



IMPACT ASSESSMENT OF CSR PROJECT OF CONTRIBUTION TO CONSTRUCTION OF SARDAR VALLABHBHAI PATEL STATUE OF UNITY, KEVADIA, GUJARAT



Submitted To



Submitted By



Acknowledgement

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The Study Team

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Abbreviations

ASCI	Administrative Staff College of India
BESS	Buttery Energy Storage System
CSR	Corporate Social Responsibility
CHRD	Centre for Human Resources Development
CPPGP	Centre For Public Policy, Governance and Performance
DAC	Development Assistance Committee
FGD	Focus Group Discussion
MICE	Meetings, Incentives, Conferences and Exhibitions
MoU	Memorandum of Understanding
PFC	Power Finance Corporation Ltd.
SDG	Sustainable Development Goal
SOUADTGA	Statue of Unity Area Development & Tourism Governance Authority
SVPRET	Sardar Vallabhbhai Patel Rashtriya Ekta Trust

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1 Executive Summary

As part of its Corporate Social Responsibility (CSR) initiatives, Power Finance Corporation (PFC) contributed Rs.12.50 crore to the Sardar Vallabhbhai Patel Rashtriya Ekta Trust (SVPRET) towards the overall development of the Statue of Unity (SOU) project. This funding contributed to achieving the project's broad objectives, including livelihood generation, tribal development, employment creation, and infrastructure enhancement.

The Sardar Vallabhbhai Patel Statue of Unity (SOU), constructed in Kevadia, Gujarat, is a monumental tribute to Sardar Patel, symbolizing unity and statesmanship. Based on the data shared by the office of the Chief Executive Officer, Statue of Unity Area Development and Tourism Governance Authority (SOUADTGA), the project spans a total area of **56.63 sqkm**, featuring **26 attractions** and encompassing **19 notified villages**. Since its inception, the SOU has attracted **51.20 lakh tourists in 2023** alone.

The impact assessment study aimed to evaluate the fulfilment of key objectives, including livelihood generation, tribal development, research and education, social infrastructure, employment generation, and tourism infrastructure development to support MICE activities. The complete report is based on field visit and interaction and data shared from the SOUADTGA Authorities.

Key findings include:

- **Direct Employment:** 1,770 individuals across roles such as tourist guides, drivers, facility operators, and housekeeping.
- **Indirect Employment:** 6,950 individuals in sectors like hospitality, event management, and construction.
- **Tourism Infrastructure:** Development of MICE facilities, including Tent City 1 and 2, Shresth Bharat Bhavan, and private establishments.
- **Sustainability Initiatives:** Deployment of electric buses, e-rickshaws, solar panels, and EV charging stations.

- **Skill Development:** Functioning of centres like GMR Skill Development Centre and IHCL Tata Strive Hospitality Skill Centre since 2021.
- **Women Empowerment:** Ekta Mahila Mandal, comprising 65 women across three SHGs, operates canteens, nurseries, and craft outlets, She Auto.

The project has successfully integrated socio-economic development with sustainability and innovation, setting a benchmark for public-private partnerships. Through its CSR initiative, PFC has played a role in shaping the success of the Statue of Unity project, transforming the region into a thriving economic and tourism hub.

2 Introduction

The Statue of Unity, standing at **182 meters**, honors Sardar Vallabhbhai Patel's legacy. Established under the Sardar Vallabhbhai Patel Rashtriya Ekta Trust on **11th March 2011**.

Statue of Unity 182m

- A testimonial to the life of Sardar Patel, a role model of unity and statesmanship.
- Why here ?
 - The Dam and Sardar's vision
 - Picturesque location between Vindhyachal and Satpuda Ranges
- Establishment of **Sardar Vallabhbhai Patel Rashtriya Ekta Trust** : **11th March, 2011** - SPV Chaired by Hon'ble CM of Gujarat
- PMC - M/s Turner Consortium
- Civil Contractors : M/s Larson & Toubro
- Tender Cost - 2989 crore including 15 years O & M



Project Timeline

SVPRET Established on	PMC Agency On boarded-Turner Consortium	Ground breaking ceremony by CM	Loha & Soil Campaign (169,078 Locations)	Work order to EPC Contractor M/s L&T	Inauguration of SOU
11th March 2011	22nd August 2012	31st October 2013	15th December 2013	22nd October 2014	31st October 2018

The monument is constructed on a river island named Sadhu Bet, 3.2Km away facing towards the Narmada Dam downstream. The statue and its surroundings occupy more than 2 hectares and are surrounded by a 12 Km long artificial lake formed by the Garudeshwar weir downstream on the Narmada River.

The statue is divided into five zones of which only three are accessible to the public. From its base to the level of Patel's shins is the first zone which has three levels and include the exhibition area, mezzanine and roof. The first zone also contains a memorial garden and a museum. The second zone reaches up to Patel's thighs, while the third extends up to the viewing gallery at a height of 153 metres. The fourth zone is the maintenance area while the final zone comprises the head and shoulder of the statue.

On 20th December 2019, an area development authority under the Urban Development Department with special focus on tourism development came into existence through an act – **Statue of Unity Area Development & Tourism Governance Act, 2019** – passed by legislative assembly of Gujarat.

The objective of establishment of the authority is ‘to provide for development of the areas and management of Tourism in and around the Statue of Unity at Kevadiya in the State of Gujarat by providing necessary civic infrastructure through effective planning, administration and the matters connected therewith and incidental thereto.’

On 6th April 2021, a tripartite agreement was established between SOUADTGA, SSNNL, and SVPRET. Under this agreement, all ownership, powers, rights, and liabilities associated with the SVPRET and SSNNL-run projects were transferred to SOUADTGA. This move aimed to consolidate the development, functioning, operations, management, and monitoring of the development area under the direct authority granted to SOUADTGA by the Statue of Unity Act. The attractions taken over by SOUADTGA from SVPRET include Nauka Vihar, Children's Nutrition Park, Ekta Cruise, Ekta Food Court, Mirror Maze, and Sardar Patel Stadium (SBB).

