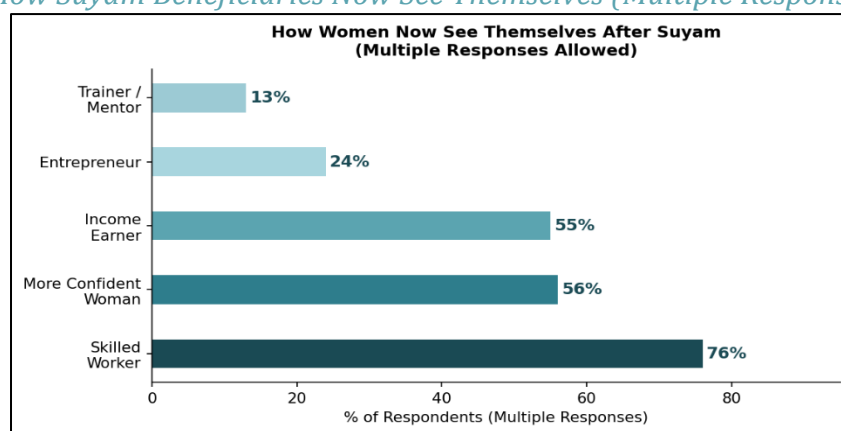
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### 5.1 How Women Now See Themselves

One of the most powerful measures of an empowerment programme is how its beneficiaries narrate their own identity after completing it. Suyam beneficiaries were asked to describe how they see themselves following the programme, with multiple responses allowed. The results reveal a self-perception that has fundamentally shifted.

The most commonly claimed identity is that of a "Skilled Worker" — cited by more than three-quarters of respondents. This is a significant departure from the pre-Suyam identity of homemaker with no formal vocational standing. More than half of respondents now identify as an "Income Earner," and a similarly large share describe themselves as a "More Confident Woman" — placing personal growth on par with economic achievement

Figure 6: How Suyam Beneficiaries Now See Themselves (Multiple Responses Allowed)



A quarter of respondents identify as an "Entrepreneur" — women who see themselves not merely as employees of their own skill but as builders of a small enterprise. More than one in eight see themselves as a "Trainer or Mentor" — a role identity that speaks to the programme's ripple effect, where graduates become teachers within their families and communities.

## 5.2 Improved Voice in Household Decision-Making

Economic participation and skill acquisition often translate into shifts in household power dynamics. In this survey, more than three in four respondents reported that their role and voice in household decision-making had improved since joining Suyam. Only a small fraction reported no change, and a negligible one reported a reduction.

This is a meaningful finding. For women who were previously entirely financially dependent on their husbands or families, the acquisition of a saleable skill — and in many cases an income — appears to have materially strengthened their standing within the household. The programme is not merely building livelihoods; it is redistributing power within the domestic sphere.

Table 2: Self-Perceived Empowerment Outcomes among Beneficiaries

Empowerment Indicator	Finding
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See themselves as a Skilled Worker	<b>More than three-quarters</b>
See themselves as a More Confident Woman	<b>More than half</b>
See themselves as an Income Earner	<b>More than half</b>
See themselves as an Entrepreneur	About one-quarter
See themselves as a Trainer / Mentor	About one in eight
Improved voice in household decisions	<b>More than three-quarters</b>

## 6. Collaborative Work and Scheme Scalability

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A distinctive feature of the Suyam survey is the set of questions around collaborative and peer-led work — probing whether the scheme is generating not just individual earners but a networked community of women in the tailoring economy.

When asked about plans for joint or group work with other Suyam graduates, nearly half are undecided, while nearly a third are actively planning to begin collaborative work. Only a small fraction have already started working together, while roughly one in five plan to work independently. These proportions suggest that a substantial wave of peer collaboration is latent and likely to materialise as the cohort matures.

The forward-looking nature of this data is important: Suyam's economic impact is still unfolding. The scheme is less than three years old, and a significant proportion of its graduates are in the early stages of transitioning from training to earning. Follow-up surveys in the coming years are likely to show a considerably higher rate of active income generation and collaborative enterprise.

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## 7. Summary and Conclusion

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The Suyam scheme is one of the most ambitious schemes in the portfolio — combining skill training, asset transfer, and community network building into a single integrated programme. This survey of beneficiaries reveals the following key conclusions:

- **THE MACHINE IS THE MISSING LINK:** Nearly all respondents found the sewing machine critical to beginning their work — validating the scheme's core design insight that skill alone is insufficient without the means of production. The machine eliminates the capital barrier that would otherwise strand trained graduates in skilled unemployment.
- **INCOME GENERATION IS REAL AND GROWING:** Half of beneficiaries are already earning income through tailoring, with median monthly earnings of approximately Rs. 8,000 among active earners. The remaining half represents a pipeline of latent earners who are in transition — and the programme's full economic impact will compound with time.
- **HOME IS THE WORKPLACE — AND THAT IS BY DESIGN:** Nearly four in five earning beneficiaries work from home. This is not a limitation of the scheme but a deliberate alignment with the social and logistical realities of married women in the constituency — making the income model sustainable alongside domestic responsibilities.
- **CONFIDENCE IS A NEAR-UNIVERSAL OUTCOME:** More than nineteen in twenty beneficiaries now feel more confident to work and travel outside their homes. For women for whom Suyam was their first-ever formal training outside the home — four in five of those surveyed — this confidence shift is both profound and lasting.
- **IDENTITY HAS TRANSFORMED:** Three-quarters of beneficiaries now see themselves as skilled workers. Half see themselves as income earners and confident women. A quarter identify as entrepreneurs. These are not merely self-reported labels — they represent a fundamental shift in how these women relate to their own economic agency and social standing.

- **HOUSEHOLD POWER DYNAMICS ARE SHIFTING:** Three in four beneficiaries report an improved voice in household decision-making. Economic participation is translating directly into domestic influence — signalling that Suyam's impact extends well beyond the income statement into the household and family sphere.
- **THE SCHEME IS SELF-REPLICATING:** A third of graduates have already trained another woman in tailoring. Suyam beneficiaries are becoming agents of skill multiplication — spreading vocational capacity through informal peer networks in a way that extends the programme's reach far beyond its formal training capacity.

*In sum, the Suyam scheme is not merely a tailoring training programme. It is a comprehensive women's economic empowerment initiative — one that provides skill, tool, network, and confidence in a single integrated intervention. The data compellingly shows that it is working: homemakers are becoming earners, earners are becoming entrepreneurs, and entrepreneurs are becoming mentors. The transformation from dependence to self-reliance is well underway.*

## CHAPTER- V

### MODIYIN MAGAL

#### *Educating the daughters of Courage*



## SCHEME OVERVIEW

The Modiyin Magal scheme, named after Prime Minister Narendra Modi's vision for the girl child, provides annual educational financial assistance of ₹10,000 to girl children aged 5 to 12 who have lost their fathers. It acts as a social safety net, ensuring that the loss of the primary breadwinner does not force families to discontinue their daughter's education. Scheme volunteers also maintain a personal bond with beneficiary families, offering emotional support during festivals and special occasions.

**Inauguration:** 01 November 2020 | **Beneficiaries:** Girl children (aged 5–12) who have lost their fathers, across Coimbatore

## Key Findings at a Glance

<b>100%</b> Currently Enrolled in School	<b>95%</b> Said Education Would Have Been Difficult Without Support	<b>98%</b> Feel Motivated to Continue Their Studies
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### 1. Survey Design and Beneficiary Profile

This chapter presents a field-level impact assessment of the Modiyin Magal scheme based on structured interviews conducted with beneficiary families across the constituency. The survey was administered in early 2026 and covers five thematic domains: educational continuity, school attendance, household stress and economic impact, motivational outcomes, and overall family impact.

Every respondent in this survey is a fatherless girl child currently receiving annual educational assistance of ₹10,000 under the scheme. The survey captures the experience of both the child

and the mother — who is now the sole guardian and breadwinner — to build a holistic picture of the scheme's human impact.

### 1.1 Socio-Economic and Demographic Profile

The median age of beneficiary children is 8.5 years, spanning from 6 to 14 years of age — the precise developmental window when foundational education determines a child's lifetime academic trajectory. The beneficiary base skews toward younger children: more than half the surveyed children are in Classes 1 to 3, with the remaining spread across Classes 4 to 6 and Class 7 and above.

