

Executive Summary

SAMSUNG: Impact Assessment Study Report 2022

Samsung invited KPMG India for conducting an Impact Assessment study of its CSR programs that have been running successfully with a vision of undertaking relevant and effective social projects to create a positive and meaningful impact on the lives of communities. This document consists of the key takeaways.

1. BACKGROUND AND CONTEXT

Samsung's global CSR vision of 'Together for Tomorrow! Enabling People' is being accomplished through its CSR programs in different domains. Samsung has taken up CSR initiatives in Skill Development, Education and Technology innovation with the following three programs emerging as its flagship programs:



Star Scholar Program

Samsung supports the brightest students from Jawahar Navodaya Vidyalaya (JNV) schools, who are currently enrolled at any Indian Institute of Technology (IITs) and National Institute of Technology (NITs), enabling the youngsters to achieve their desired skill-sets and goals.

Technical School Program

Samsung through the Industrial Training Institutes (ITIs) and Ministry of Micro, Small and Medium Enterprise (MSME), runs 35 Technical Schools at these institutes, providing youths with vocational training in Refrigeration and Air Conditioning of Household Appliances (RACHA), Hand-Held Machines (HHP) and Audio Visual (AV).

Samsung Innovation Center

Samsung has established the Samsung Innovation Centers (SICs) across IITs and other institutions, wherein students are trained in emerging technologies such as Internet of Things (IoT), embedded systems, Virtual Reality, embedded systems, preparing them for the future.

2. ABOUT THE STUDY

Samsung's Impact Assessment study would help in mapping the perception of stakeholders, benchmarking projects, identifying gaps or challenges and creating road map for existing or new interventions. The primary impact of the study is to understand how effective and impactful the Samsung's program has been and to identify scope of improvement in service delivery, convergence, efficiency, beneficiary involvement, etc.

3. METHODOLOGY OF THE STUDY

The study has adopted a 4-phased structured methodology for evaluation: Project inception and desk review, research design, primary data collection, analysis and reporting. The methodology of study has used OECD-DAC framework evaluation criteria and Random Sampling has been chosen, with sample size proportionate to the representation of the respondents across each of the CSR program.

Rating Marker	Criteria
●	Low: Criteria/responses/conditions indicate low presence towards the programme
●	Medium: Criteria/responses/conditions indicate medium presence towards the programme
●	High: Criteria/responses/conditions indicate strong presence towards the programme

4. ASSESSMENT AND KEY FINDINGS

4.1 Star Scholar Program

Project Overview	Activities Involved	Stakeholders
<ul style="list-style-type: none"> Scholarship program to foster academic excellence for students at IITs and NITs Aims to push students aspiring to pursue technical courses in elite institutions 	<ul style="list-style-type: none"> Screening & shortlisting of deserving candidates Distribution of scholarship 	<ul style="list-style-type: none"> Students Parents & Teacher JNV stakeholders

Policy Linkage

- National Education Policy, 2020
- Rashtriya Uchchar Shiksha Abhiyan, 2013
- Samagra Shiksha Abhiyan, 201