The SOU project showcases the convergence of cultural heritage and modern development, positioning itself as a global tourist destination while empowering local communities.

3 Objective of the Evaluation

1. The primary objective of this assessment is to evaluate the extent to which PFC's CSR funding has contributed to the fulfillment of the following project objectives:
 - a) Livelihood Generation
 - b) Tribal Development.
 - c) Research and Education.
 - d) Social Infrastructure.
 - e) Employment Generation.
 - f) Development of Tourism Infrastructure to support MICE-Meetings, Incentives, Conferences and Exhibitions which will generate huge livelihood opportunities for the local tribal population.
 - g) Establishment of Research Facilities in Biotechnology, Clean Energy, and Ethnic crafts.
2. To assess the benefits of the interventions to various stakeholders of the activities.

4 Methodology

4.1 Data Collection Method

To conduct a comprehensive assessment of the project's impact, a variety of data collection methods were employed, including:

- **Primary Data Collection:** This included field visits, structured interviews with SOUAGTDA project authorities and surveys with various stakeholders, which provided a balanced perspective on the project's impact.
- **Secondary Data Review:** A review of documents provided by SOUADTGA and SVPRET was conducted to evaluate the broader impacts of the initiative.

4.2 Field Visits

Field visits were conducted to the Statue of Unity (SOU) and its surrounding attractions, as well as nearby tribal villages, to assess the project's local impact and the broader effects on the community.

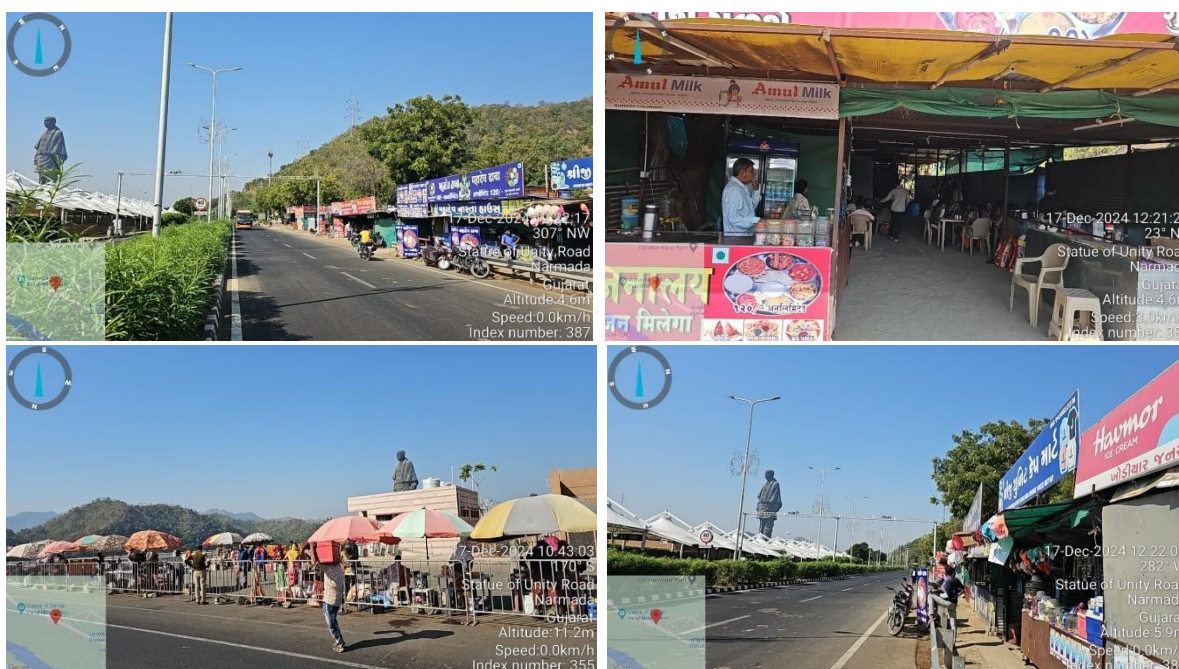


Source of Picture: Photographs taken during the visit to the facility

4.3 Stakeholder Interviews and Questionnaires

Interactions with local villagers, SOUADTGA officials, and employees of the facility as well as local entrepreneurs were conducted as part of the assessment.





Source of Picture: Photographs taken during the visit to the facility

4.4 Stakeholders Consulted

Key stakeholders consulted in the assessment process included:

- **M/s Power Finance Corporation (PFC):** The primary funder and initiator of the project under its CSR initiatives.
- **SOUADTGA administrators-**

Shri Udit Agrawal, IAS	CEO, Statue of Unity Authority
Shri Narayan Madhu, GAS	Additional Collector, SoUADTGA
Shri DC Pankaj Valvai, GAS	Deputy Collector, SoUADTGA

- Staff and operators at SOU facilities.
- **Local Villagers** A range of stakeholders were consulted, including:
 - Local villagers and shopkeepers and cab drivers who benefit directly from the project

4.5 Stakeholder Sample Size and Questionnaire Design

- Sample size: 150 stakeholders.
- Questionnaires tailored for each group, addressing project impact and suggestions.

Stake Holders Consulted	No.
SOUADTGA Administrators(CEO, Additional Collector, Deputy Collector)	3
Office of CEO	2
SOUDTGA Technical Team(Executive Engineer and Team)	5
Directly Employed/Staff and Operators at SOU, Tourist Guide, Bus Drivers, House Keeping and Cleaning, Fire and Safety, Facility Operators at Various Attractions	35
Local Villagers	50
Local Entrepreneurs (Shop Keepers, Cab Drivers, Street Vendors, Tour Operators, Hotel and Restaurant, Construction Workers)	35
Women Self Help Group, Women Pink Auto Drivers	20
TOTAL	150

5 Field Observations

5.1 Visit to SOU, Kevadia-Overview

The SOU area integrates modern amenities with eco-friendly solutions, creating a sustainable tourist hub.





