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Impact assessment report Scholarships for Higher Education & Pursuance of Sports

A CSR Initiative of Sonalika International



By
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1. EXECUTIVE SUMMARY

- This report analyses the effectiveness of scholarships project initiated by Sonalika Tractors as part of its Corporate Social Responsibility (CSR) for Financial Year 2020–2021. Sonalika partnered GNA University to award scholarships to meritorious students who were unable to afford tuition fee of the university but wanted and deserved to continue to higher studies.
- The company has also partnered Lovely Professional University to award scholarships to young sportspersons to pursue and excel in the sport of their choice.
- The conclusions and the findings in the report are made primarily on the basis of a thorough evaluation methodology followed by Team CB Impact, the social-sector research arm of Saucepan Media.
- The team studied the evaluation criteria for selection of students and found the same to be appropriate and thorough for the purpose of selecting meritorious and deserving students for both academics and sports.
- The findings state that the Company through GNA University awarded scholarships to **428 students** and of these, the majority were pursuing Bachelors of Science, followed by Bachelors of Technology and Masters of Technology, while a handful of students were enrolled in other degrees.
- Likewise, for promotion of sports, the company, through Lovely Professional University, awarded scholarships to **508 athletes**. Most of these students were either pursuing Bachelors of Physical Education or were from Arts streams, with all of them having one sport as their primary focus.
- All students on academic scholarships passed their respective terms/semesters with good grades and are either in the last semester or have passed out to pursue higher studies. Some of the students are also gainfully employed.
- The assessment of sports scholarships affirms that all the students are deserving sportspeople and have been consistently participating and winning at various state, national and international competitions in their respective fields.
- The report also identifies a few areas in recommendation section for the company to enhance the outcomes, amplify the impact, and make it all measurable at the same time.

2. PROJECT BACKGROUND

2.1. Project component 1: Scholarships for Academic Excellence

The rising costs of higher education in India makes it difficult for many deserving students across the country to attend a college of their choice. Many students end up giving up their dream of higher education as they are unable to bear the expenses of undergraduate and graduate degrees. This can become a huge burden and is a frequent cause of students dropping out. Some students take up the additional stress of working to earn their college fee while they are supposed to be focusing on education, making it hard for them to find the time to focus on learning, getting good grades, and graduating on time.

A scholarship not only reduces the financial burden for parents and students, but also allows students to focus freely on academics, increasing their chances of staying in college, graduating with better grades and skills that increase their chances of getting employed.

Nevertheless, earning a scholarship is also an honour for a student. It is a recognition of their hard work and underlines the fact that they care about their education and are serious about their future. A prestigious scholarship is something that one can add to one's list of accomplishments – employers notice such recognitions. A good scholarship can add an advantage when they apply for internships or their first professional job.

2.2. Project component 2: Scholarships for Excellence in Sports

Likewise, there is a dearth of support for students who wish to pursue a sports discipline of their choice. To do their bit to address this gap, Sonalika started focusing on scholarships as one of their flagship CSR initiatives.

2.3 About Project Partners

2.3.1 GNA University

GNA University (GU) in Phagwara, Punjab, is a NAAC-accredited university offering undergraduate, graduate, post-graduate and doctoral degrees in multiple streams.

The university is recognised amongst some of the leading higher education institutions in the region. It seeks to improve the quality of life through an eclectic blend of science, technology and humanities intended to encourage students to pursue innovative solutions to real-life problems

2.3.2 Lovely Professional University

Lovely Professional University (LPU) is a private university located in Chaheru in Phagwara, Punjab. The university was established in 2005 by Lovely International Trust, through the Lovely Professional University Act, 2005, and started operations in 2006.

LPU has schools on various subjects, ranging from business, fashion design, engineering, law and education, to agriculture, humanities, tourism, etc. One of the most interesting aspects of the university is the granting of scholarships based on performance in sports, cultural and co-curricular activities, social service, etc.

3. ASSESSMENT OBJECTIVE

The primary objective of the assessment is to do a thorough evaluation of the project and be able to get answers to the following questions:

- a) The areas of investment with regard to the scholarship support provided to students
- b) The outcomes of the investments made towards scholarships – both for academic and for sports promotion
- c) The courses/trades that the scholarships were awarded for
- d) The impact and the change in the lives of beneficiary students
- e) The probable long-term impact of the CSR support on communities, particularly those from disadvantaged sections of society
- f) The project sustainability aspects – what components of the project can self-sustain in the coming years
- g) The challenges regarding the support being extended under CSR

4. ASSESSMENT METHODOLOGY

Team CauseBecause studied the project concept and its objectives thoroughly and also had brief discussions with Team CSR at Sonalika before devising the assessment methodology.