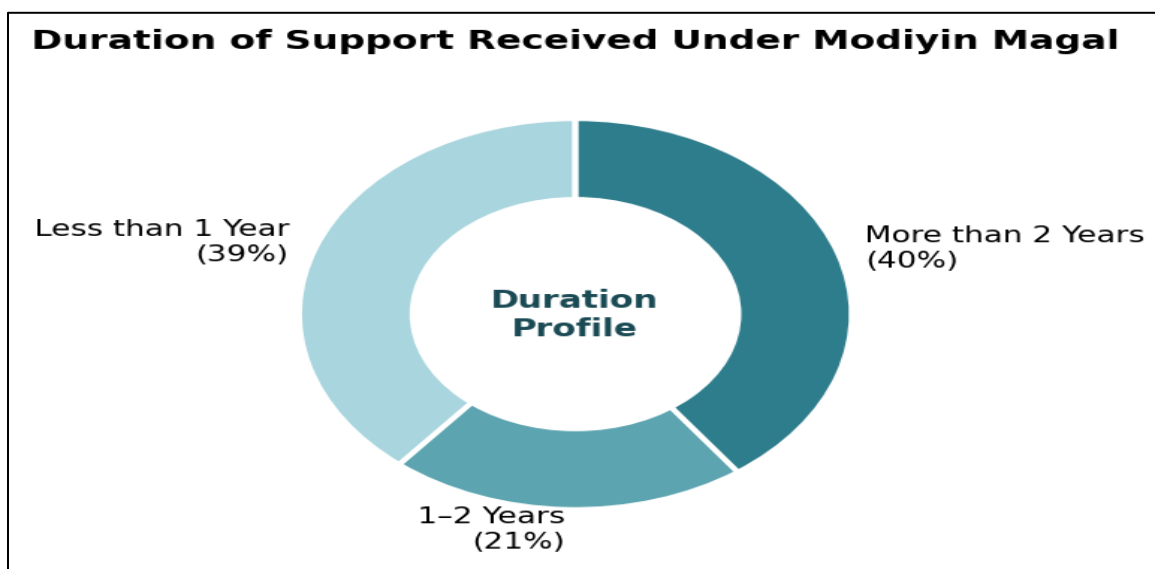
The occupational profile of the mothers is telling. The largest group are homemakers — women who, following the death of their husbands, must now single-handedly manage both the household and their child's future. Daily wage workers make up the next largest group, followed by self-employed women and those in the private sector. Together, these groups represent households with highly variable, often precarious income — underscoring the critical relevance of the scheme's annual support.

*Table 4: Demographic Characteristics of Surveyed Beneficiaries*

Demographic Indicator	Finding
Total beneficiaries surveyed	<b>Confidential</b>
Median age of child	8.5 years (range: 6–14 years)
Children in Classes 1–3 (Primary)	<b>More than half of all beneficiaries</b>
Children in Classes 4–6 (Middle)	More than one-quarter of beneficiaries

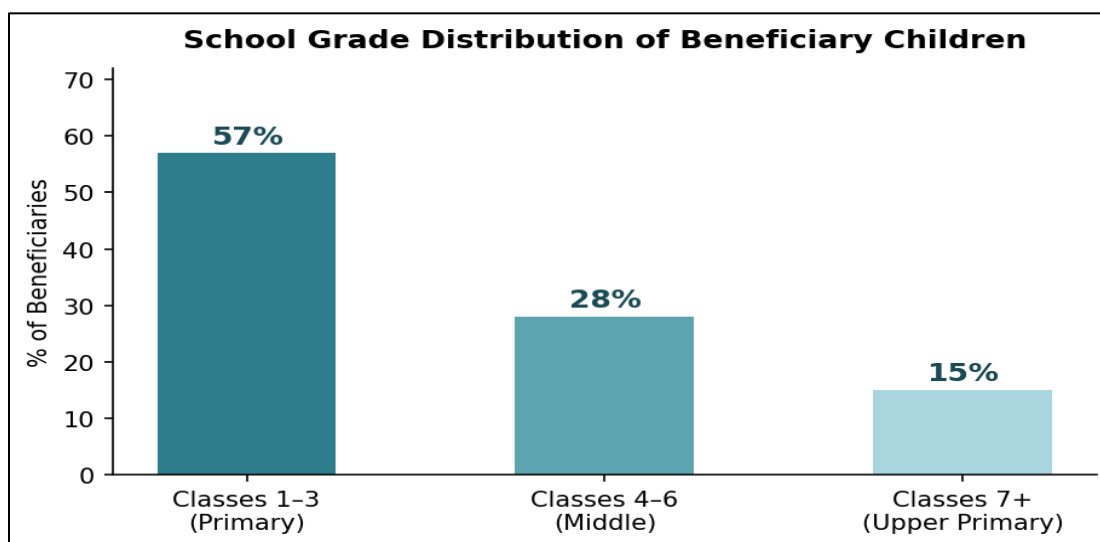
Children in Classes 7+ (Upper Primary)	About one in seven beneficiaries
Mothers who are homemakers	Approximately one-third of respondents
Mothers engaged in daily wage work	Nearly one-third of respondents

*Figure 1: Duration of Support Received Under Modiyin Magal*



A notable feature of the beneficiary profile is the spread of tenure under the scheme. Two distinct cohorts of roughly equal size represent children who have been on the scheme for less than a year and those who have been receiving support for more than two years. This distribution allows the survey to capture both early and sustained impact, with the remaining group having received support for one to two years.

Figure 2: School Grade Distribution of Beneficiary Children



## 2. Educational Continuity Impact

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The central purpose of the Modiyin Magal scheme is to prevent the economic shock of a father's death from derailing a girl child's education. The survey data provides a compelling and near-unanimous answer: the scheme is achieving this goal decisively.

### 2.1 School Enrolment

Every single beneficiary child surveyed is currently enrolled in school. This 100% school enrolment rate is a foundational outcome. It confirms that no child receiving Modiyin Magal support has dropped out of education, and that the scheme is maintaining the essential baseline of formal schooling for some of the most vulnerable girls in the constituency.

### 2.2 Would Education Have Been at Risk Without Support?

To understand the counterfactual — what would have happened without the scheme — beneficiary mothers were asked directly whether it would have been difficult to continue their daughter's education without the financial assistance. The response is unambiguous: an overwhelming majority answered "Yes," confirming that the support is not supplementary but essential.

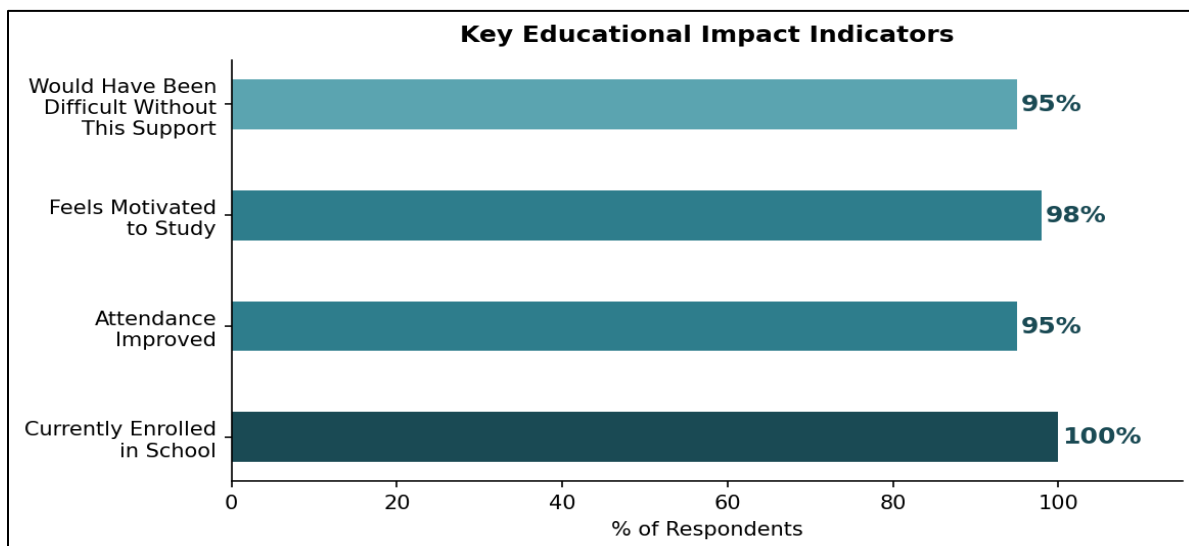
Only a negligible fraction expressed uncertainty, and virtually no respondent indicated that education would have continued unaffected without the scheme. This finding establishes Modiyn Magal not as a welfare add-on, but as a structural intervention preventing educational dropout among a highly at-risk group.