Source of Picture: Photographs taken during the visit to the facility

Attractions nearby statue of unity

The statue of Unity is surrounded by more than 30 attractions within the vicinity of 18 kilometers of the statue of Unity. The most discoverable places are listed as under:

1. Statue of Unity (Viewing Gallery and Museum)	2. Maze Garden
3. Sardar Sarovar Dam	4. Glow garden
5. Jungle Safari	6. Lighting Show with Music
7. Children Nutrition Park, with Joy Train, Mirror Maze and Games)	8. Nauka Vihar/Boating
9. Godbole Bridge (Sight Seeing)	10. Khalvani to Zarvani Eco Tourism
11. Valley of Flowers	12. River Rafting
13. Aarogya Van	14. DinoTrail

15. Vishwa Van	16. Zarvani Waterfall
17. Butterfly Garden	18. Ekta Cruise (with Music and Dinner)
19. Cactus Garden	20. Zoological Park
21. Ekta Nursery	22. Aarti at Narmada Ghat
23. Ekta Mall	24. Miyawaki forest
25. Laser show (Projector Mapping)/ Night Lighting	26. Pet Zone

Attractions

Total: 26



Statue of Unity



Sardar Sarovar Dam



Valley of Flowers



Sardar Patel Zoological Park



Zarwani Water Fall



Aarogya Van



Nauka Vihar



River Rafting



Children Nutrition Park



Ekta Nursery



Glow Garden



Vishwa Van



Miyawaki Forest



Cactus Garden



Kamalam Park



Aarti at Narmada Ghat



Maze Garden



Kesuda Tour



Butterfly Garden



Ekta Cruise



Dino Trail



Pet Zone

WATER

- Sardar Sarovar Dam
- Nauka Vihar
- Ekta Nagar Dinner Cruise
- Zarwani Waterfall
- Khalwani River Rafting
- Khalwani Eco Tourism
- Shoolpaneshwar Narmada Ghat
- Ma Narmada Arti
- Light and Sound Show
- Ferry Service

NATURE

- Jungle Safari
- Pet Zone
- Arogya Van
- Cactus Garden
- Butterfly Garden
- Ekta Nursery
- Valley of Flowers
- Glow Garden
- Vishwa Van
- Miyawaki Forest
- Maze Garden
- Kamalam Park
- Dino Trail
- Kesuda Tour

UNITY IN DIVERSITY

- Statue of Unity
- Ekta Mall
- Self Help groups
- Skill Development Centre
- Radio Unity
- Guide Service
- Ekta Auditorium
- Tribal Dance Performances

Source of Picture: Provided by SOUADTGA Office

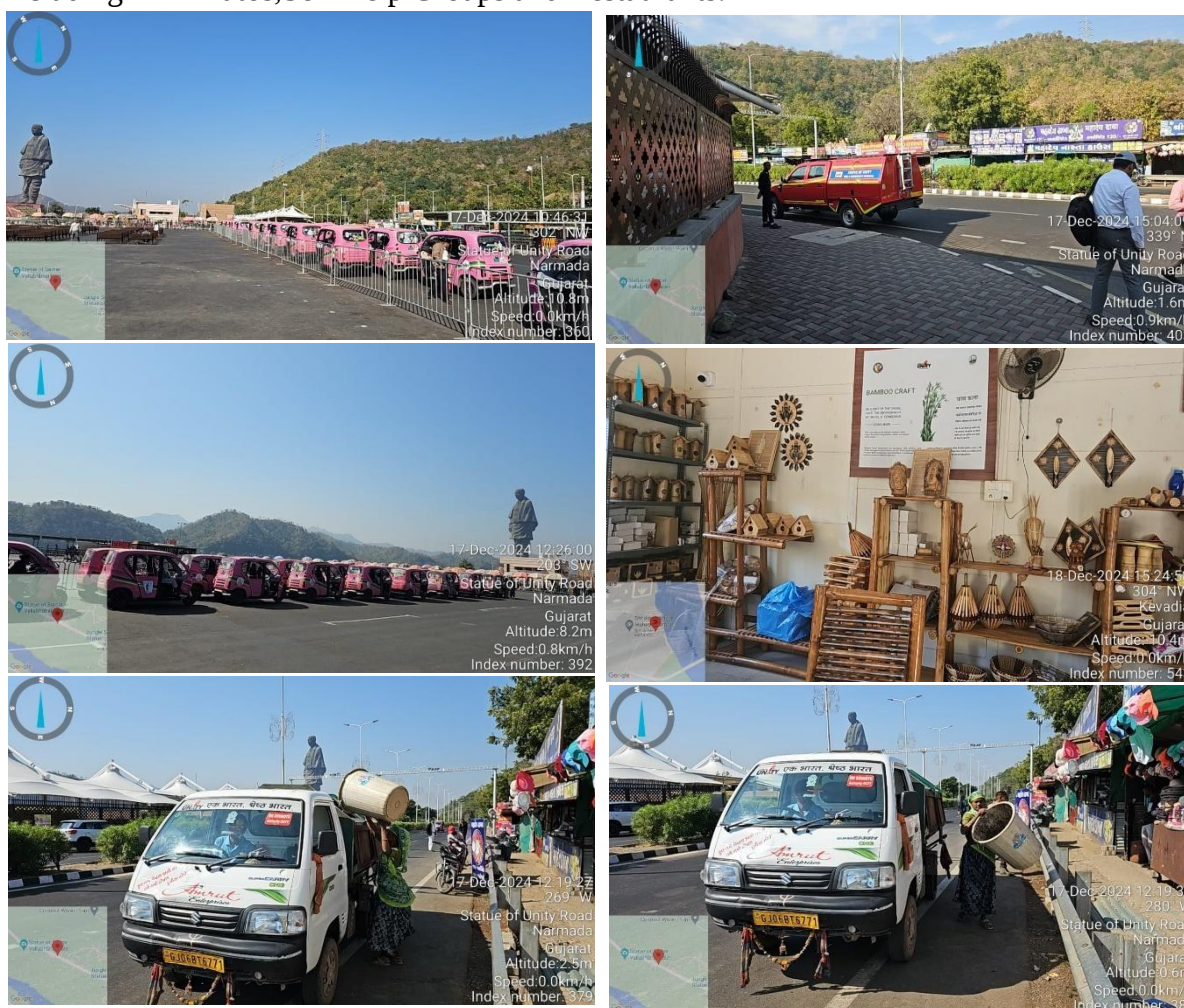
5.2 Site Visit and Geotagging Documentation

During the site visits, geotagged photos were taken to document the key facilities at SOU, including Statue of Unity (Viewing Gallery and Museum), Ekta Village, Tent City, Ekta Nursery.