4.1: Desk review of available documents

As a first step, a thorough desk review of all the available material related to the project was done. This included literature provided by Team CSR as well as partner NGOs.

The documents included:

- I. Project concept notes and implementation framework
- II. Project monitoring reports and project progress reports
- III. Names and coordinates of students who received scholarships (both sports and academics)
- IV. Details of courses and sports for which the scholarships were awarded
- V. Monitoring and mid-term assessment reports by the company or third-party entities

4.2: Field research

The research team applied the following techniques for assessing the outcomes of the project:

- One-on-one interviews (in-person, virtual meetings and telephonic talks) with project stakeholders, including beneficiaries and GNA University and Lovely Professional University representatives
- Thorough discussions with direct and indirect stakeholders of the project, including GNA University and Lovely Professional University staff, with regard to advantages offered by the scholarships

4.3: Quantitative data analysis

In order to collect essential information from the sampled participants, a professional team of management trainees, communication executives and market research interns worked under senior research professionals.

- **Quality control during collection**
CauseBecause project lead and supervisors engaged in the interviews.
- **Data verification post-collection**
Project lead verified interviewees' responses through random sampling. They also did a post-interview satisfaction survey.
- **Data analysis**
Experienced research professionals and the IT team at CauseBecause worked together for data analysis. The latest version of IBM® SPSS® platform, an effective statistical software, was used for extraction of accurate insights.

5. EVALUATION FINDINGS

5.1 Findings of Project Component 1: Academic Scholarships

After a thorough evaluation and assessment, Team CauseBecause noted down multiple elements of the academic scholarships being offered by Sonalika through GNA University.

The points that follow cover all aspects of the project component including an overview, selection criteria, and outcomes in terms of internships and placements obtained by the students.

5.1.1 Overview of scholarships at GNA University

GNA University offers limited scholarships on merit. The grant of scholarships is through the announcement of a comprehensive merit list and are accorded to a fixed proportion of students on the basis of –

- Socio-economic status
- Academic performance in previous years
- Students' scores in common competition exams like JEE
- Entrance-test performance
- Aptitude tests and interviews

The sampled students with whom the assessors interacted confirmed that each of them had to share complete details of their socio-economic profiles as well as their academic records including performances in various common entrance examinations.

5.1.2 Beneficiaries' profile

Located in Punjab, GNA University draws a significant number of students from the state itself. Most of the students applying to the university for scholarships are from Amritsar, Ludhiana, Jalandhar, and Chandigarh. At the same time, talented students from other states like Andhra Pradesh, Haryana, Himachal Pradesh, Bihar, Uttar Pradesh, and Telangana also reach out for admissions and scholarships.

Majority of the students had average to high scores in various competitive examinations but had failed to secure a seat in the course of their choice due to financial constraints.

5.1.3 Scholarship types

The primary scholarships awarded by GNA University covers financial assistance, which takes care of tuition fees. There are several types of financial assistance for meritorious students, children of defence personnel, single girl child, children of GNA Group employees, and sports students.

5.1.4 Academic scholarships slabs

The evaluation team studied the criteria for selection of students for scholarships awarded by GNA University and concluded that it follows a stringent non-biased academic criterion – the higher the academic performance of the students, the higher the waiver of tuition fee.

Students are eligible for up to 50% waiver for arts or commerce streams if they score 90% and above in their qualifying examination. Likewise, if a student is ranked between 300,000 and 400,000 in JEE (Main), they qualify to get 50% rebate in admission fee.