### 2.3 School Attendance

Beyond enrolment, the quality of educational participation matters. Regular school attendance — a proxy for engaged learning — was assessed directly. The findings mirror those on enrolment: the same strong majority of mothers confirmed that their child's school attendance had improved since joining the scheme. Only a small fraction reported no change, and a negligible proportion reported decline.

This attendance improvement is significant in context: these are households under financial and emotional stress following bereavement. The fact that most children are attending school more regularly — rather than being pulled into domestic work or kept at home — reflects a stabilising effect the financial assistance has on the household.

*Figure 3: Key Educational Impact Indicators*



### 3. Household Stress and Financial Impact

The Modiyn Magal scheme operates in a context of acute emotional and financial vulnerability. The surveyed households are those that have lost their primary earner. Understanding how the

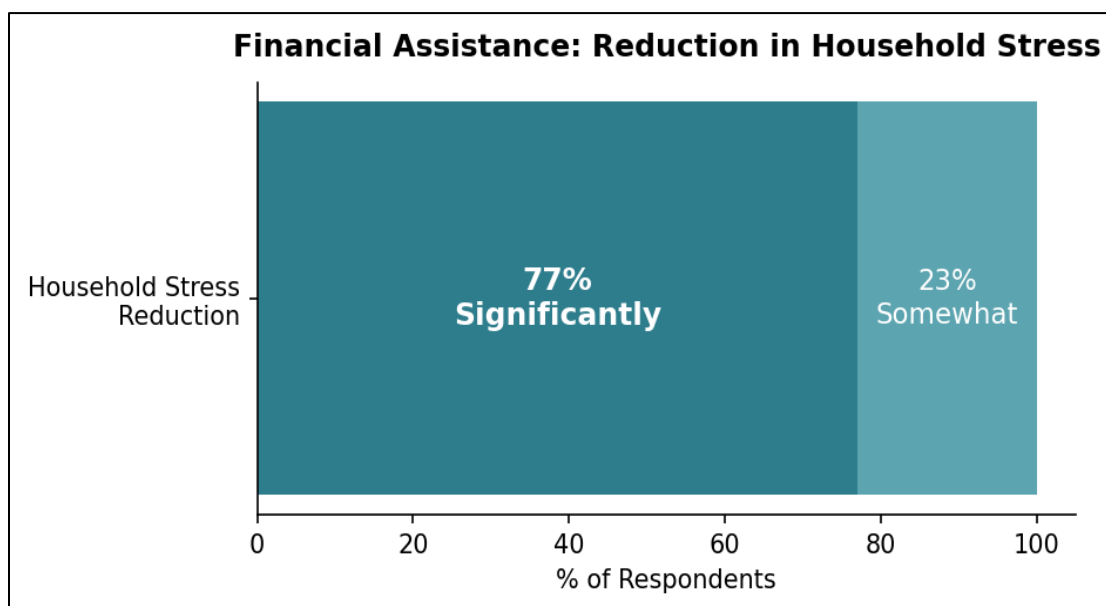
scheme affects the surviving family unit — particularly the mother as sole guardian — is essential to measuring its full impact.

### 3.1 Reduction in Household Stress

When mothers were asked whether the financial assistance had helped reduce stress on the household following the loss of the father, every single respondent said yes. The variation lies in the degree: a strong majority — more than three in four mothers — reported that stress had been reduced "significantly," while the remaining portion reported "somewhat" reduced stress. Not a single mother reported no reduction in household stress.

This unanimity is a powerful finding. It means that for every family reached by the Modiyn Magal scheme, the ₹10,000 annual assistance is functioning as genuine emotional and financial relief — not merely a symbolic gesture.

*Figure 4: Reduction in Household Stress Following Financial Assistance*



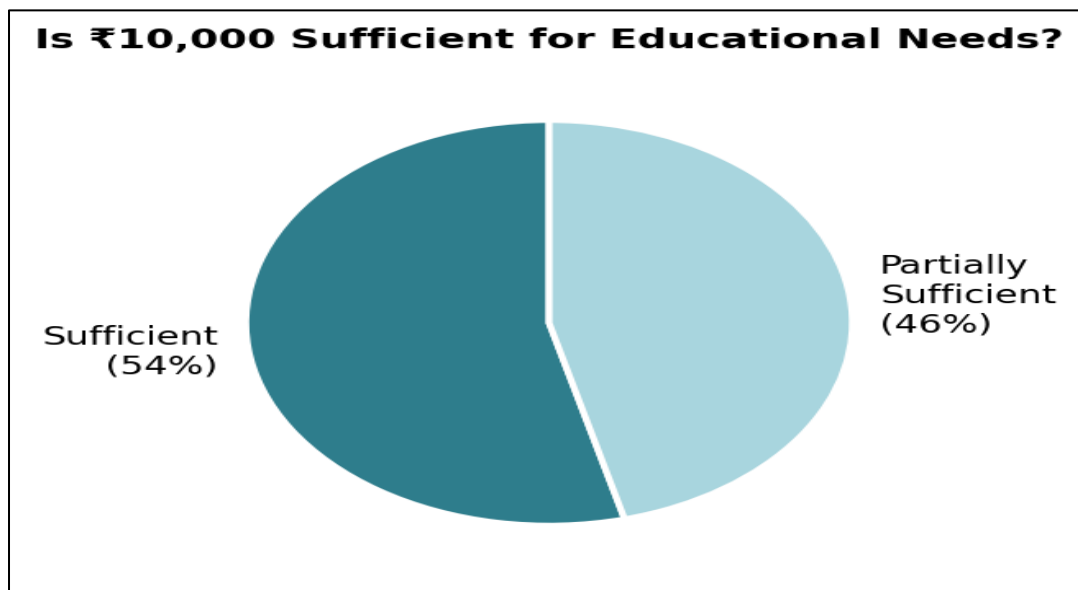
### 3.2 Sufficiency of the Financial Assistance

Mothers were also asked whether the ₹10,000 annual amount is sufficient to support the child's educational needs. The responses reveal a nuanced picture. A slight majority of respondents considered the amount sufficient, while a significant minority viewed it as only partially adequate. At the same time, it is important to note that the scheme is supported through the

limited resources available to an MLA, and the design appears to prioritise reaching a larger number of beneficiaries rather than providing a higher amount to a smaller group.

This split is instructive: it reflects the diversity of educational costs across age groups and school types. Older children in higher grades tend to face greater expenditure on books, uniforms, examination fees, and private tuition — costs that may require the scheme to evolve its support quantum as children progress through their schooling.

*Figure 5: Sufficiency of ₹10,000 Annual Assistance for Educational Needs*



#### 4. Motivational and Psychological Impact

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Educational support schemes succeed not only by removing financial barriers but by fostering a belief in the future — motivating children to continue learning despite difficult circumstances. The Modiya Magal scheme's impact on motivation is among its most striking findings.

When asked whether their daughter feels encouraged and motivated to continue her studies as a result of the scheme, nearly all mothers answered "Yes." Only one respondent across the full surveyed group said no. This near-universal motivational outcome suggests that the scheme communicates something beyond money: it tells these girls that their education is valued, that someone beyond the immediate family is invested in their future.

This dimension of the scheme — the emotional signal it sends to a child who has lost her father — may be its most durable impact. While ₹10,000 meets a portion of educational costs, the sense of being seen and supported by a community institution can sustain a girl's academic ambition through years of hardship.