6 Analysis and Findings

6.1 Livelihood Generation

PFC's financial contribution has played a role in generating direct and indirect employment. The data shared by the competent authority from SOUADTGA office, mention that the project has created direct employment for **1,770 individuals** and indirect opportunities for **6,950 people** in allied sectors. There are a lot of Women Centric & Women Led Work Force including Pink Autos, Self Help Groups and Restaurants.

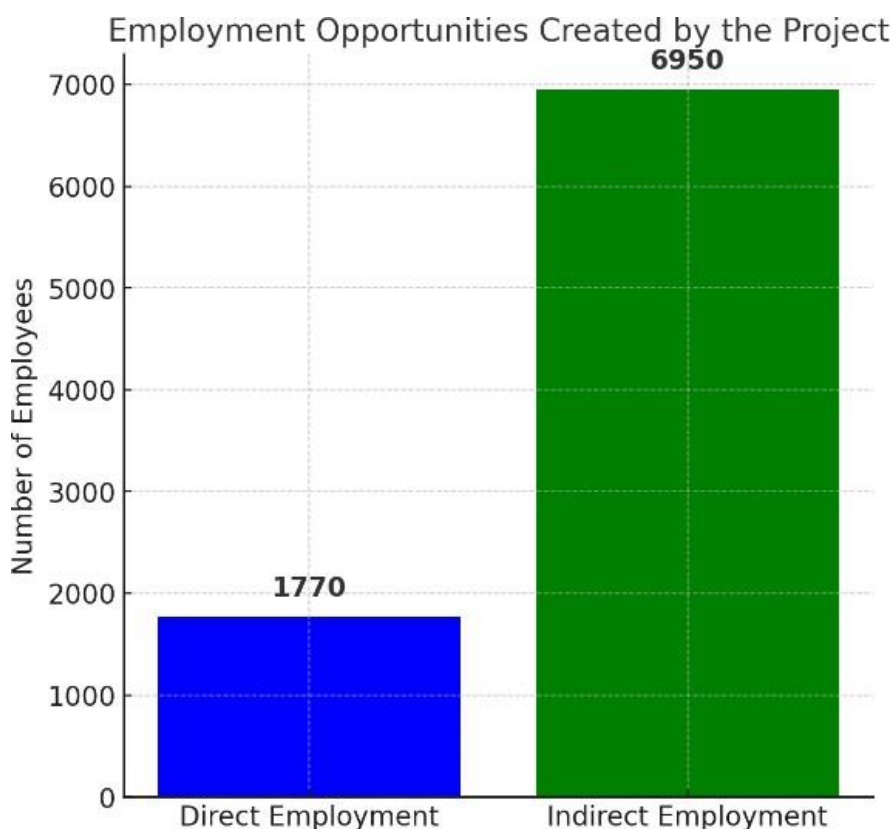


Source of Picture: Geo tagged Photographs taken during the visit to the facility

Direct and indirect employment opportunities across various sectors.

1770	6950
● Direct Employment ○ Tourist Guides - 145 ○ Bus-Drivers - 160 ○ Facility Operators of various attractions ■ Ferry Services - 70 ■ E-Bicycle Operator - 20 ■ Food Court Operators - 125 ○ Consultants - 35 ○ Housekeeping and Cleaning - 500 ○ Construction Workers - 350 ○ Animal Keepers - 325 ○ Fire and Safety - 40	● Indirect Employment ○ Hotels & Restaurants - 5000 ○ Tour Operators - 250 ○ Street Vendors - 200 ○ Event Organisers - 500 ○ Construction workers - 1000

Source of Information: As shared by SOUADTGA Office



The following is a list of service providers presently providing services to the SOUADTGA. These Service providers were selected through a tendering process, with an initial contract period of three years. The contracts are extendable on an annual basis for up to a maximum of five years. After this period, a new bid will be floated, and the tendering process will be conducted again to select the next set of service providers.

Based on the data shared by the SOUADTGA office, the table below summarizes the total employment generated for various services associated with the Statue of Unity project:

Sl No	Service Provider	Type of Service/Operations	Employment Details
1.	JBM Ecolife Mobility Pvt.Ltd	E-Bus Operation Management and maintenance for Passenger Transportation	91
2.	Divya Travels	Golf Cart and Tata Winger Bus Operation & Maintenance Work	68
3.	M.R. Clean Services	Manpower Supply and Management (Tourist Guide Engagement, Monitoring and Supervision)	146
4.	ETO Motors Pvt.Ltd	Pink Auto Rickshaw Operated by Local Villager Women	72
5.	E-Sec	Ticketing Service	11
6.	TPS Infrastructure	03.nos Truck Mounted Sweeper Machine with 3 year O & M Period for SOUADTG	9
7.	Amrut Enterprise	Door To Door Refuse Garbage Collection	61
8.	Durga Fire & Safety Consultants	Supply Fire Staff Manpower	39
9.	Sainik Intelligence & Security	Supply Cattel Party Staff Manpower	14
10.	Maniar & Company	Supply O & M Suction Machine & Jetting Machine With Manpower	4
11.	B.S.A.	Manpower services	212
12.	B.V.G.	Manpower services (Narmada Ghat)	36
13.	U.D.S.	Operation and Maintenance for SoU	351
14.	Laxmi Security Guj Pvt Ltd	Cleaning & Sanitization for SoU Area	80
Total			1194

6.2 Tribal Development

The Statue of Unity administration has prioritized community empowerment through targeted skill development programs and the promotion of self-help groups (SHGs) like the Ekta Mahila Mandal. The Ekta Mahila Mandal, which received seed funding of Rs. 10 lakh, has provided sustainable livelihoods for tribal women, generating Rs. 1.41 crore in salaries over five years.