Table 1: Scholarships Slabs

SCHOLARSHIPS SLABS

Scholarships	UG				PG
	Arts / Commerce / Others	Non-Medical		Medical	All PG Courses
	Qualifying Examination Marks	JEE (MAIN) Rank	Qualifying Marks	Qualifying Marks	MBA - CAT/ XAT/MAT
50% of tuition fee	> 90%	300,000 to 400,000	> 90%	> 90%	Percentile more than 96 to 97
40% of tuition fee	> 81% to 90%	400,000 to 500,000	> 81% to 90%	> 81% to 90%	Percentile more than 95 to 96
30% of tuition fee	> 72% to 81%	500,000 to 600,000	> 72% to 81%	> 72% to 81%	Percentile more than 90 to 94.99
20% of tuition fee	63% to 72%	> 600,000	63% to 72%	63% to 72%	Percentile more than 85 to 89.99

Table 2: Prescribed Fee

PRESCRIBED FEE (in Rs)	After 50% of Scholarship Arts / Commerce / Others	After 40% of Scholarship Non-Medical	After 30% of Scholarship Medical	After 20% of Scholarship All PG Courses
	27,000	13,500	16,200	18,900
36,000	18,000	21,600	25,200	28,800
37,800	18,900	22,680	26,460	30,240
40,500	20,250	24,300	28,350	32,400
46,800	23,400	28,080	32,760	37,440
49,500	24,750	29,700	34,650	39,600
53,280	26,640	31,968	37,296	42,624
58,500	29,250	35,100	40,950	46,800
60,000	30,000	36,000	42,000	48,000
62,500	31,250	37,500	43,750	50,000
63,000	31,500	37,800	44,100	50,400
81,000	40,500	48,600	56,700	64,800
83,700	41,850	50,220	58,590	66,960
85,500	42,750	51,300	59,850	68,400

5.1.5 Bifurcations of academic scholarships as per education streams

The data analysis during the evaluation established that a total of 428 students were the direct beneficiaries of academic scholarships in FY 2020–21.

- Of these scholarships, the maximum was awarded to students wanting to pursue Bachelor of Science (B.Sc.) – to **166** students, followed by Bachelor of Technology – to **145** students.
- **45** scholarships were awarded to students pursuing Bachelor in Computer Application (BCA).

- 11 students of Bachelor of Hotel Management and Catering Technology (BHMCT) benefitted from the scholarships.
- Scholarships for master's degrees such as MTech and MCA were granted to 18 and 11 students, respectively.
- 13 students pursuing diploma in mechanical engineering also received scholarship.

The primary education streams under which the scholarships were awarded are shared in **Table 3** below:

Stream	No. of students
B.Sc.	166
B.Tech	145
BCA	52
BHMCT	11
BOD	12
Diploma (ME)	13
M.Tech	18
MCA	11
TOTAL	428

5.1.6 Bifurcations of academic scholarships on percentile basis

A thorough analysis of the data shows that the majority of the students (more than 88 per cent) received scholarships worth less than 40 per cent of the total course fees. In all, 22 students received scholarships between 50 per cent and 60 per cent, followed by 21 students who received over 21 per cent of the scholarships. The primary education streams under which the scholarships were awarded are shared in Table 4 below:

Percentage of scholarships	More than 75%	70%–75%	60%–69%	50%–60%	40%–50%	Less than 40%
No. of students	1	3	21	22	4	377

5.1.7 Placements of students by GNA University

During the assessment exercise, the team learnt that GNA University ensures best match between interests and opportunities for students. The university has a dedicated placement cell called GNA University Training and Placement Department that helps students make informed choices about the right career move. The department assists students in building a career-focused personal development plan, taking into account their strengths, skills, interests and aspirations.

A number of senior professionals and practitioners from the industry are regularly invited to the university for career guidance workshops and seminars.

5.1.8 Prominent activities by the university to prepare student for placements

➤ The activities include:

- Specific and identified trainings – employability enhancement trainings on soft skills and aptitude, and career-oriented training
- Support in providing internships
- Arranging students' visits to various industry houses
- Conducting international education fairs and career counselling sessions by bringing industry leaders in regular contact with students
- Conducting conclaves/seminars/guest lectures
- Collaboration with the international community for university tie-ups and industry interface

➤ Prominent companies that recruit students from the university include:

Bosch, Just Dial, Hero Cycles, Bajaj Sons Ltd, Maruti Suzuki, Radisson Group, Eicher, Mahindra Group, and Bajaj Capital, among many others.