SDG Alignment

4

QUALITY EDUCATION

Target 4.3

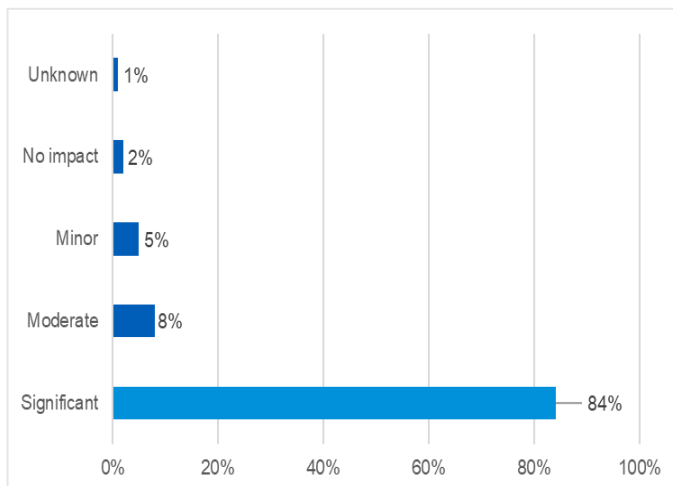
Target 4.4

Target 4b

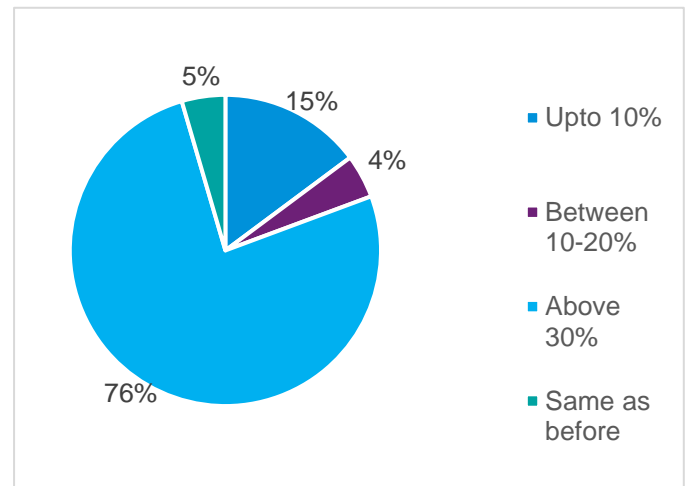
Key Highlights Of This Project

01	100% respondents reported that no enrollment fees was requirement for the scholarship	Inclusive Enrollment Structure	
02	76% of the beneficiaries saw more than 30% reduction in financial burden while 19% saw a reduction lesser than 30%	Impact on Financial Burden	
03	The project has been successful in instigating a sense of volunteerism among its beneficiaries	Inspirational	
04	54% of the respondents rated the project 5 being excellent, while 29% gave a rating of 4	Project Rating	
05	84% of the respondents noticed significant impact on their student life	Overall Impact on Student Life	

Impact of the Program



Perceived impact of Star Scholar program



Reduced financial burden on students and family

Project Rating Based On Findings And Analysis



Good Practices

Increased accessibility to education for underserved communities

Access to quality education and exposure

Robust screening mechanism

Challenges

Lengthy procedures & follow-ups

Lack of communication of clear timelines

Mandating offline submission of documents

Recommendations And Way Forward



Improving timelines for scholarship disbursement



Provide courses on personal/career development courses/workshops to outgoing batches



Better and timely communication and transparency regarding procedures

4.2 Technical school program

Project Overview	Activities	Stakeholders
Aims to assist the government in realizing its vision of Make in India by addressing the need for skilled workers with relevant industry experience through development of the technical lab at ITIs/MSMEs	<ul style="list-style-type: none"> • Infrastructural establishment such as upgradation of labs, installation of equipment's, etc. • Systematic course for trainees with sub-activities such as counselling, practical's, etc. • Training and capacity building of teachers • Screening and shortlisting for Scholarship amount disbursement 	<ul style="list-style-type: none"> • Trainees • Trainers • Institute management

Policy Linkage

1	Upgradation of 1396 Government ITIs through PPP
2	Skills Strengthening For Industrial Value Enhancement
3	Upgradation of 400 Government ITIs - Externally Aided Project (EAP) - World Bank assisted VTIP

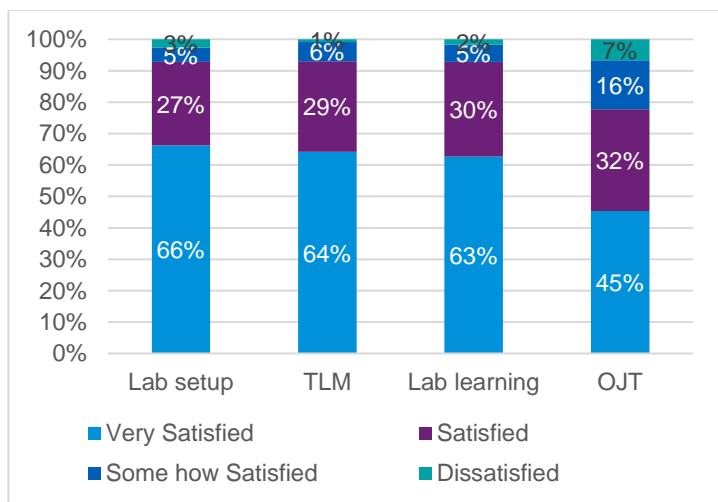
SDG Alignment

Target 8.5	8 DECENT WORK AND ECONOMIC GROWTH	4 QUALITY EDUCATION	Target 4.3
Target 8.6			Target 4.4

