Capgemini Technology Services India Ltd

CSR Impact Assessment Report 2021-24

FARM & MAATR

Implemented by IICARE I Assessed by Aspire Impact I February 2026

ASPIRE IMPACT
Measure the Good

Assessment Methodology

MAATR & FARM Project

Aspire Impact has conducted an impact assessment of the **MAATR & FARM project**, implemented by **IICARE**.

The methodology encompassed developing a set of research guidelines and survey questionnaires to draw evidence towards each impact area, which helped draw reasonable conclusions at the current stage of the programs. The assessment captures the end-to-end project impact along **Reach, Depth, Inclusion** and **Sustainability**, the four dimensions of **Aspire's proprietary 4P framework.**

REACH
Assessing scale of the intervention, and coverage of lives touched.

DEPTH
Assessing effectiveness of the interventions and the quality of impact delivered.

INCLUSION
Assessing equitable access providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized.

SUSTAINABILITY
Assessing ability to maintain quality of impact delivery and their environmental impact.

Research Design:

- **Primary research:** A qualitative approach using in-depth interviews was employed to assess the program's impact and understand stakeholders' perspectives.
- **Secondary research:** A review of relevant documents, reports, and background materials.

Research Objectives:

Aspire Impact conducted interviews with beneficiaries to assess the impact across the following dimensions:

- Evaluating the Reach, Depth, Inclusion, and Sustainability of the program's impact.
- Gathering insights through qualitative research.
- Providing recommendations for program improvement.

Data Collection Methods:

- **7** qualitative calls were conducted with FARM program stakeholders to understand the program's scope and effectiveness.
- **11** qualitative calls were conducted with MAATR program stakeholders to understand the program's scope and effectiveness.
- The study focused on capturing detailed narratives and lived experiences of the stakeholders.

In depth interviews					
FARM Project		MAATR Project			
Farmers	Implementation team	Mothers	Asha workers	NHM Lead	Implementation team
5	2	5	3	1	2

Executive Summary

FAARM Project

The FARM project was implemented in Phaltan and Baramati talukas of Maharashtra to strengthen sustainable sugarcane cultivation through digital enablement, soil diagnostics, and structured capacity building. The initiative integrates technology with on-ground advisory to improve productivity, optimise input use, and enhance farmer income stability. The impact assessment evaluates the project across the four dimensions of Reach, Depth, Inclusion, and Sustainability.. Each section captures how the initiative engaged stakeholders, created lasting impact, ensured equitable access, and built long-term value for India's youth.

Core Objectives and Solution:

The project centers on the FARM App, a mobile-based advisory platform designed to support sugarcane farmers with scientific crop management and data-driven decision-making. The intervention integrates digital tools with field-level advisory to improve productivity, optimise input use, and promote sustainable farming practices. The app and associated programme components streamline several key functions:

- Digital Tracking: The FARM App helps farmers track crop stages and follow a farm calendar. It provides guidance on irrigation, pest control, and crop interventions.
- Scientific Soil Advisory: Soil samples are collected and analysed to understand nutrient status. Farmers receive customised soil health reports and fertiliser recommendations.
- Farmer Capacity Building: Farmers are trained on the 18-step sugarcane cultivation protocol. Field teams provide demonstrations, videos, and plot-level guidance.

Key Impact Findings

The project's effectiveness is evaluated across four primary dimensions:

REACH: The FARM project achieved strong outreach by engaging 2,829 sugarcane farmers across Phaltan and Baramati through digital onboarding, training programmes, and field-level advisory. A total of 1,480 soil samples were analysed and 1,345 customised soil health reports were distributed to support scientific nutrient management. The project also conducted 3,937 plot-level advisory visits and 161 village meetings, ensuring sustained engagement and knowledge dissemination within the farming communities.
DEPTH: The project catalysed meaningful behavioural change in farm management practices by strengthening farmer knowledge and technical capacity. Farmers adopted balanced fertiliser application, improved irrigation planning, stage-wise crop management, and scientific pest control methods. These practice-level improvements contributed to reductions in input costs and improvements in yield consistency and farm profitability.
INCLUSION: FARM was designed to ensure that smallholder farmers could access scientific advisory and digital tools. Village-level mobilisation, simplified soil reports, and hybrid digital and field engagement helped reduce barriers related to digital literacy and technical understanding. The approach also encouraged household participation and community-level learning, broadening knowledge access across farming communities.
SUSTAINABILITY: The project has established strong behavioural and institutional foundations for continued impact. Farmers expressed willingness to continue soil testing and scientific crop planning practices beyond the project period. Demo farmers serve as local champions supporting peer learning and knowledge transfer. However, restoring the FARM App on the Play Store will be essential to maintain digital engagement and ensure long-term technological sustainability.