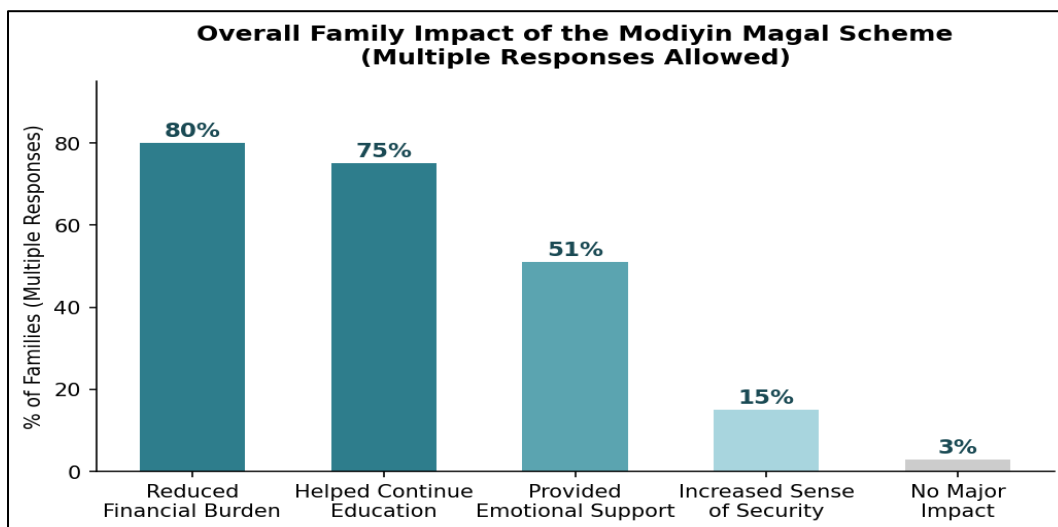
## 5. Overall Family Impact

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### 5.1 Self-Reported Family Impact

Families were asked to assess the overall impact of the Modiyin Magal scheme across four dimensions. The results reveal that the scheme is generating multi-layered benefit across financial, educational, and emotional domains.

*Figure 6: Overall Family Impact of the Modiyin Magal Scheme (Multiple Responses)*



Reduced financial burden was the most frequently cited impact dimension — reported by four-fifths of families — affirming the scheme's core economic function. Helping continue the girl's education was cited by three-quarters of families, directly reflecting the scheme's primary stated objective.

Emotional support — a less tangible but deeply important dimension — was cited by more than half of respondents. This finding validates the volunteer model of the scheme: the personal

visits, festival connections, and relationship-building that accompany financial assistance appear to be generating genuine emotional sustenance for bereaved families.

Increased sense of security was cited by a smaller but notable portion of families — those for whom the scheme has created not just relief but a sense of stability and assurance about the future. Only a negligible fraction reported no major impact, underscoring the scheme's broad effectiveness.

## 5.2 Summary Impact Table

Table 2: Family Impact reported by Beneficiaries

Family Impact Dimension	Reported By
Reduced Financial Burden	<b>Four-fifths of families</b>
Helped Continue Education	<b>Three-quarters of families</b>
Provided Emotional Support	More than half of families
Increased Sense of Security	About one in seven families
No Major Impact	Negligible minority

## 6. Summary and Conclusion

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The Modiyin Magal scheme addresses one of the most acute vulnerabilities in any family: the sudden loss of the primary earning member, and the risk that a girl child's education is the first casualty of that loss. This survey of beneficiary families across the constituency reveals the following key conclusions:

- **EDUCATIONAL CONTINUITY IS FULLY PROTECTED:** Every single beneficiary child is currently enrolled in school. Combined with the near-universal finding that education would have been at risk without the scheme, this outcome confirms that Modiyin Magal is directly preventing school dropout among one of the most vulnerable populations in the constituency.
- **ATTENDANCE IS IMPROVING, NOT JUST ENROLMENT:** The scheme is not only keeping girls in school — it is improving their regularity of attendance. This move from passive enrolment to active participation signals a deeper educational engagement that sets these children up for stronger academic performance.
- **HOUSEHOLD STRESS IS UNIVERSALLY REDUCED:** Every mother surveyed reported a reduction in household stress as a result of the scheme. More than three in four reported significant relief. For women who are now sole guardians bearing both emotional grief and financial responsibility, this reduction is a profound human outcome.
- **MOTIVATION IS NEAR-UNIVERSAL:** Nearly all children feel encouraged and motivated to continue their studies. The scheme is delivering not just money but belief — reinforcing these girls' sense of purpose and future at precisely the stage of life when that belief is most fragile.
- **FINANCIAL QUANTUM WARRANTS REVIEW:** While a majority finds the ₹10,000 annual assistance sufficient, a significant minority finds it only partially adequate. As beneficiary children advance to higher grades with rising educational costs, the scheme would benefit from a periodic review of the support amount.

- **IMPACT IS MULTI-DIMENSIONAL:** Beyond education, the scheme is reducing financial burden, providing emotional support, and increasing the family's sense of security — confirming that a well-designed educational welfare scheme generates ripples of human benefit far beyond the classroom.

*In sum, the Modiyin Magal scheme is not merely a financial transfer programme. It is a statement of social commitment — that no girl child in this constituency will be denied her education because fate claimed her father. The data compellingly shows that this commitment is being honoured: these daughters of courage are in school, motivated, and moving forward.*

## CHAPTER -VI

### WATER ATM

#### *Clean Water at the Doorstep*



## SCHEME OVERVIEW

The Water ATM scheme installs smart water dispensing units in urban neighbourhoods to provide clean, purified drinking water to residents at affordable rates. Each unit offers a free daily quota of 20 litres via a smart card to registered households, with additional water available at a nominal pay-per-litre rate through a bottle-filling pipe. The scheme is designed to replace unsafe drinking water sources — municipal tap water, borewell water, and expensive packaged bottles — with a reliable, purified, doorstep-adjacent alternative.

**Target Beneficiaries:** Urban and peri-urban households across Coimbatore

### Key Findings at a Glance

93%	81%	87%
Overall Satisfaction Rate (Very Satisfied + Satisfied)	Reported Improved Health After Switching to Water ATM	Correctly Attribute the Scheme to the MLA

### 1. Survey Design and Beneficiary Profile

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This chapter presents a field-level impact assessment of the Water ATM scheme based on structured interviews conducted with beneficiary households across the scheme's coverage area. The survey was administered in February 2026 and covers six thematic domains: water access and usage patterns, product quality and reliability, health outcomes, time and economic impact, gender and household burden, and overall satisfaction and scheme attribution.

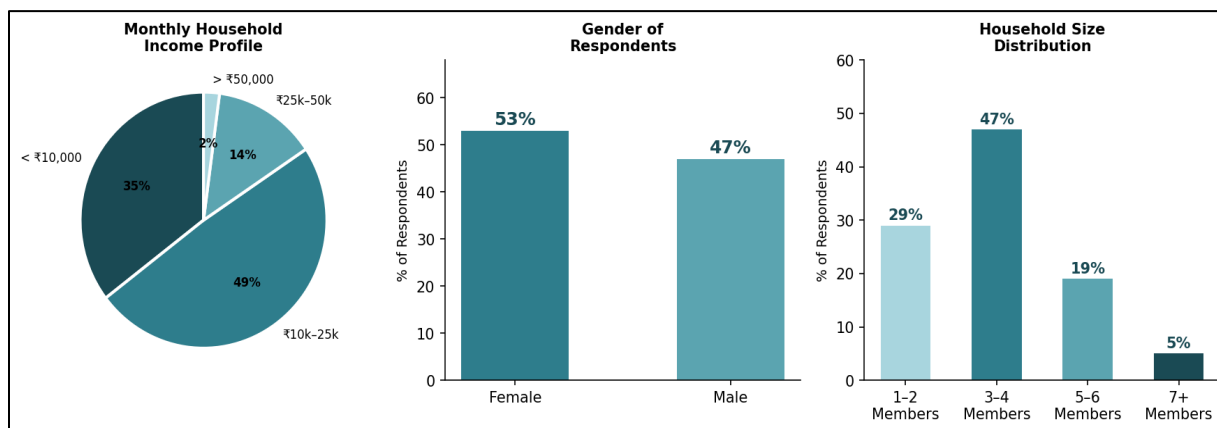
Access to safe drinking water is a fundamental public health issue. In dense urban and peri-urban neighbourhoods, where municipal tap water is often of inconsistent quality and packaged water is a recurring expense, the Water ATM offers a technology-driven, community-

embedded solution. The survey tests whether this solution is working — operationally, physically, and socially.

### 1.1 Socio-Economic and Household Profile

The scheme's beneficiary base is overwhelmingly drawn from economically modest households — precisely the population for whom safe drinking water access is most consequential. More than four in five respondents belong to households earning below Rs. 25,000 per month, with the single largest income group earning between Rs. 10,000 and Rs. 25,000. More than a third earn below Rs. 10,000 per month — households for whom even modest water expenditure represents a meaningful budget pressure.

*Figure 1: Monthly Household Income (Left), Gender of Respondents (Centre), and Household Size Distribution (Right)*



The gender split of respondents is near-equal, with a slight majority of female respondents — reflecting the reality that water collection and management is often a responsibility that falls primarily on women in the household. The median household size is four members, with the majority of surveyed households comprising between three and five individuals — typical urban family units whose daily water needs are substantial and predictable.

