

Impact Assessment 2025

Hyundai Motor India Ltd

Overview Of Study findings



4th Wheel
Social Impact



In 2024, a third-party Impact Assessment of Hyundai Motor India Foundation's CSR projects were done by the 4th Wheel Social Impact. In this assessment, seven projects were evaluated.

A summary of each project and key findings are given below:

Income Generation Program for Rural Women, Chennai

The initiative equips women with livestock, skills, and knowledge in dairy value chain development. The impact assessment surveyed 63 participants in 11 villages. A mixed method study was adapted to evaluate the project

This assessment has concluded that this project has contributed to increased livestock ownership, improved cattle health, and enhanced income-generating opportunities for women. At the time of survey, 96% respondents were engaged in livestock rearing post program and 70% of women reported an increase in monthly family income, from INR 21,116 per month to INR 25,368 per month. The study also identified that access to veterinary services, nutrition support, and business training has strengthened participants' ability to manage dairy farming more effectively.

Sparsh Sanjeevani

Hyundai Motor India Foundation has established the Sparsh Sanjeevani Telemedicine centres - an innovative paramedic- assisted digital clinic model designed to improve healthcare accessibility in rural areas.

The assessment involved 107 respondents for the quantitative study and 64 respondents for the qualitative study from five centers across Gujarat and Rajasthan. The data was also collected through 12 Key-in-depth interviews with the doctors, nurses and managing staff.

The impact assessment has identified that the Telemedicine Centers have improved healthcare access, and reduced travel burdens and costs. A reduction in medical expenses minimized financial strain, while reduced travel time preserved income. The study identified that out-of-pocket expenses have reduced significantly, to highlight a few examples, the average costs for consultations have reduced by 62%, average cost of medicine expenditure has reduced by 67%, average cost of diagnostics has reduced by 87%, and average travel cost has reduced by 59%.

Social Return On Investment of this project is 1: 9.20, indicating strong social and economic impact. It also highlights that for every one rupee invested a social value of Rs 9.20 is created.

Advanced Life Support, Chennai

Hyundai Motor India Foundation has donated four Advance Life Support (ALS) ambulances to support healthcare access in Tamil Nadu. The study covered 2 locations: Thittakudi Government Hospital and Mangalur Primary Health Centre. The sample size included 14 participants.

The study has identified that introduction of fully equipped ambulances has improved emergency response by providing life-saving equipment and trained paramedics. Beneficiaries reported high satisfaction, recognizing their critical role in saving lives.

Namma Chennai

Hyundai Motor India Foundation supported Namma School Foundation for building girls' toilets in 15 government schools across seven districts in Chennai. The study covered 4 locations and reached out to a sample size of approximately 75 participants.

The evaluation has identified that the Namma Chennai initiative improved sanitation in schools by providing enclosed, well-equipped toilet facilities, particularly benefiting girls. This led to improved health and hygiene and an increase in safety and comfort among students. Better hygiene practices enabled students to participate in academics without disruptions. Students have reported noted reduction in UTIs, stomach pain, rashes and improved hygiene practices like regular handwashing and proper disposal of sanitary pads.

Project 'Dhyan Do': Mission Gurugram and Mission Chennai

The initiative engaged corporate employees and chauffeurs, and commercial drivers through capacity building and health check-ups. A qualitative methodology was used for the assessment.

The evaluation concluded that the program has improved road safety by raising awareness among 60,000+ drivers and employees from 260 corporates and industry associations, addressing health risks, and promoting safer driving behaviors. Targeted interventions, stakeholder partnerships, and health screenings led to early issue detection and sustainable impact.

Installation of LED traffic signals and blinkers

The initiative was undertaken in response to the rising number of road accidents in India. The study covered 4 locations and sample size included approximately 10 participants.

The impact assessment identified that the installation of LED signals and solar blinkers on the Chennai-Bengaluru Highway has improved road safety, reduced accidents, and eased traffic management. Traffic management team reported 50% reduction in fatal accidents due to LED traffic signals. Further, it has enhanced visibility for pedestrians, especially school children and the elderly, while automation has lessened the burden on traffic police.

Water pond project

Hyundai Motors India Foundation under its CSR initiative in collaboration with the Haryana Government, undertook restoration of 3 wastewater ponds in rural Gurugram, Haryana. A qualitative methodology was adopted to assess the impact of the project.

The assessment concluded that the project successfully restored and rejuvenated ponds in Tajnagar, Palsoli, and Hariahera. Pond restoration improved groundwater recharge with a combined potential of over 132,622 cum in Hariahara, Tajnagar, and Palasoli benefiting over 8200 people. The project reduced carbon emissions by 59.25 eCO₂, supporting environmental sustainability.

It also addressed the need for clean water access, irrigation, and ecosystem restoration and helped in improving the infrastructure, biodiversity conservation, and involving community members.