Long-Term Vision and SDG Alignment:

The FARM project aligns with Sustainable Development Goals (SDGs) 2, 6, 8, 9, 12, and 13. Its theory of change suggests that sustained integration of digital advisory, soil-based diagnostics, and capacity building will lead to improved agricultural productivity, reduced input costs, and more sustainable farming practices among smallholder sugarcane farmers. Through partnerships with local institutions, agricultural experts, and community-level farmer networks, FARM aims to establish a scalable model for technology-enabled and climate-resilient agriculture that can be replicated across other farming regions.

Recommendation

FAARM Project

Based on the qualitative interactions with farmers and field implementers, the next phase of the FARM project should move from initial digital introduction toward strengthening behavioural adoption, improving platform usability, and ensuring long-term technological and institutional sustainability. While the intervention has successfully demonstrated improvements in farming practices, yield outcomes, and cost efficiency, sustained engagement and improved digital infrastructure will be critical to unlocking its full potential.
The following are the key recommendations to strengthen the project's long-term impact:

1. Restore and Strengthen the FARM Digital Platform

- **Reintroduce the FARM App on the Play Store:** Several respondents highlighted that the app is currently unavailable, which limits continued farmer engagement. Restoring the app on the Play Store will enable both existing and new farmers to access the advisory platform.
- **Ensure Continuous Technical Maintenance:** Regular updates, bug fixes, and performance monitoring should be implemented to ensure long-term reliability and user trust in the platform.
- **Improve Marathi Translation and Language Usability:** Some farmers indicated that the Marathi translation within the app was not always clear. Improving language accuracy and localised terminology will significantly enhance comprehension and adoption among farmers.

2. Expand Crop Coverage Beyond Sugarcane

- **Diversify Advisory to Multiple Crops:** The current intervention largely focuses on sugarcane cultivation. Expanding the platform to include advisory for additional crops such as wheat, maize, pulses, and horticulture crops can significantly broaden the project's relevance and impact. Many farmers cultivate multiple crops throughout the year, and providing crop-specific guidance for these crops would improve overall farm productivity and resilience.

3. Expand the Scope toward Sustainable Agriculture Practices

- **Encourage Climate-Resilient Farming Practices:** Future programme phases can integrate advisory related to climate adaptation, soil health improvement, and sustainable input use.

4. Enhance Digital Inclusion and Farmer Engagement

- **Integrate Video-Based Learning Modules:** Farmers responded positively to videos and visual demonstrations during field visits. Integrating these learning resources directly within the app could improve understanding and retention.
- **Provide Digital Literacy Support:** While younger farmers adopted the app quickly, older farmers required more guidance. Targeted support sessions can help bridge digital adoption gaps.

Executive Summary

MAATR Project

Project MAATR (Maternal Assistance & Tracking Resource) is a digital healthcare initiative implemented by the IICARE Foundation in partnership with Capgemini from December 2021 to December 2024. Based in the Baramati and Phaltan Talukas of Maharashtra, the project was designed to address critical gaps in rural maternal and child health, such as delayed antenatal registration and the inefficiencies of paper-based reporting. By digitizing the workflow of Accredited Social Health Activists (ASHAs), the project has transitioned the system from reactive monitoring to preventive, data-driven care

Core Objectives and Solution:

The project centers on the MAATR App, a mobile-based platform that replaces 10–12 manual registers with a Unified Digital Family Folder. The app streamlines several key functions:

- Digital Tracking: Comprehensive monitoring of the maternal journey, including Antenatal Care (ANC), Postnatal Care (PNC), and Home-Based Newborn Care (HBNC).
- Early Risk Detection: Automated algorithms that flag high-risk pregnancies to ensure timely referrals and interventions.
- Worker Support: Features like counseling prompts, educational videos, and voice-to-text to assist workers with varying digital literacy