*Table 5: Demographic Characteristics of Surveyed Beneficiary Households*

Demographic Indicator	Finding
Households earning below ₹25,000 per month	<b>More than four-fifths of respondents</b>
Households earning below ₹10,000 per month	More than one-third of respondents
Female respondents	Slight majority (53%)
Median household size	Four members
Households with 3–4 members	Nearly half of all respondents

## 2. Water Access: Proximity, Usage, and Sufficiency

The operational effectiveness of a water scheme begins with physical access — how close the unit is, how people use it, and whether it meets their needs. The survey reveals a scheme that is well-sited, widely used, and broadly adequate.

### 2.1 Proximity to the Water ATM

Location is perhaps the single most important determinant of whether a water access point is actually used. The survey data shows that the Water ATM units are extremely well-positioned relative to their beneficiary populations: nearly three in four respondents live within 200 metres of their nearest Water ATM, and virtually all respondents — more than nineteen in twenty — live within 500 metres. The median distance is approximately 150 metres.

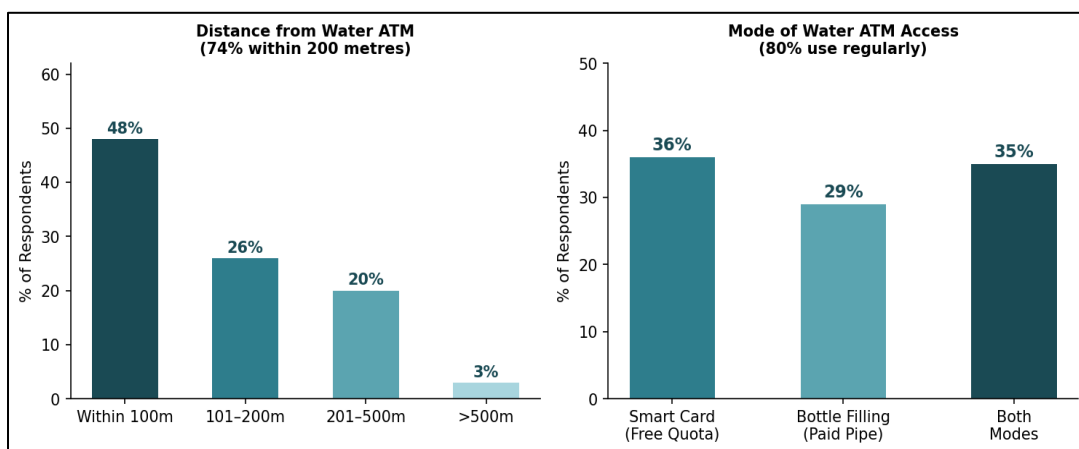
This proximity profile is significant in the Indian urban context, where the willingness to travel for water drops sharply beyond 200 metres — particularly for elderly residents, young children, and women carrying heavy containers. The sub-200-metre placement of units for the

majority of users is a design strength that directly underpins the scheme's high usage and satisfaction rates.

## 2.2 Usage Regularity and Mode of Access

Four in five respondents use the Water ATM regularly — a strong adoption rate for an infrastructure scheme that competes with existing, often free, municipal tap supply. Beneficiaries access the Water ATM in three modes: through the smart card's free daily 20-litre quota, through the bottle-filling pipe on a pay-per-use basis, or through both modes. The three groups are broadly equal in size, indicating a healthy mix of free-quota users and those who supplement their needs through paid access.

*Figure 2: Distance Distribution from Water ATM (Left) and Mode of Access (Right)*



## 2.3 Quota Sufficiency

The scheme's core free entitlement is 20 litres per day — a meaningful quantity for drinking and cooking, though not sufficient for all household water needs. The survey captures this nuance accurately: nearly three in five respondents find the 20-litre quota fully sufficient for their drinking water needs, while one in three finds it partially sufficient and supplements from other sources. Only a negligible fraction finds it wholly insufficient.

The partial-sufficiency finding is not a failure — it is by design. The Water ATM is positioned as a clean drinking water solution, not a full-service water supply system. The fact that most

households find the free quota fully sufficient for its intended purpose confirms that the scheme is meeting its core objective.

### **3. Water Quality and Operational Reliability**

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A water scheme that delivers reliably clean, consistently available water earns community trust. One that is prone to breakdowns or quality lapses loses it rapidly. The survey results indicate that the Water ATM scheme is performing strongly on both dimensions — though with a meaningful minority of operational concerns that warrant attention.

#### **3.1 Water Quality Ratings**

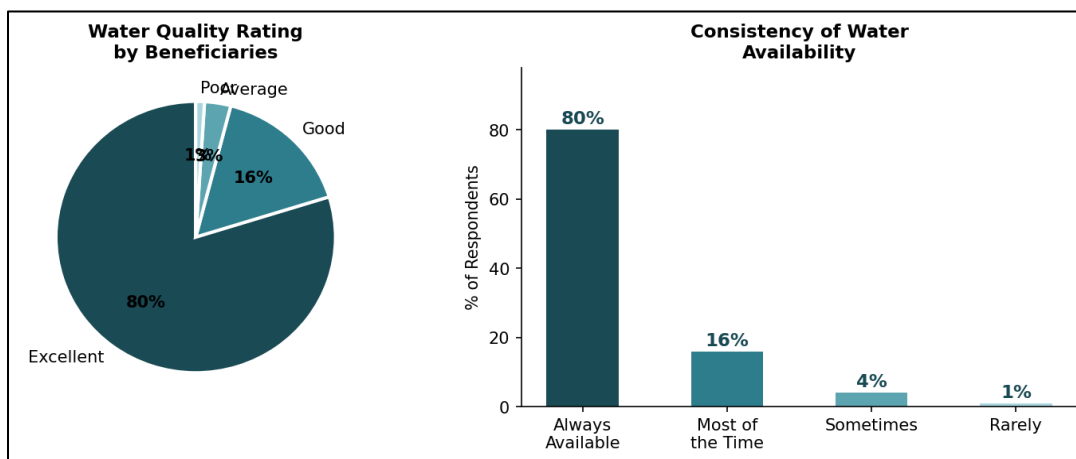
Beneficiary assessments of water quality are highly positive. Nearly four in five respondents rated the quality as "Excellent" — the highest possible rating — and a further one in six rated it as "Good." Combined, more than nineteen in twenty respondents give the water a positive quality assessment. Only a negligible fraction rated the water as average or poor.

This near-universal quality endorsement is particularly significant given that the primary prior source for most respondents was municipal tap water — a source whose quality is often variable and subject to contamination during distribution. The shift to purified Water ATM supply is being perceived as a genuine qualitative upgrade by the overwhelming majority of users.

#### **3.2 Consistency of Availability**

Consistent water availability — knowing the water will be there when you need it — is as important as quality. On this dimension too, the Water ATM performs strongly: four in five respondents report that water is "Always" available, and a further one in six report availability "Most of the Time." Only a very small fraction report intermittent or rare availability.

*Figure 3: Water Quality Ratings (Left) and Consistency of Availability (Right)*



### 3.3 Operational Issues

While quality and availability scores are high, approximately three in ten respondents have encountered at least one operational issue. The most commonly reported problems relate to mechanical malfunctions — button or motor issues causing the machine to malfunction temporarily — and occasional water supply interruptions. Card-related problems and queue-related issues are also mentioned by a small number of users.

It is important to contextualise this finding: the majority of reported issues appear to be intermittent and resolved, rather than persistent or unaddressed. The seven in ten respondents who have never faced any issue confirm that the scheme's day-to-day operational performance is reliable for most users most of the time. Nonetheless, prompt maintenance response is critical to sustaining this trust.

## 4. Health Impact

The fundamental justification for a clean water scheme is health: the prevention of water-borne disease and the improvement of general family well-being that comes from a reliable supply of safe drinking water. The survey captures both self-reported health improvement and the specific reduction in water-borne illness — two distinct but related measures.

### 4.1 General Health Improvement

An encouraging majority of respondents — more than four in five — report some degree of improvement in the health of their family members since adopting the Water ATM as their primary drinking water source. Of these, nearly two-thirds report a "Significant" improvement,

and the remainder report "Some" improvement. Only about one in six report no noticeable health change.