These initiatives have provided a platform for women to become economically self-reliant, fostering entrepreneurship and leadership within local communities. Training programs in craft-making and vehicle driving have equipped individuals with practical skills, creating sustainable livelihood opportunities. By offering training in these areas alongside guiding, hospitality, and sustainable practices, these programs not only uplift individuals but also contribute to the broader regional economy. The efforts have successfully integrated women and underprivileged groups into the development process, ensuring inclusive growth and long-term socio-economic stability.



Source of Picture: Photographs taken during the visit to the facility

Highlight of Ekta Mahila Mandal

- Ekta Mahila Mandal was given **Rs 10 lakh as seed money in 2019.**
- In last 5 years this Mandal has disbursed a salary of around 1.41 Cr to around 50 local tribal women associated with Mandal.
- Presently **Ekta Mahila Mandal has 25 lakhs as saving.**
- Primary activity- Ekta Canteen, Plant Sale and Tribal products sale.

6.3 Research and Education

These following Research and Education Initiatives were developed under the project combining tourism with education and socio-economic development.

1. **Ekta Mall and Handicrafts Promotion:** The Ekta Mall serves as a hub for showcasing and promoting traditional crafts and products made by local artisans and tribal communities, preserving their heritage and creating awareness.
2. **Cultural and Tribal Research:** Existing efforts to document and promote the cultural heritage and traditional practices of the tribal communities living near the SoU.
3. **Training Programs for Skill Development:** Vocational training programs for local communities, including craft-making, vehicle driving, and hospitality, empowering them with employable skills.
4. **Educational Tours for Students:** The SoU hosts school and college groups, providing them with insights into the engineering, cultural, and ecological aspects of the project through guided tours and interactive exhibits.
5. **Environmental Conservation Research:** Studies on the integration of renewable energy, such as solar power, and sustainable practices, ensuring the project's alignment with environmental goals.
6. **Statue of Unity Museum and Exhibition Hall:** A dedicated museum that educates visitors about the life and legacy of Sardar Vallabhbhai Patel, as well as the construction and engineering marvel of the Statue.
7. **Workshops and Seminars:** Periodic workshops and sessions on various topics like eco-tourism, sustainable development, and local entrepreneurship to engage the community and visitors.
8. **Skill Development through SHGs:** The promotion of self-help groups like Ekta Mahila Mandal, which provide women with the opportunity to learn and excel in craft-making, guiding, and other skills.

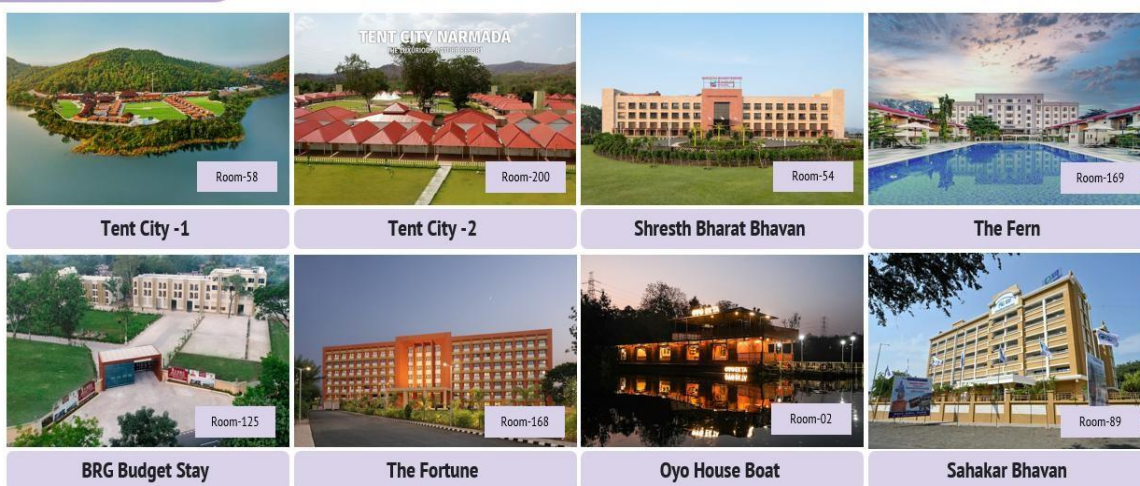
6.4 Development of Tourism Infrastructure to support MICE

PFC's funding has supported the expansion of MICE facilities. Facilities like **Tent City 1 & 2, Shresth Bharat Bhavan, and Ekta Mall**, which have enhanced the region's capacity to host large-scale conferences and exhibitions. These MICE activities- Meetings, Incentives, Conferences and Exhibitions facilities will support in generating huge livelihood Opportunities for the local tribal Population. The establishment of new businesses, such as hotels, food courts, and handicraft centers, creating additional revenue streams and employment for local communities.

Hospitality & Accommodation

Total Rooms: 2000

"Ranging from Budget to Luxury Hotels and Home Stays "



Existing Home Stays: 143

Hospitality & Accommodation

Culinary Delights of Ekta Nagar



Rental income from Food-Courts is Rs. 6 crores.