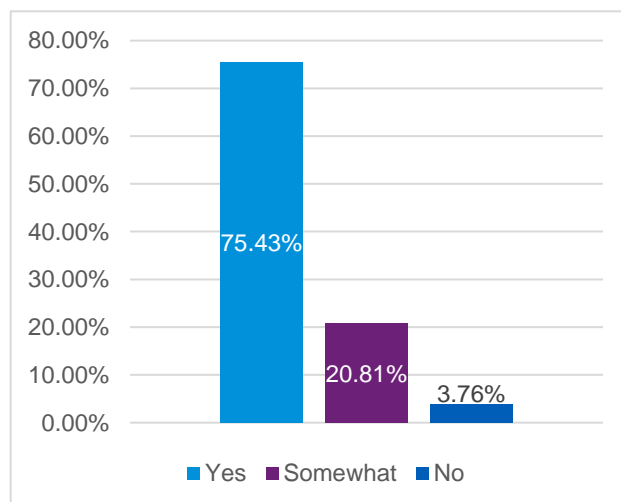
Key highlights of this project

01	The program's pyramidal structure functions with a transparent mechanism of review & progress	Strong organizational structure
02	66% were extremely satisfied while the remaining 34% had moderate to low satisfaction	Well- equipped and maintained lab Infrastructure
03	79% of the beneficiaries reported maximum satisfaction with the scholarship support	Scholarships for financial assistance
04	76% of the respondents reported achievement of desired skill set. While 24% of the respondents reported 'slight achievement' to no change.	Skill Enhancement
05	The project focuses on upskilling the trainers through the Guru Shiksha program to continue program sustainability	Capacity building of teachers through Guru Shiksha Program'

Impact of the Program



Satisfaction level wrt various program aspects



Achievement of desired skillset by Trainee

Project Rating Based On Findings And Analysis



Good Practices

Good infrastructural set-up

Structured curriculum alignment

Strong monitoring system

Good network of training team

Challenges

Weak OJT monitoring

Lab product limitation

Low placement records

Scholarship amount dis-imbursement delay

Recommendations and Way Forward

Adding industrial visit



Content enrichment

Course extension



Module addition

Specially-abled inclusion



Motivational exercises

4.3 Samsung Innovation Center

Overview of the Project	Activities	Stakeholders
<ul style="list-style-type: none"> Aims to bridge proficiency gaps in the country by skilling students Set-up ten Samsung Innovation Labs as part of its Samsung Innovation Campus program 	<ul style="list-style-type: none"> Establishment of tech. labs for improving research Establishment of equipment related to VR, Machine learning, AI Fellowship support to students Workshops by industry experts 	<ul style="list-style-type: none"> Students Dean of the Instit Lab in-charge

Policy Linkage

- 1 Science Technology, Innovation Policy 2020
- 2 National Education Policy, 2020
- 3 Scientific Social Responsibility, 2020