5.1.9: Noteworthy outcomes so far

a) Increased access to education

Academic scholarships for deserving students from disadvantaged socio-economic backgrounds have significantly increased their access to higher education. These scholarships often cover tuition fees, and as a result, students who were not able to afford higher education are now pursuing their academic goals without the burden of financial constraints.

b) Economic empowerment

By easing the financial burden of education, these scholarships allow students to focus on their studies without the distraction of financial worries. As they complete their education and enter the workforce, they are better positioned to secure higher-paying jobs, breaking the cycle of poverty and contributing positively to the economy.

c) Enhanced career opportunities

The scholarships from Sonalika in partnership with GNA University come with additional benefits such as mentorship programmes, internships, and networking opportunities. These have helped students build a strong foundation for their careers. With improved access to resources and guidance, scholarship recipients are better equipped to explore diverse career paths, fostering personal and professional growth that might have been challenging without the support of a scholarship.

d) Community impact and social mobility

The positive impact of academic scholarships extends beyond the individual recipients. As these students graduate and enter various professions, they will become role models and contributors to their communities. This creates a ripple effect, inspiring others in their community to pursue education and strive for a better future. Scholarships thus become a catalyst for social mobility, breaking down barriers and fostering a culture of education among those from underprivileged socio-economic communities.

e) Diversity and inclusion in higher education

Scholarships contribute to creating a more diverse and inclusive higher education landscape. By providing financial support to students from disadvantaged socio-economic backgrounds, institutions are making sure that a broader range of perspectives and experiences are represented in academic settings. This enriches the learning environment for all students and prepares them for a globalised world where diversity is valued and appreciated.

Moreover, scholarships also help address social inequalities and promote a fairer and more equitable society.



Picture caption: Scholarship students at GNA University campus

5.1.10 Glimpses of scholarship students at GNA University



5.1.11 Case Studies



Student name: **Priya Shah**
Father's name: **Mr Surinder Shah**
Degree: **Bachelor of Design**
Scholarship: **77% academic scholarship**

Priya is a student of Bachelors in Design at GNA University. She wanted to pursue her career in design but could not secure admission due to financial constraints. She reached out to GNA University for scholarships based on her good performance in boards of class 12.

After seeing Priya academic performance and assessing her socio-economic status, GNA offered her a scholarship under Sonalika Scholarship Scheme, which is a part of Corporate Social Responsibility (CSR) of Sonalika Group.

"...I am thankful to Sonlika Group for offering me 77 per cent scholarship. The same has helped me in pursuing the degree that I always aspired for and also helped reduce the financial burden on my family. I am committed to my studies and really appreciate the support of the experienced and supportive faculties and staff at GNA.

"I think I would not have been able to pursue higher studies and would not have been able to experience such an incredible experience of being in a large university amongst learned faculty and supportive staff. I feel secured and believe that I am on a right career path," said Priya.

Priya's story resonates with almost every girl beneficiary student who was awarded scholarship under this CSR initiatives. The scholarships have opened an opportunity for girls coming humble backgrounds from tier-2 towns or remote villages.



Student name: **Yuvraj Singh**
Father's name: **Mr Balwinder Singh**
Degree: **Bachelor of Technology (mechanical & automation)**
Scholarship: **65% academic scholarship**

Yuvraj Singh is a student of Bachelor of Technology (mechanical & automation) at GNA University. He scored good marks in boards of class 12, but could not get through the competition exams that he had appeared in and neither could obtain admission in private colleges due to financial constraints. Yuvraj applied for a scholarship at GNA university and was selected to be awarded the same under Sonalika Scholarship Scheme.

"I am grateful to GNA University and Sonalika for believing in me and awarding the scholarship. The same have covered 65 per cent of my fees which I would have been able to afford otherwise. I am happy to have joined a great university and glad to have received support from experienced faculty as well as other staff that has been very supportive.

"I am committed to pursue my engineering career and also ensure that when I am doing better in life, I too will be empathetic towards deserving students and will help them in achieving their goals as much as I can," said Yuvraj.

The scholarship has not only created an opportunity for Yuvraj Singh to pursue his dream course, but has also made him realise that there are humble corporate entities like Sonalika that support deserving students and also convinced him to have an empathetic attitude towards people from less privileged or underserved socio-economic backgrounds.



Student name: **Ravjeet Kaur**
Father's name: **Mr Manjit Singh**
Degree: **Bachelor of Technology (Robotics & automation)**
Scholarship: **50% academic scholarship**

Like most other students who received scholarships on the basis of their good grades in twelfth standard (10+2), Rajveer too is a beneficiary of the Sonalika's scholarships. She too come from a not so well-to-do family and could only afford about 50 per cent of the total fee of the university. Rajveer approached the admissions cell and was offered to apply for the scholarships and also meet relevant faculty for interactions.

Within a few days of the application, her interviews were conducted and GNA University awarded her with the 50 per cent scholarship to cover the fee part that she could not have afforded.