The world's first McDonald's run **entirely by women** at Ekta Nagar



Source of Picture: Provided by SOUADTGA Office

6.5 Research facilities in the area of bio technology, clean energy and ethnic crafts



Green Wealth

Ekta Nagar's Green Cover: Cultivating Biodiversity and Sustainability



Shoolpaneshwar Sanctuary
Area : 17374.4 ha



Theme Based Road Side Plantations
Plantations- 10,00,000
Total Fencing - 20 km



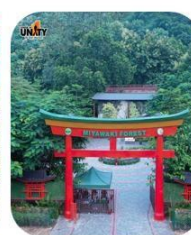
Kesuda Plantation
Total Plantation - 1.25 lakh
No. of trails - 3 trails of 14.323 km



Krishna Kamal Plantation
Total Plantation - 1,00,000



Ekta Nursery
No. of Plants: 3,22,229



Miyawaki Forest
No. of Plants: 82,872



In last 5 years about 40 lakh plants have been added in the Ekta Nagar.



30 lakh plants have been added to various forest based attractions to enrich the area.



10 lakh plants have been added as part of Greening of Ekta Nagar in last two years along roadside blocks and medians.



These plantations include about 1.25 lakh Kesudas and 1 lakh Krishna Kamal plants planted in last two years at Ekta Nagar.

Source of Information: Provided by SOUADTGA Office

6.6 Clean Energy Initiatives at Statue of Unity (SOU), Ekta Nagar

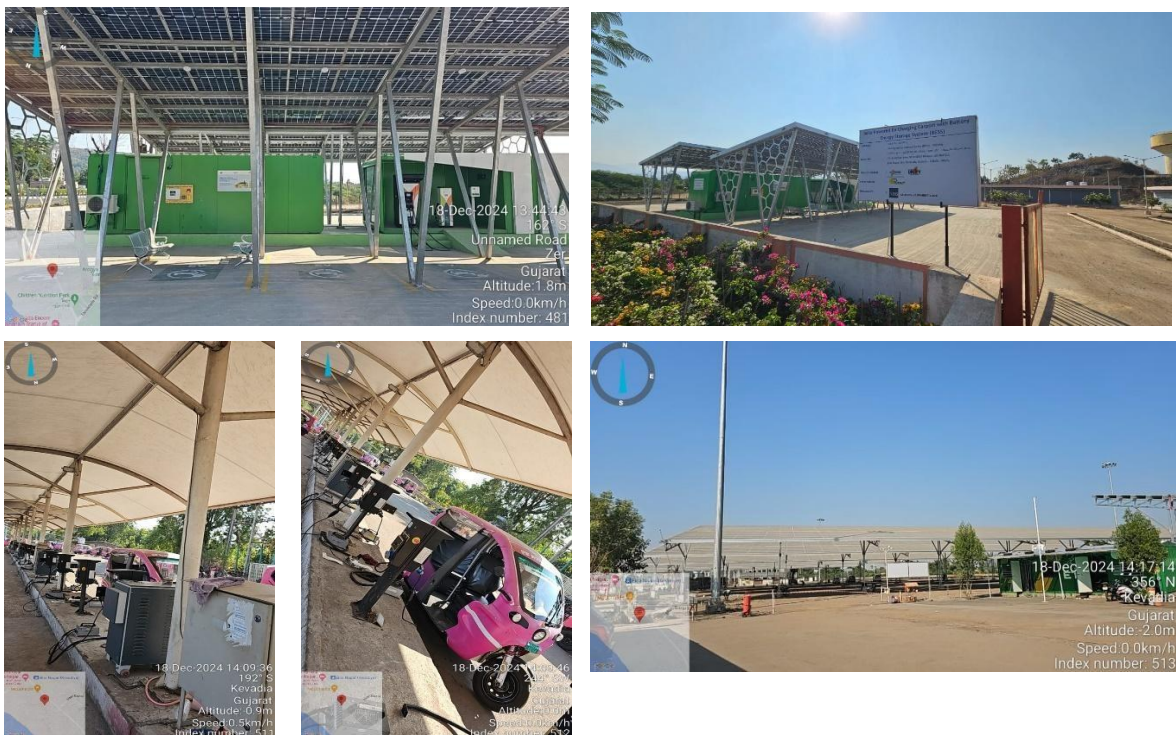
The Statue of Unity (SOU) has implemented several clean energy initiatives to promote sustainability and energy efficiency. PFC's CSR support has been instrumental in enabling sustainability efforts, including:

1. Energy-Efficient Lighting:

- LED lighting and neon decorative streetlights have been installed across SOU attractions, ensuring significant energy savings.

2. Solar Power Utilization:

- Solar panels have been installed on government buildings to reduce electrical consumption from conventional sources.
- A 4 MW solar power plant was recently commissioned to support local SOU electricity needs, including charging stations and government offices.



Source of Picture: Photographs taken during the visit to the facility

3. Electric Mobility Initiatives:

- **Battery-Operated Vehicles for Officials:**

- Tata Nexon EVs are used for official transportation, reducing pollution. These vehicles are leased through CESL for four years.



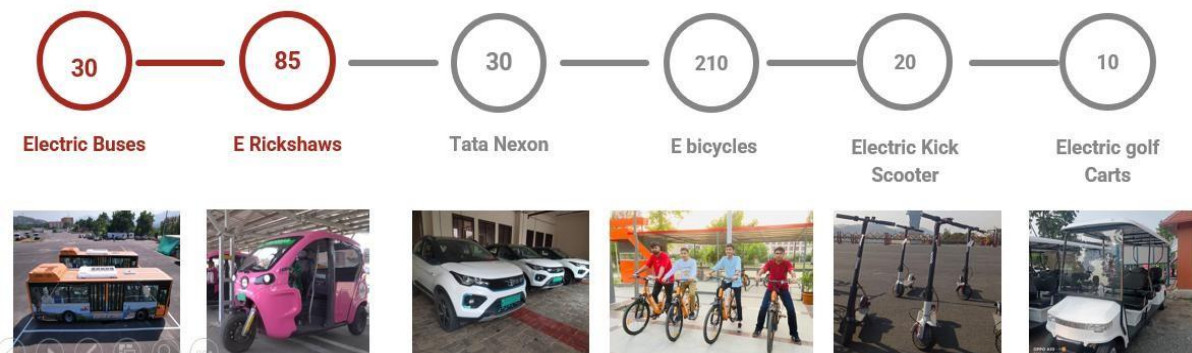
Source of Picture: Photographs taken during the visit to the facility

- **Tourist Transportation:**

- **Pink E-Rickshaws:** A contract with ETO and Prevelance Company has introduced 85 pink e-rickshaws, empowering local women drivers.
- **Electric Cycles:** Electric cycles are available for tourists.
- **E-Golf Carts:** Over 40 e-golf carts operate for jungle safaris, with an additional 10–12 carts used within the internal campus.
- **Electric Buses:** JMP Agency provides 30 e-buses on a kilometer-based contract for mass transportation inside the campus.