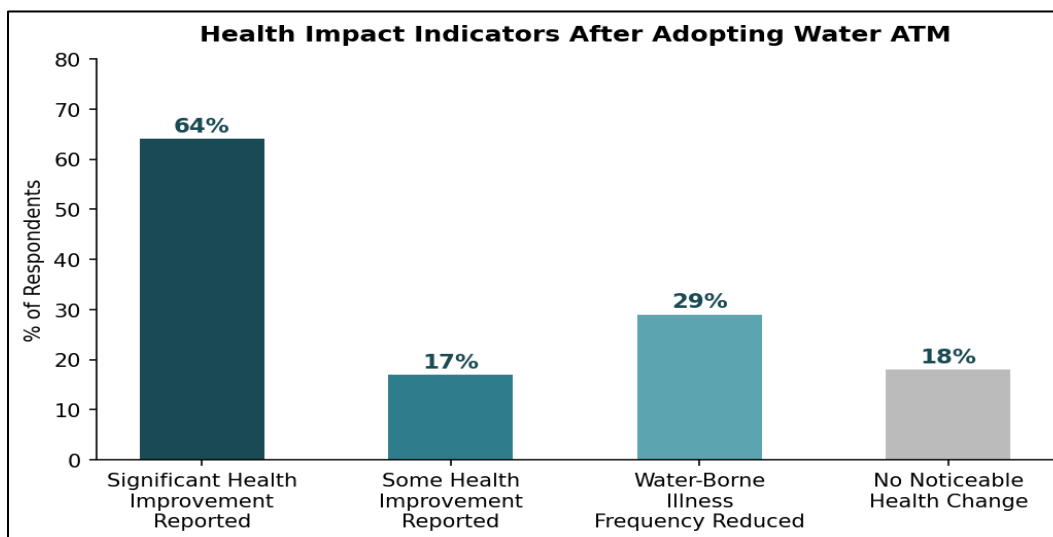
This self-reported health improvement rate is a meaningful outcome, particularly given that most respondents were previously using municipal tap water — a source that is generally considered safe in theory, but which can carry contaminants in practice due to pipeline deterioration, cross-contamination, and inconsistent treatment. The shift to purified, dispensed water appears to be generating tangible perceived health benefits.

#### **4.2 Reduction in Water-Borne Illness**

A more specific health measure — whether water-borne illnesses such as diarrhoea and stomach infections have become less frequent — shows a more varied picture. Nearly three in ten respondents confirm a reduction in water-borne illness frequency, while the majority report no change. A small share expresses uncertainty.

The relatively lower rate of reported illness reduction compared to general health improvement is not unexpected. Water-borne illness frequency is influenced by many factors beyond drinking water quality — food hygiene, sanitation access, seasonal variation — and beneficiaries may not directly attribute a reduction in illness to their water source even when the connection exists. The near-three-in-ten confirmed reduction, combined with the broadly positive general health findings, suggests that the health impact is real but not yet fully perceived by all users.

*Figure 4: Health Impact Indicators After Adopting the Water ATM*



## 5. Time Savings and Gender Impact

Water collection is a time-intensive activity in many urban households — particularly for lower-income families who previously relied on taps that operated on restricted schedules or bore wells that required queuing. By placing clean water within close proximity, the Water ATM scheme has the potential to redistribute this time burden significantly.

### 5.1 Time Saved in Water Collection

The impact on time is strongly positive. More than nineteen in twenty respondents report some saving of time in water collection as a result of the Water ATM — with seven in ten reporting a significant time saving and nearly a quarter reporting moderate savings. Only a negligible fraction reports no time benefit.

This near-universal time saving is a direct consequence of the proximity advantage documented in Section 2: when a clean water source is within 150 metres of the home, the time cost of water collection drops dramatically compared to alternatives that require travel to more distant sources, queuing at municipal taps, or waiting for scheduled water delivery.

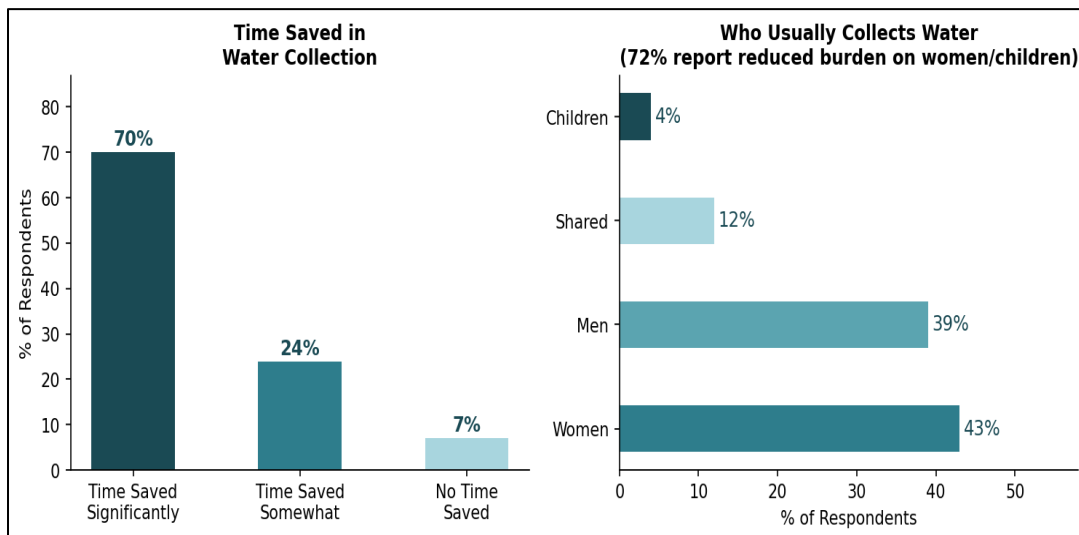
### 5.2 Who Collects Water and the Burden on Women

The survey captures a nuanced picture of water collection roles within the household. Women are the most common primary collectors, accounting for nearly half of all households where a single person is primarily responsible. Men account for a slightly smaller share, and shared

responsibility is the arrangement in about one in eight households. A small proportion of households rely on children for collection — a practice with its own educational and welfare implications.

When asked whether the Water ATM has reduced the burden on women and children specifically, nearly three in four respondents said yes. This gender-specific burden reduction is a quietly significant social outcome: by placing clean water within easy walking distance and eliminating the need for long-distance or time-consuming collection, the scheme is returning time and physical effort to the women who bear the largest share of water-related household labour.

*Figure 5: Time Saved in Water Collection (Left) and Who Usually Collects Water (Right)*



## 6. Economic Impact

For the majority of surveyed households, the pre-scheme drinking water source was municipal tap supply — a largely free service. As a result, the Water ATM's direct financial saving over tap water is limited for most users. The scheme's economic value for this group lies primarily in quality improvement rather than cost reduction.

However, for the approximately one in ten respondents who previously purchased bottled or packaged drinking water, the Water ATM has generated meaningful monthly savings. Among

this group, previous monthly expenditure on purchased water ranged from a few hundred to over a thousand rupees — money now freed up for other household needs.

Among respondents who reported financial savings, the most common uses of saved money were personal savings and household expenses — followed by loan repayment and education. The economic impact, while not the primary driver for most beneficiaries, represents genuine financial relief for those who were previously bearing the cost of clean water access independently.

## **7. Overall Satisfaction and Scheme Attribution**

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### **7.1 Overall Satisfaction**

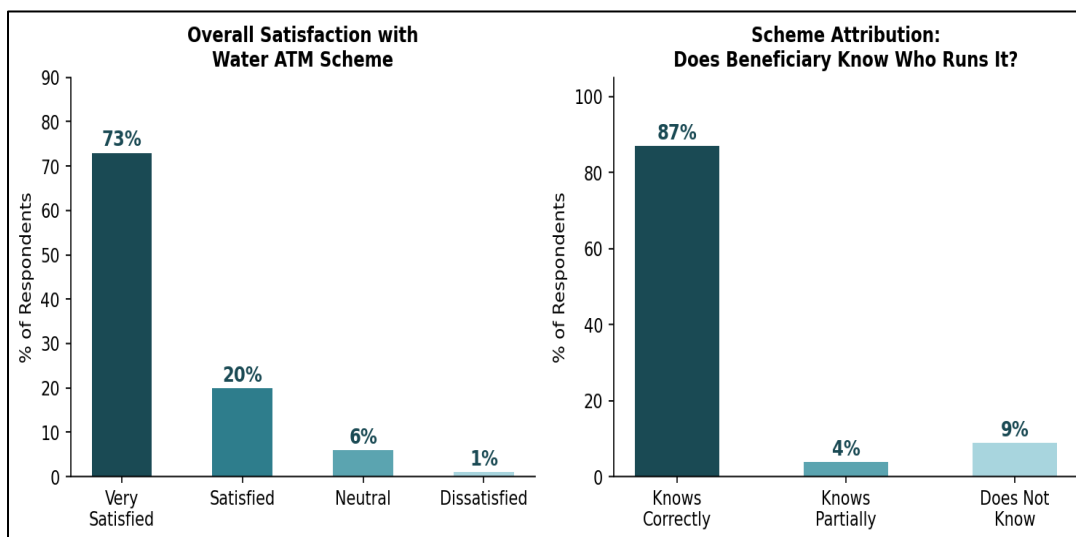
Beneficiary satisfaction with the Water ATM scheme is exceptionally high. Nearly three in four respondents describe themselves as "Very Satisfied" — the strongest possible endorsement — and a further fifth are "Satisfied." This combined satisfaction rate of more than nine in ten places the Water ATM scheme among the highest-rated infrastructure interventions in the full scheme survey portfolio.