OVERVIEW

The OECD-DAC framework was used to evaluate relevance, coherence, efficiency, effectiveness, impact, and sustainability of 7 CSR Projects

300+ SAMPLE ACROSS TAMIL NADU, HARYANA, GUJARAT, AND RAJASTHAN VIA SURVEYS, KEY INFORMANT INTERVIEWS, FOCUS GROUP DISCUSSIONS, AND OBSERVATIONAL SITE VISITS. PURPOSEIVE AND RANDOM STRATIFIED SAMPLING WAS APPLIED.

PROGRAM DETAILS							
	INCOME GENERATION PROGRAM FOR RURAL WOMEN- PHASE III	SPARSH SANJEEVANI	'DHYAN DO': MISSION	NAMMA CHENNAI	ADVANCED LIFE SUPPORT	LED TRAFFIC SIGNALS AND BLINKERS	WATERPOND PROJECT
METHODOLOGY	Equipped 200 women with livestock, skills, and support for dairy value chain development.	Paramedic-assisted telemedicine centres with on-site diagnostics, and pharmacy services.	Road safety Awareness; health check-ups and counselling to commercial and transport drivers.	Girls' toilets constructed across 15 Government schools in 7 districts in Tamil Nadu.	Four ALS ambulances to enhance emergency response in rural locations.	18 LED traffic signals, 44 solar blinkers, and 3 RED eye post in 8 locations in Kancheepuram.	Restored 3 sewage-affected ponds +water management and community engagement in Haryana
	MIXED METHODS	SROI STUDY	DESK RESEARCH	QUALITATIVE STUDY	QUALITATIVE STUDY	QUALITATIVE STUDY	DESK RESEARCH
	<ul style="list-style-type: none"> 63 Respondents Tamil Nadu 	<ul style="list-style-type: none"> 183 Respondents Gujarat and Rajasthan 	<ul style="list-style-type: none"> 2 TRAX Members Chennai and Tamil Nadu 	<ul style="list-style-type: none"> 66 Respondents 4 schools in Tamil Nadu 	<ul style="list-style-type: none"> 14 Respondents Tamil Nadu 	<ul style="list-style-type: none"> 10 Respondents Tamil Nadu 	<ul style="list-style-type: none"> 1 CSR Team Member 3 villages in Gurugram

IMPACT AREAS



INCOME GENERATION PROGRAM FOR RURAL WOMEN- PHASE III

- 96% respondents were engaged in livestock rearing post program
- 70% of women reported an increase in monthly family income, which increased from INR 21,116 per month to INR 25,368 per month.



SPARSH SANJEEVANI

- SROI for three years was INR.1: INR.9.20, indicating strong social and economic impact
- Out-of-pocket expenses reduced significantly: Average costs reduced for Consultations (₹500→₹190, 62%), Medicines (₹450→₹150, 67%), Diagnostics (₹350→₹45, 87%), and Travel (₹260→₹106, 59%)



ADVANCED LIFE SUPPORT

- Healthcare-trained paramedics provide immediate medical attention enroute, improving survival rates.
- Onboard medical care like cardiac care equipment, suction apparatus, etc. reduces complications enabling advanced emergency interventions



WATER POND PROJECT

- Pond restoration improved groundwater recharge with a combined potential of over 132,622 cum. in Hariahara, Tajnagar, and Palasoli
- The project reduced carbon emissions by 59.25 eCO2, supporting environmental sustainability.
- Over 8,200 people benefited across the three locations through improved water access and ecosystem revitalization.



PROJECT 'DHYAN DO': MISSION GURUGRAM AND MISSION CHENNAI

- Engaged 260 corporates and industry associations
- Trained 26,496 corporate employees and chauffeurs in road safety
- Reached over 34,000 public and commercial drivers with traffic and health awareness, health screenings, and first aid kits.



NAMMA CHENNAI

- Cleaner, well-maintained toilets, replacing old and damaged ones.
- Noted reduction in UTIs, stomach pain, and rashes
- Improved hygiene practices like regular handwashing and proper disposal of sanitary pads.



LED TRAFFIC SIGNALS AND BLINKERS

- Traffic management team reported 50% reduction in fatal accidents due to LED traffic signals
- Effective maintenance and usage of traffic signals have reduced the workload on traffic police



RECOMMENDATIONS

- Support livestock vaccination and disease management.
- Provide financial literacy and insurance access training.
- Expand markets and deliver business training.



INCOME GENERATION

- Conduct regular health checks for at-risk drivers.
- Expand IVR and mental health counselling.
- Organize eye camps with health camps.



'DHYAN DO' PROGRAM

- Increase awareness via camps, door-to-door, and WhatsApp.
- Partner with more local diagnostic centres.
- Ensure gender-sensitive care
- Address digital issues



SPARSH SANJEEVANI

- Train locals for pond upkeep and maintenance.
- Strengthen government partnerships for long-term support



WATER POND PROJECT



NAMMA CHENNAI

- Address staff gaps, especially female cleaners.
- Improve access to pads, soap, and handwash.



SIGNALS AND BLINKERS

- Install countdown timers at signals.
- Coordinate regularly with police and civic bodies.



ADVANCED LIFE SUPPORT

- Expand services to reach more underserved areas.