"I thank GNA University for considering me deserving enough to get this scholarship and my gratitude to Sonalika Group for creating this opportunity. This scholarships scheme is a reflection of the company's concern for the communities in their areas of operation and we are glad to have understanding organizations that care of the betterment of the society.

"I promise, when I get in a better position in my life, I too will give back to the society in whichever best way possible – just like Sonalika Group has supported me, I too will support someone whenever I can," said Rajveer.

Rajveer is yet another example of how simple scholarships schemes not only create academic opportunities but also help in changing the students' overall outlook towards the society.

5.2 Findings of Project Component 2: Sports Scholarships

A thorough assessment by Team CauseBecause brought out essential elements of the sports scholarships being offered by Sonalika through Lovely Professional University (LPU).

The points that follow cover all aspects of the project component including an overview of the same, selection criteria, and outcomes in terms of overall personality development, achievements at state, national, and international level by the supported athletes, and the socio-economic aspects.

5.2.1 Overview of scholarships at Lovely Professional University (LPU)

LPU offers limited scholarships on merit. The grant of scholarships is through the announcement of a comprehensive merit list and are accorded to a fixed proportion of students on the basis of –

- Socio-economic status
- Performance in state, national and international competitions
- Auditions and trials at the campus
- Game/sport knowledge level
- Aptitude and attitude tests and interviews
-

The sampled students with whom the assessors interacted confirmed that each of them had to share complete details of their socio-economic profiles as well as their academic records.

As mentioned in the introduction to the project, Sonalika made provisions for considerable financial support under CSR for the university to not only admit deserving students by awarding them sports scholarships, but also to create a holistic environment for sportspersons and athletes wanting to pursue their respective game/sport.

5.2.2 Details of scholarships provided based on performance in sports at LPU

Organised under the aegis of	International Sports Competitions approved by ministry of youth affairs & sports/ SAI/ IOA/ FISU/ National Federation of concerned games approved by ministry of youth affairs & sports/ Association of Indian Universities
Category	Sports
'A+' Grade a) Full programme fee waiver b) Free stay with attached washroom c) Free food deluxe diet d) Food supplements Special benefits 1) No prospectus fee 2) Examination fee waiver 3) LPUNEST fee waiver 4) Free gym and indoor sports facility#	S-A+11: International Participation S-A+12: Senior National (First three positions) S-A+13: SGFI National (First three positions) S-A+14: Khelo India University Games (First three positions) S-A+15: AllU (First three positions) (Only applicable on those games which are included in Olympic, Asian, Commonwealth & World University games) S-A+16: Junior National (First three positions)
'A' Grade a) Scholarship on programme fee equivalent to Bracket-I in eligibility qualification b) Free stay with common washroom c) Free food standard diet d) Free gym and indoor sports facility# Special benefits (exclusively for physical education (except B.P.Ed. and M.P.Ed.), B.A. and M.A. courses) 1) 100% programme fee waiver 2) No prospectus fee 3) Examination fee waiver 4) LPUNEST Fee waiver	S-A11: Zonal Inter-University Games (First three positions) S-A12: All-India Inter University (Participation) S-A13: Sr/ Jr National /SGFI (Participation) S-A14: Khelo India University Games (Participation)
'B' Grade a) Scholarship on programme fee equivalent to Bracket-II in eligibility qualification Special Benefits: 1) Free gym and indoor sports facility#	S-B11: Zonal Inter-University Games Participation (Olympic, Asian, Commonwealth & World University games) (MAKA Trophy Games) S-B12: Senior State (First three positions) S-B13: Junior State (First three positions) S-B14: State School Games, organised by state government (First three positions)
'C' Grade a) Scholarship on programme fee equivalent to Bracket-III in eligibility qualification Special Benefits: 1) Free gym and indoor sports facility#	S-C11: Senior State/ Junior State/School State participation S-C12: Senior district (first three positions) S-C13: Junior District (First three positions)