SDG Alignment

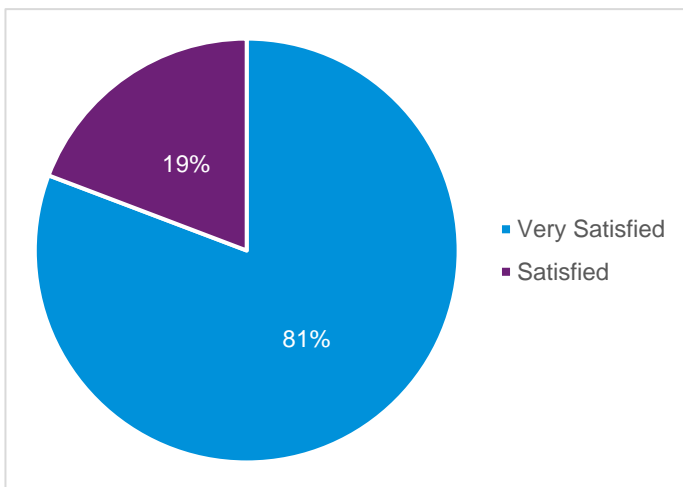
4 QUALITY EDUCATION

Target 4.4

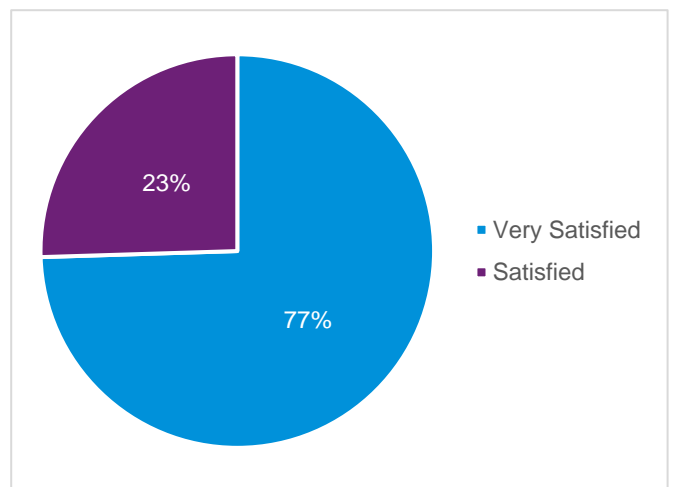
Key highlights of this project

01	10 SIC labs set-up across India with the objective of fostering research & innovation as well as increasing outreach and accessibility	Fostering Research & Innovation	
02	Quality research paper published in collaboration with Samsung R&D team	Collaboration with Samsung R&D	
03	Requisite infrastructural set-up in place. Room for improvement to optimize utility from an operational lens	Infrastructural Utility	
04	The fellowships offered encourages and fosters research ,for various purposes such as, utilizing the labs, e-journals	Impact through Fellowship Support	
05	Trainings and workshops has promoted and imparted intensive technical learning	Promoting knowledge sharing-platforms	

Impact of the Program

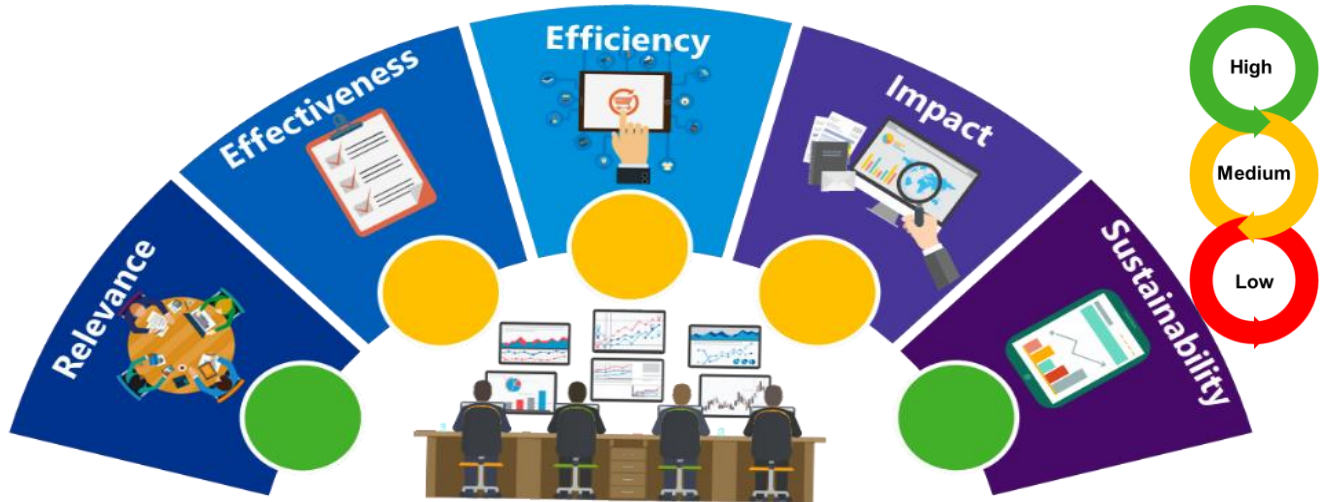


Fellowship effectiveness



Satisfaction wrt to fellowship support

Project Rating Based On Findings And Analysis



Good Practices

Good infrastructural set-up

Policy convergence

Fostering Quality Research

Challenges

Low utilization of SIC

Lack of operational workflow

Lack of sync of equipment with IITs' course requirement

Recommendations and Way Forward



Structured operational flow



Standard Operating Procedure



Curriculum Integration

Testimonial



Star Scholar

Samsung is doing very wonderful services for the betterment of our society. Samsung's Scholarship is one of such example of how much Samsung is doing for our education system. Thank you Samsung!!!

- Student, batch of 2016



Technical School

Samsung is providing a world class facility through its technical initiative for the underprivileged, thereby providing an opportunity to the trainees to enhance their skill set along with the financial status.

- Trainer, MSME Varanasi



Innovation Centre

Samsung's lab serve as 'Excellence Center' for the students, enabling them to carry out research in their desired field and to explore the unexplored, with the help of Samsung lab.

- Professor, IIT-G