Only a small fraction of respondents is neutral, and dissatisfaction is limited to a negligible minority. The near-universality of positive sentiment reflects the scheme's strong operational performance, proximity advantage, water quality, and — critically — the daily, tangible benefit that clean drinking water provides to every household, every day.

### **7.2 Scheme Attribution**

Political attribution — whether beneficiaries correctly identify who is responsible for the scheme — is the highest of any scheme in this report. An overwhelming majority of respondents correctly identify the scheme's political source. A small additional group knows partially. Only about one in eleven respondents does not know who runs the scheme.

*Figure 6: Overall Satisfaction (Left) and Scheme Attribution (Right)*



This high attribution rate is a natural consequence of the scheme's design: Water ATM units are permanent, visible, community-embedded infrastructure. Unlike schemes that deliver benefits through intermediaries or institutional channels, a Water ATM unit stands in the neighbourhood, used daily, and directly associated with the initiative that placed it there. This daily visibility creates a persistent and organic attribution that requires no additional communication effort.

*Table 2: Impact of Water Atm reported by Beneficiaries*

Impact Dimension	Finding
Regular users of the scheme	<b>Four in five respondents</b>
Water quality rated Excellent or Good	<b>More than nineteen in twenty respondents</b>

Water always or mostly available	<b>Nearly all respondents</b>
Health improvement reported	<b>More than four in five respondents</b>
Time saved in water collection	<b>More than nineteen in twenty respondents</b>
Reduced burden on women / children	Nearly three in four respondents
Overall satisfaction (Very Satisfied + Satisfied)	<b>More than nine in ten respondents</b>
Correct scheme attribution	<b>Nearly nine in ten respondents</b>

## 8. Summary and Conclusion

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The Water ATM scheme is infrastructure-based welfare at its most direct: a tangible, community-embedded asset that delivers a measurable health and quality-of-life benefit to its users every single day. This survey of beneficiaries reveals the following key conclusions:

- **PROXIMITY IS THE CORNERSTONE OF IMPACT:** Nearly three in four beneficiaries live within 200 metres of their Water ATM unit. This placement — achieved through careful site selection — is the single most important factor enabling the scheme's high adoption, consistent usage, and time-saving outcomes. Water access is only as good as the distance to it.
- **WATER QUALITY CONFIDENCE IS NEAR-UNIVERSAL:** More than nineteen in twenty respondents rate the water quality as good or excellent. In a city where many residents were previously relying on municipal tap supply of variable quality, this quality confidence is both a health asset and a trust-building achievement.
- **HEALTH IMPROVEMENT IS BROADLY PERCEIVED:** More than four in five respondents report some improvement in their family's health since adopting Water ATM water. This self-reported health benefit — while not clinically verified — is a strong signal that the shift from uncertain-quality tap or borewell water to purified dispensed water is being felt in households' daily experience of well-being.
- **TIME SAVINGS BENEFIT NEARLY EVERYONE:** More than nineteen in twenty respondents save time in water collection. For urban households, particularly those with working women and young children, time saved in water collection is time gained for productivity, rest, education, and family. This time dividend is one of the scheme's most underappreciated outcomes.
- **THE GENDER BURDEN IS BEING REDUCED:** Women remain the primary water collectors in most surveyed households, but nearly three in four respondents confirm that the Water ATM has reduced the burden on women and children. Proximity and ease of access are replacing the physical effort and time cost of collection — with women as the primary beneficiaries.
- **SATISFACTION IS AMONG THE HIGHEST IN THE PORTFOLIO:** A combined satisfaction rate of more than nine in ten is exceptional for a public infrastructure scheme. The daily nature of the benefit — clean water every morning — creates a sustained and reinforcing satisfaction that is difficult to achieve with periodic or event-based welfare interventions.

- **ATTRIBUTION IS THE STRONGEST OF ANY SCHEME:** Nearly nine in ten respondents correctly identify the scheme's source. Permanent, visible community infrastructure creates persistent, daily attribution that reinforces civic trust in governance and the MLA's local development record.

*In sum, the Water ATM scheme is a model of infrastructure-led public health intervention. It is permanent, visible, daily in its impact, and community-embedded in its design. The survey data compellingly shows that it is delivering on every dimension that matters: clean water, reliable access, health improvement, time savings, and community trust. In a city like Coimbatore — where safe drinking water cannot be taken for granted in every neighbourhood — this scheme is quietly improving the quality of life of thousands of households, one litre at a time.*

## CHAPTER - VII

### Conclusion

#### *Evidence of Impact, Lessons of Design, and the Road Ahead*

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This report set out to assess a central question: how effective are these interventions in delivering intended outcomes? Based on structured surveys conducted with a large and diverse beneficiary base across five programmes — spanning nutrition, menstrual hygiene, livelihoods, education, and water access — the findings indicate strong and consistent evidence of impact.

The results suggest that these interventions are generating measurable improvements across multiple dimensions, including health outcomes, financial relief, educational continuity, and women's empowerment. Importantly, the observed impact extends beyond the immediate material benefits, reflecting broader changes in behaviour, confidence, and household well-being.

This concluding chapter synthesises the cross-cutting findings, examines the underlying design features that contribute to programme effectiveness, and outlines key considerations for strengthening and scaling the intervention framework in the future.



## 1. Scheme-by-Scheme Summary of Findings

Each scheme was designed to address a distinct vulnerability at a specific stage of life. The survey evidence confirms that each is succeeding in that targeted purpose — and in several cases, generating benefits that reach well beyond its original design intent.

### Amutham — Nourishing the First 1,000 Days

Amutham is the most foundational intervention in the portfolio, targeting the developmental window that science identifies as the single most consequential period for a child's long-term cognitive and physical outcomes. The evidence is compelling: 84% of beneficiary mothers report visible improvement in their child's health, with 60% describing the change as significant. The most frequently cited benefits — increased activity and alertness (54%), weight gain (50%), and improved immunity (32%) — are precisely the nutritional outcomes the scheme targets. Crucially, 94% of mothers report financial relief, with the majority redirecting savings toward food, healthcare, and education. Amutham is delivering nutrition, financial relief, and maternal health benefits simultaneously — all through a daily doorstep delivery that 97% of mothers confirm arrives without fail.

### Idham — Dignity Through Menstrual Hygiene

Idham's impact is near-total across every dimension measured. The behavioural transition — from cloth to sanitary napkins — is essentially complete among surveyed beneficiaries. Every

respondent reports 100% regular delivery, 100% adequate protection, and 100% reduction in rashes and infections. The scheme generates an estimated annual saving of approximately Rs. 3,000 per household, which beneficiaries are channelling into savings, nutrition, and education. But perhaps its most significant achievement is in awareness: every single respondent reports improved understanding of menstrual hygiene, transforming Idham from a product delivery scheme into a public health education programme. The privacy-respecting home delivery model, operated through trained volunteers, has made a sensitive intervention both accessible and dignified.

### **Suyam — From Homemakers to Breadwinners**

Suyam addresses the most structurally entrenched form of female disadvantage: the conversion of educational qualification into economic participation. Its beneficiary profile is telling — more than half hold graduate-level qualifications, yet nearly two-thirds were exclusively homemakers before joining the programme, with no formal vocational history. The scheme's core design insight — that skill alone is insufficient without the means of production — is validated by the data: 96% found the sewing machine critical to beginning their work. Approximately half of beneficiaries are already earning income, and the scheme is less than three years old. Ninety-seven percent report increased confidence to work outside the home, and 76% report an improved voice in household decision-making — a social dividend that extends far beyond income generation.