5.2.3 Details of scholarships provided based on auditions/trials*

Category	Sports
<p>'A+' Grade</p> <ul style="list-style-type: none">a) Full programme fee waiverb) Free stay with attached washroomc) Free food deluxe dietd) Food supplements <p>Special benefits</p> <ul style="list-style-type: none">1) No prospectus fee2) Examination fee waiver3) LPUNEST Fee waiver	Depending upon the performance of the student, he/she can get A+/A/ B & C category scholarship
<p>'A' Grade</p> <ul style="list-style-type: none">a) Scholarship on programme fee equivalent to Bracket-I in eligibility qualificationb) Free stay with common washroomc) Free food standard diet <p>Special benefits (exclusively for physical education [except B.P.Ed. and M.P.Ed.], B.A. and M.A. courses)</p> <ul style="list-style-type: none">1) 100% programme fee waiver2) No prospectus fee3) Examination fee waiver4) LPUNEST Fee waiver	Depending upon the performance of the student, he/she can get A+/A/ B & C category scholarship
<p>'B' Grade</p> <ul style="list-style-type: none">a) Scholarship on programme fee equivalent to Bracket-II in eligibility qualification	Depending upon the performance of the student, he/she can get A+/A/ B & C category scholarship
<p>'C' Grade</p> <ul style="list-style-type: none">a) Scholarship on programme fee equivalent to Bracket-III in eligibility qualification	Depending upon the performance of the student, he/she can get A+/A/ B & C category scholarship

5.2.4 Programmes at LPU under sports Scholarships*

	Eligibility Base	Discipline	Programme	Duration
1	After 10th	Architecture	Diploma in Architectural Assistantship	3 Years
2	After 10th	Engineering - Civil	Diploma (Engg.) Civil Engg. (CE)	3 Years
3	After 10th	Engineering CS	Diploma (Engg.) Computer Sc. & Engg.	3 Years
4	After 10th	Engineering - Electrical	Diploma (Engg.) Electronics & Comm.	3 Years
5	After 10th	Engineering - Electrical	Diploma (Engg.) Electrical Engg. (EE)	3 Years
6	After 10th	Engineering - Mechanical	Diploma (Engg.) Mechanical Engg.	3 Years
7	After 10th	Fashion Design	Diploma in Fashion Design	3 Years
8	After 10th	Management	Diploma in Business Administration	3 Years
9	After 10th	Medical Laboratory Sciences	Diploma in Medical Lab. Technology	3 Years
10	After 10+2 (12th)	Airlines & Tourism	BBA (Tourism & Hospitality)	3 Years
11	After 10+2 (12th)	Airlines & Tourism	BBA (Airlines and Airport)	3 Years
12	After 10+2 (12th)	Airlines & Tourism	B.Sc. (Airlines, Tourism & Hospitality)	3 Years
13	After 10+2 (12th)	Arts (Humanities)	Bachelor of Arts (B.A.)	3 Years
14	After 10+2 (12th)	Ayurvedic Pharmaceutical	B.Pharm. (Ayurveda)	4 Years
15	After 10+2 (12th)	Biotechnology	B.Sc. (Hons.) Biotechnology	3 Years
16	After 10+2 (12th)	Botany	B.Sc. (Hons.) Botany	3 Years
17	After 10+2 (12th)	Chemistry	B.Sc. (Hons.) Chemistry	3 Years
18	After 10+2 (12th)	Commerce	B.Com.	3 Years
19	After 10+2 (12th)	Computer Applications	B.Sc. (Information Technology)	3 Years
20	After 10+2 (12th)	Computer Applications	BCA	3 Years
21	After 10+2 (12th)	Economics	B.Sc. (Hons.) Economics	3 Years

Note: LPU has nearly 90 courses that are included in the sports scholarship programmes; only 21 of those are listed here for understanding of the outcomes of the project. The complete list is annexed to this report.

5.2.5 Programmes considered for 100% tuition fee waiver under A category in sports
(physical education and arts courses)

Discipline	Programme name	Eligibility base
Arts (Humanities)	Bachelor of Arts (B.A.)	After 10+2 (12th)
Arts (Humanities)	B.A. (Hons.) English, Political, Science, History, Sociology, Geography, Psychology, Punjabi	After 10+2 (12th)
English & Foreign Languages	M.A. (English)	After Graduation
History	M.A. (History)	After Graduation
Indian Languages	M.A. (Hindi)	After Graduation
Indian Languages	M.A. (Punjabi)	After Graduation
Physical Education	B.Sc. (Health and Physical Education)	After 10+2 (12th)
Physical Education	Bachelor of Physical Education & Sports (BPES)	After 10+2 (12th)
Political Science	M.A. (Political Science)	After Graduation
Psychology	M.A. (Clinical Psychology)	After Graduation
Psychology	M.A. (Psychology)	After Graduation
Public Administration	M.A. (Public Administration)	After Graduation
Sociology	M.A. (Sociology)	After Graduation