Key Impact Findings

The project's effectiveness is evaluated across four primary dimensions:

REACH: Project MAATR has achieved significant scale, onboarding over 14,000 ASHAs and 8,600 ANMs. Institutional capacity was strengthened by training 4,007 frontline functionaries (DCMs, BCMs, and Facilitators) and 217 state-level officials through a "Training-of-Trainers" (ToT) model. To date, approximately 3 lakh families and 8 lakh individuals have been registered in the system.
DEPTH: The project catalyzed a structural shift in the state's data ecosystem, achieving 100% completion in application testing and User Acceptance Testing (UAT). Beyond technical integration, it sparked a psychological shift among ASHAs, increasing their digital confidence and professionalizing their role as empowered health providers.
INCLUSION: MAATR was "deliberately designed" to reach the most vulnerable, including rural mothers with low literacy or limited mobility. The app's responsive design ensures functionality in low-resource environments with inconsistent connectivity, making previously "invisible" populations visible to the public health system.
SUSTAINABILITY: The project is embedded within National Health Mission (NHM) workflows rather than operating as an isolated pilot. This institutional anchoring is furthered by the approval to upgrade the ASHA Excellence Center (AEC) and high-level support for a state-wide rollout.

Long-Term Vision and SDG Alignment:

Project MAATR aligns with Sustainable Development Goals (SDGs) 3, 5, 9, and 17. Its theory of change suggests that sustained digital integration will lead to measurable reductions in the Maternal Mortality Ratio (MMR) and Infant Mortality Rate (IMR) by making the public health system more responsive and accountable. Through its multi-stakeholder partnership model, MAATR positions itself as a scalable blueprint for digital health governance across India.

Recommendations

MAATR Project

Based on the strategic roadmap and qualitative findings, the next phase of Project MAATR should transition from establishing a digital governance backbone to reducing operational friction and intensifying personalized care.
The following are the critical recommendations to unlock the platform's full transformative potential:

1. Prioritize Technical Stability and Offline Functionality

- **Strengthen Offline Capabilities:** Develop a robust **offline-save feature** that allows full data capture in network-unstable areas (like tribal or interior regions) with seamless auto-sync once connectivity is restored. This will eliminate the need for ASHAs to maintain manual backup notebooks and reduce field fatigue.
- **Upgrade Infrastructure:** Invest in **hosting capacity upgrades** and real-time server performance monitoring to resolve the significant lag and server speed bottlenecks reported by both the NHM Head and ASHA workers.

2. Convert Data Visibility into Clinical Action

- **Mandatory High-Risk Protocols:** Introduce **automated follow-up workflows** for flagged high-risk cases. These should include mandatory revisit scheduling, escalation alerts to ASHA Facilitators, and supervisor review prompts to ensure that dashboard visibility translates into actual intensified care.
- **Automated Reminders for Mothers:** Shift from a reporting tool to a **direct engagement tool** by introducing **SMS/IVR-based reminders** for ANC, immunization, and PNC visits. This is particularly critical for working women who may miss home visits due to timing.

3. Optimize Workflow and Interface Design

- **Time-Efficient Data Entry:** Redesign the workflow to reduce the current **1–1.5 hours per household** entry time. Recommendations include conducting a time-motion analysis, pre-populating recurring data, reducing redundant fields, and allowing **draft saves**.
- **Beneficiary-Centric Interface:** Develop a layer for **personalized counseling** within the app. This should include trimester-specific guidance scripts, "red-flag" conversational cues, and visit checklists with behavior change prompts to move away from generic nutrition advice.

4. Align Workforce Incentives and Training

- **Performance-Linked Incentives:** Explore shifting incentives from mere documentation completion to **care quality indicators**, such as timely follow-up on high-risk cases, completion of full ANC cycles, and the quality of counseling documentation.
- **Institutionalize Continuous Learning:** Establish **quarterly refresher micro-trainings** and peer-learning circles at the Primary Health Center (PHC) level. This ensures workers remain confident during app updates and provides necessary support in regions where ASHAs may still feel hesitant about digital tools

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