### **Modiyin Magal — Educating the Daughters of Courage**

Modiyin Magal operates in the most emotionally charged context of any scheme in this portfolio — households that have lost their primary breadwinner and are navigating bereavement, financial precarity, and the threat of educational dropout simultaneously. The headline finding is unequivocal: 100% of beneficiary children are currently enrolled in school. Ninety-five percent of mothers confirm that education would have been at risk without the scheme's support. Ninety-eight percent of children report feeling motivated to continue their studies. These numbers are not merely indicators of educational retention — they represent a stabilising force that prevents one family's bereavement from becoming a girl's permanent foreclosure of opportunity. The emotional impact of the scheme — documented through mothers' accounts of reduced household stress — may be its most enduring contribution.

## Water ATM — Clean Water at the Doorstep

The Water ATM scheme delivers a public health essential — safe, purified drinking water — to low-income urban households through a technology-driven, community-embedded infrastructure. With 93% overall satisfaction, 81% reporting improved health, and nearly all respondents living within 200 metres of their nearest unit, the scheme is operationally well-placed and broadly effective. The free daily 20-litre quota meets the drinking water needs of most households without additional cost. For the minority who previously purchased bottled water, the scheme generates meaningful monthly savings. The scheme's highest political attribution rate across the entire portfolio — 87% correctly identifying its source — reflects the degree to which it has become embedded in community life as a visible, trusted, daily-use infrastructure asset.

### 2. Cross-Cutting Findings: What the Evidence Reveals

Read together, the five scheme assessments reveal several cross-cutting patterns that illuminate why the model achieves the outcomes it does.

- Last-mile delivery is the foundation of trust. Across all five schemes, operational reliability — whether of milk, sanitary napkins, sewing machines, educational grants, or water — is the single most consistently praised feature. Beneficiaries do not take reliable delivery for granted; they recognise it as the key differentiator between a scheme that sounds good and a scheme that actually works.
- Material benefits generate non-material outcomes. Every scheme delivers a tangible resource — milk, napkins, training, money, water. But in each case, the survey reveals outcomes that extend well beyond the material: increased confidence, reduced stress, improved household voice, stronger menstrual health awareness, greater motivation to continue education. The schemes are changing how beneficiaries see themselves, not just what they have.
- Financial relief is universal and consequential. Across Amutham (94% reporting financial relief), Idham (92% saving money monthly), and Water ATM (meaningful savings for bottle-water users), the schemes consistently reduce household expenditure on necessities. This freed-up income is being channelled productively — into food, healthcare, education, and savings — creating a multiplier effect on the scheme's direct benefit.

- Volunteer relationships are the scheme's social infrastructure. The design decision to deliver benefits through trained volunteers rather than impersonal distribution mechanisms is validated throughout the data. Delivery reliability, beneficiary trust, privacy, and emotional support all trace back to the quality of volunteer relationships. This is a governance model that invests in people, not just logistics.

- Attribution and awareness are high and growing. Across all schemes, beneficiaries correctly identify the scheme's origin with high consistency. This is not merely a political outcome — it reflects the degree to which beneficiaries have internalised the schemes as a coherent, named programme of constituency governance rather than a collection of unconnected benefits.

### 3. Master Scorecard: Key Metrics Across All Schemes

Scheme	Satisfaction	Primary Outcome	Delivery Reliability	Standout Finding
Amutham	96%	84% child health improvement	97% always on time	55% reduction in child illness frequency
Idham	100% health improvement	100% transition to sanitary napkins	100% regular delivery	100% awareness improvement; ~Rs. 3,000 annual saving
Suyam	97% confidence gained	~50% already earning income	96% found machine critical	76% improved household decision-making voice

Modiyin Magal	98% feel motivated	100% school enrolment	95% say support is essential	Near-universal reduction in household stress
Water ATM	93%	81% health improvement	87% attribution to MLA	~75% report time saved in water collection

#### 4. What Makes the Intervention Model Work: Five Design Principles

The survey evidence, taken in totality, points to five design principles that distinguish the intervention model from conventional welfare delivery and explain its consistently high performance across schemes of very different types:

- **Dignity by design.** Privacy-respecting home delivery, volunteer relationships, and beneficiary-centred logistics treat recipients as individuals with agency rather than passive recipients of state transfer. This design choice has measurable consequences: it drives delivery reliability, beneficiary trust, and willingness to continue using the schemes.
- **Complete solutions, not partial inputs.** Suyam provides training and a sewing machine — not training alone. Amutham provides fresh milk daily at the doorstep — not a voucher to collect milk elsewhere. Modiyin Magal provides cash and volunteer emotional support — not a bureaucratic reimbursement. In each case, the scheme is designed around the full set of barriers between the beneficiary and the desired outcome, not just the most visible one.
- **Life-cycle coherence.** The five schemes complement and reinforce each other across stages of life. A child nourished by Amutham is more likely to stay healthy enough to benefit from Idham as an adolescent and Modiyin Magal as a school-age girl in a bereaved family. A woman empowered by Suyam is more likely to invest in her own child's nutrition and education. This coherence is not accidental — it is the result of a deliberate life-cycle approach to constituency-level social protection.

- Volunteer networks as the delivery engine. The schemes do not rely on government machinery, contractor networks, or impersonal digital platforms for last-mile delivery. They rely on trained, relationship-based volunteers embedded in the communities they serve. This approach is more expensive in human capital terms but dramatically more reliable, trusted, and responsive than institutional delivery alternatives.
- Evidence-based monitoring and refinement. The fact that this report exists is itself a design principle. By commissioning structured field surveys of beneficiary outcomes — and reporting the results transparently, including operational gaps — the model builds in the feedback loops that enable continuous improvement. Schemes that are not working can be refined; schemes that are working can be scaled.

## **5. Looking Ahead: Priorities for the Next Phase**

The survey evidence suggests three priority directions for strengthening and expanding the intervention model in the period ahead:

### **Scale coverage where demand clearly exceeds supply**

Across Amutham, Idham, and Modiyin Magal, beneficiary satisfaction is so high and the unmet need in Coimbatore's low-income communities so evident that the most straightforward priority is expanding coverage to reach more eligible beneficiaries. The schemes' operational infrastructure — volunteer networks, delivery systems, community awareness — is already in place. Incremental coverage expansion requires additional resources but not a redesign of the model.

### **Deepen Suyam's economic impact through collective enterprise**

Suyam's economic impact is still emerging — approximately half of beneficiaries are already earning, with the remainder at various stages of the transition from training to income. The scheme's next phase should focus on facilitating collective work arrangements, SHG linkages, and market access for tailoring graduates. The data already shows that more than one in eight new Suyam joiners are referred by previous graduates — confirming that the scheme is building its own community of practitioners. Formalising this network into a producers' collective would significantly accelerate the second half of the programme's economic impact.

## Evolve Modiyin Magal to address rising educational costs

The survey data flags one forward-looking concern for Modiyin Magal: as beneficiary children progress to higher classes, the ₹10,000 annual grant becomes comparatively less sufficient to cover rising costs of textbooks, examination fees, uniforms, and private tuition. A graduated support structure — increasing the grant amount as children advance through school — would ensure that the scheme's protective function remains proportionate to the financial need it is designed to address.

### 6. Closing Reflection

What this report ultimately documents is not a collection of welfare schemes. It is evidence of a governance philosophy made concrete — the belief that an elected representative's most important responsibility is the reduction of vulnerability in the lives of the people she represents, delivered not through bureaucratic intermediaries but through direct, trusted, community-embedded action.

The numbers in this report — 84% child health improvement, 100% school enrolment, 97% confidence gained, 93% water satisfaction — are not statistics about programmes. They are statistics about people: a nursing mother in Coimbatore whose child is stronger and more alert than her previous child; a fatherless girl in Class 3 who arrives at school every day because someone ensured she could; a homemaker with a graduate degree who is now earning, making decisions, and building a business from the room in her home where she learned to sew.

The intervention model works because it starts from these individuals — their specific vulnerabilities, their specific needs, and the specific design required to reach them with dignity, reliability, and genuine impact. The evidence in this report is the proof.

— *End of Report* —



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