5.2.6 Games considered for A+, A, B and C grade scholarships

Sl No.	Sports	Categories	Sl No.	Sports	Categories
1	Aquatics (Swimming, Diving and Water Polo)	Men, women	24	Kho Kho	Men, women
2	Archery	Men, women	25	Netball	Women
3	Athletics	Men, women	26	Pencak Silat	Men, women
4	Badminton	Men, women	27	Roller Sports	Men, women
5	Baseball	Men	28	Rowing	Men, women
6	Basketball	Men, women	29	Rugby Seven	Men, women
7	Boxing	Men, women	30	Softball	Women
8	Bridge	Men, women	31	Sepak Takraw	Men, women
9	Canoeing & Kayaking	Men, women	32	Shooting	Men, women
10	Chess	Men, women	33	Soft Tennis	Men, women
11	Cricket	Men, women	34	Squash	Men, women
12	Cycling	Men, women	35	Table Tennis	Men, women
13	Fencing	Men, women	36	Tennis	Men, women
14	Football	Men, women	37	Taekwondo	Men, women
15	Golf	Men, women	38	Volleyball	Men, women
16	Gymnastics	Men, women	39	Wrestling Free Style	Men, women
17	Handball	Men, women	40	Wrestling Greco Roman	Men
18	Hockey	Men, women	41	Weightlifting	Men, women
19	Judo	Men, women	42	Wushu	Men, women
20	Kabaddi (National Style)	Men, women	43	Yachting	Men, women
21	Karate	Men, women	44	Yoga	Men, women
22	Best Physique	Men, women	45	Malkhamb	Men, women
23	Roller Skating	Men, women			

5.2.7: Bifurcation of sports scholarships granted under CSR

As per the data analysis by assessment team, a total of **508 students** across **17 sports** disciplines at LPU received sports scholarships from Sonalika.

- Of these, the highest number of scholarships (**64**) were granted to students pursuing athletics, followed by **63** for hockey players.
- **38** football and **37** rugby players at LPU received Sonalika sports scholarships; likewise, **31** players each of archery and handball also received scholarships.
- For all other games like wushu, judo, shooting, boxing, kho-kho, badminton, rowing, etc., there were **25** or less players (of each game) who received Sonalika scholarships.

No. of students receiving scholarships	Sport
64	Athletics
63	Hockey
38	Football
37	Rugby
36	Volleyball
31	Archery
31	Handball
25	Wushu
24	Judo
23	Shooting
22	Cycling
22	Taekwondo
21	Boxing
20	Kho-kho
19	Basketball
16	Badminton
16	Rowing

5.2.8: Worth of scholarships granted under CSR – amount in rupees

Overall, the 508 scholarships together carried monetary value of Rs 40,002,100 (four crore and twenty-one hundred rupees).

Of these, **21 scholarships were in A+ and A1** category wherein:

- **One** athlete received a total of **Rs 380,000** in term 1 and Rs 5,000 in term 2, which happened to be the highest amount under Sonalika's scholarships programme.
- **Three** athletes received the second highest amount of **Rs 196,000 each** in term 1 and Rs 5,000 each in term 2.
- **Four** athletes received the third highest amount of **Rs 156,000 each** in term 1 and Rs 5,000 each in term 2.
- **14** athletes received scholarship amount ranging between Rs **100,000** and Rs **150,000**.
- **462** athletes received scholarships worth **more than Rs 50,000 but less than 100,000** – among them, the **majority received Rs 76,000** as standard scholarship in term 1 and Rs 5,000 in term 2.

The detailed sheet containing name of athlete, amount received, category along with the sport, and the course opted for have been annexed with this document.

5.2.8: Achievements of sports scholarship beneficiaries at LPU

LPU is known for its unwavering commitment to supporting sportspersons and athletes, fostering an environment that encourages excellence both academically and athletically. The institution takes pride in the numerous achievements of its students who have consistently excelled in state, national, and international competitions. The university's robust sports programmes are designed to provide student-athletes with the resources and opportunities necessary for their optimal performance and success. From state-of-the-art training facilities to experienced coaching staff, LPU ensures that athletes receive the support needed to reach the pinnacle of their sporting endeavours.