Source of Picture: Photographs taken during the visit to the facility



Source of Picture: Photographs taken during the visit to the facility

4. Dedicated Electrical Management Team:

- A specialized electrical engineering team oversees operations within the SOU campus and surrounding areas.
- The team comprises one executive engineer, two deputy engineers, three assistant engineers, and 14 line assistants/electricians who monitor day-to-day activities.



Source of Picture: Photographs taken during the visit to the facility

These initiatives collectively ensure a sustainable and eco-friendly experience for tourists while significantly reducing the carbon footprint.



1) 4 MW SOLAR PROJECT -location parking 1, 2 and 3 -project validity dec-24 to dec 34 -Project cost 23 crore -10 years project -69 lacs units generates yearly	2) CESL -solar carport BESS (Buttery Energy Storage System) -50 kw panel install -200kw inverter capacity -60kw charger 2 nos -15kw charger 2 nos -10 kw charger 3 nos
(3) ETO Motor -location kevadia parking 1 -70 nos of auto rikshaw -project validity 2021 NOV to 2026 NOV -750 Rs Daily charges /rent for Auto	4)E car project -Location ekta nagar -49 nos car tata Nexon -5 years contract period

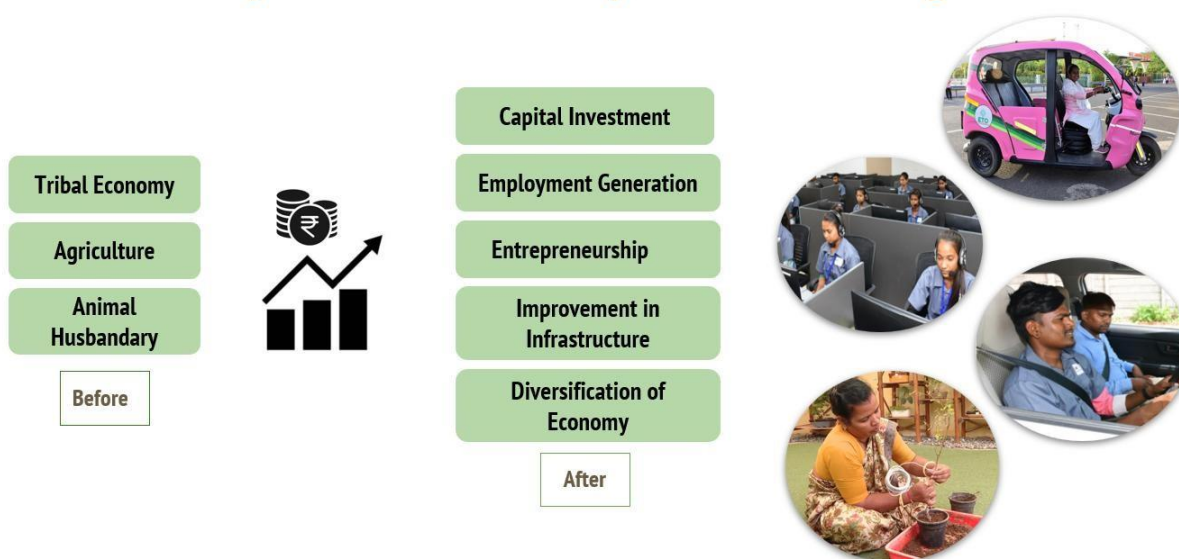
7 Detailed Stakeholder Feedback (Qualitative Analysis of Stakeholder Perspectives)

7.1 SoUADTGA

The **Statue of Unity Area Development and Tourism Governance Authority (SoUADTGA)** at Ekta Nagar regards this initiative as a highly successful and sustainable endeavor. It has significantly contributed to livelihood improvements in the tribal region.

The authority has ambitious plans to further enhance sustainability and expand the facility, which will continue to strengthen the region's infrastructure and foster development.

Economic Impact due to Development of Ektanagar



Source of Information: Provided by SOUADTGA Office

7.2 Local Community Feedback

The villagers are largely appreciative of the infrastructure upgrades brought about by the Statue of Unity (SoU) facility. Many have achieved self-reliance by owning taxis and rickshaws, although they express concerns about being unable to access the SoU region with their vehicles.

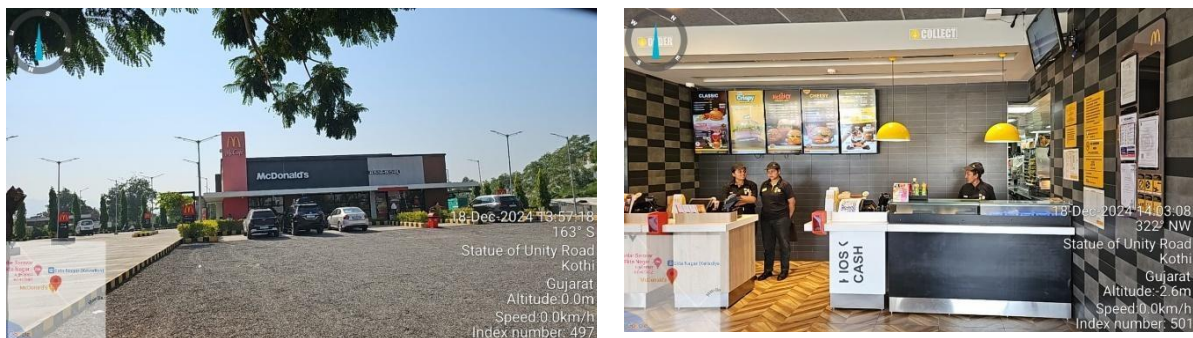
Employment opportunities generated by the facility have brought significant benefits, with villagers being involved in various roles such as housekeeping, firemen, e-bus drivers, pink e-rickshaw drivers, tourist guides, security guard and more. Many families are happy that at least one or more members have secured stable jobs within the facility, contributing to their income.