The success of the university's students in various competitions is testament to the effectiveness of its sports programmes. The university has produced champions at the state level, with its athletes consistently dominating in regional competitions. Nationally, the university's representatives have stood out, earning accolades and recognition for their exceptional skills and sportsmanship.

Performance at international level

What sets LPU apart is not just its dominance at the national level but its global impact as well. The university's athletes have proudly represented their alma mater on the international stage, showcasing the institution's commitment to developing talents that transcend geographical boundaries.



Picture caption: Indian Men's Hockey team, comprising nine LPU students, emerged victorious in the 19th Asian Games.



Picture caption: LPU student Nishad Kumar won silver at the Paralympic Games in Paris.

5.2.9: Noteworthy outcomes of sports scholarships

i. Educational opportunities

For many student-athletes at LPU, sports scholarships are a means to access higher education. These scholarships cover tuition, room and board, and other expenses, providing athletes with the opportunity to pursue a college degree.

ii. Athletic development and exposure

Sports scholarships at LPU come with access to topnotch coaching and training facilities. Athletes benefit from rigorous training programmes that enhance their skills and performance. Additionally, participating in collegiate sports can increase visibility, potentially leading to professional opportunities or national/international recognition.

iii. Personal growth and discipline

Being a part of LPU's sports programmes teaches valuable life skills such as discipline, time management, teamwork, and leadership. The demanding schedule of both academics and athletics helps athletes to develop strong work ethics and resilience.

iv. Networking and connections

LPU sports scholarships have provided athletes with a platform for networking. Athletes have the chance to connect with coaches, fellow athletes, alumni, and professionals in their field. These connections can open doors to career opportunities or mentorship, both within and outside the sports industry.

v. Health and wellbeing

Regular physical activity is a key component of collegiate sports. Student-athletes benefit from improved physical health, mental well-being, and stress management. The habits developed during their time as student-athletes often contribute to a lifelong commitment to fitness and well-being.

6. RECOMMENDATIONS

6.1 Students database management + alumni network

Team Sonalika, in partnership with GNA University and Lovely Professional University, or on their own, may create an alumni network of students who obtain scholarships under the project. The number of such students is steadily growing and an alumni network can be of great help – guiding, supporting, helping with resources and networking – to new students.

6.2 Students' stories in public domain

During the assessments, it was noted by Team CauseBecause that some of the beneficiary students are above-average academic scholars and come from humble background – they made their way to the university through sheer hard work. Scholarships are actually helping them in pursuing their dream careers. These stories, with permission from the students, their parents/guardians as well as the university, may be shared on social media, Sonalika CSR reports and newsletters. These will inspire other deserving students to apply for such scholarships.

6.3 Scholarships criteria – Sonalika Foundation can play a role and integrate its beneficiaries under the project

The criteria set by the university for selection of candidates for the scholarships are quite elaborate and well-thought-out. However, Sonalika neither plays any role in selection of the students at any stage, nor does it recommend any student for the scholarships.

Team CauseBecause noted that Sonalika's CSR arm Sonalika Foundation supports many students from less-privileged backgrounds. Team CSR can scout for some talented students and recommend them to GNA University and Lovely Professional University for either academic or sports scholarships.

6.4 Project monitoring and engagement with beneficiaries

At present, the project is a one-time support in the form of scholarships to students. Once the scholarships are awarded, Sonalika becomes a passive partner and only comes into the picture in the next academic year or to award degrees and diplomas to the students.

It is recommended that the company creates a regular monitoring mechanism wherein a small group (sample of the total beneficiaries) interacts either with Team CSR at Sonalika or with their respective monitoring partners to share their experiences – benefits of the scholarships, the overall experience at the university, and challenges, if any. This is applicable to both academic and sports scholarships.

The idea primarily is to be in direct connect with the direct beneficiary of the project and report project progress in real time as that helps in addressing issues, if any, before the endline assessment of the project.

7. CONCLUSION

Overall, the scholarships by Sonalika being granted as part of its CSR are making a considerable impact in the lives of students and budding athletes who otherwise cannot afford higher education or pursue the sport of their choice in elite institutes.

For the nearly 1,000 students and athletes who have benefited from the project, the company's CSR initiative has secured not only their future but also that of their families.

It is a much-needed initiative and may be scaled up by taking into account the above-discussed recommendations.

ANNEXURES

1. Students' data _ Academic scholarships
2. Students' data _ Sports scholarships
3. LPU policy on continuation of scholarship
4. GNA University prospectus

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