However, tribal residents are still navigating challenges related to land acquisition and payment disputes. Additionally, the rule related to the transfer or sale of land in the zone is seen as a major concern by the local community.

Despite these issues, the villagers acknowledge that their livelihoods have improved considerably due to the stable income and opportunities created by the facility.

7.3 Case Study-Stakeholder Experiences

PFC's contribution to the construction of the Statue of Unity has not only fostered development in the tribal areas but also generated significant employment opportunities, both direct and indirect. One such example of women empowerment is the case where McDonald's employed tribal village girls in Kevadia. The McDonald's outlet there is entirely run by a female staff, showcasing how the project has created avenues for women in the local community to gain employment and develop valuable skills, thereby contributing to their empowerment and economic independence.



Case Study: Empowering Women Through Employment at McDonald's All-Women Drive-Thru, Ekta Nagar

Introduction

In a landmark initiative aimed at promoting diversity and inclusion, McDonald's India, in partnership with Westlife Development, launched its first all-women drive-thru restaurant in Ekta Nagar, Gujarat. Situated near the iconic Statue of Unity, this initiative serves as a testament to empowering local women and fostering economic development in the region. Employing 28 women from nearby villages, the restaurant is a significant step towards women's empowerment and community development.

Crew Members' Journey and Impact

Sharmista from Orpa Village

Sharmista, a young woman from Orpa village, has been instrumental in maintaining the high operational standards of the restaurant. Coming from a rural background, Sharmista initially

lacked exposure to professional work environments. However, through the rigorous training provided by McDonald's as per FSSAI guidelines, she has become adept in safety, hygiene, and customer interaction protocols.

"I never thought I could work in such a professional setup. It has given me confidence and financial independence," says Sharmista.

Gunvati and Priyanka from Kevadia

Gunvati and Priyanka, both hailing from Kevadia, have embraced their roles with enthusiasm and dedication. For them, working at McDonald's is not just a job but an opportunity to contribute to their households and inspire other women in their community.

"This job has changed my life. I am proud to represent my community in such a prestigious organization," says Priyanka.

Pragam from Bhanadra Village

Pragam, another team member from Bhanadra village, highlights the sense of pride and purpose her job has brought her. She sees herself as a role model for young girls in her village, proving that women can excel in any field with the right training and support.

"I am learning something new every day, and it feels great to be part of a team that values my contribution," shares Pragam.

Training and Development

All 28 women employees underwent comprehensive training to meet FSSAI standards, ensuring safety, hygiene, and efficient restaurant procedures. This training has not only enhanced their skills but also boosted their confidence in handling customers and maintaining the brand's reputation.

Community and Economic Impact

The initiative has significantly contributed to the socio-economic development of the region. By employing women from nearby villages, McDonald's has provided them with stable livelihoods, financial independence, and a platform to break societal stereotypes.

The all-women drive-thru restaurant at Ekta Nagar is a shining example of how targeted initiatives can empower women and foster inclusive growth. By employing women from local villages and equipping them with essential skills, McDonald's has provided a platform for financial independence, personal growth, and community upliftment. The stories of Sharmista, Gunvati, Priyanka, and Pragam reflect the transformative impact of this initiative, proving that empowering women can lead to a ripple effect of positive change within families and communities. This remarkable initiative is not just a milestone in diversity and inclusion but also a testament to the broader impact of the Statue of Unity on the region. It stands as one of the many wonderful efforts that have created meaningful livelihood opportunities and empowered women, contributing significantly to the socio-economic development of the area.

7.4 Impact Evaluation-Matrix

Rating	Very Low	Low	Moderate	High	Very High
Colour code					

Impact Rating	Very Low	Low	Moderate	High	Very High
Effectiveness					
Efficiency					
Impact					
Coherence					
Sustainability					
Criteria	Assessment				Rating
Effectiveness: The extent to which the project achieved its	Objectives met with visible results - Achieved significant outcomes in livelihood generation and employment creation (1,770 direct and 6,950 indirect jobs). - Tangible success in tribal development, women				

objectives.	empowerment (Ekta Mahila Mandal), and skill development (GMR & Tata Strive Centres). • Tourism infrastructure developed (Tent Cities, MICE support, etc.) attracted 51.2 lakh tourists in 2023. • Institutionalized governance through SOUADTGA ensures organized development.	
Efficiency: How well inputs (funds, expertise, time) were converted into outputs.	Optimal use of funds and partnerships • PFC contributed ₹ 2.50 crore, leading to multi-sectoral benefits (tourism, livelihood, clean energy). • Leveraged existing public-private partnerships to reduce cost duplication. • Efficient deployment seen in development of clean energy solutions, SHGs, and infrastructure support.	
Impact: The broader, long-term effects of the intervention.	Strong socio-economic and symbolic impact • Transformed Kevadia into a major national tourism and economic hub. • Promoted regional development, especially for tribal communities. • Generated socio-economic ripple effects, including women-led enterprises and green mobility. • Enhanced national pride and unity through symbolic representation.	
Coherence: Compatibility with other interventions and alignment with stakeholder	Alignment with policies and partnerships • Aligned with SDGs, national tourism policy, and state development plans. • Worked in synergy with SSNNL, SOUADTGA, and SVPRET through formal agreements. • Complemented existing schemes like clean energy, skill development, and tourism	

policies.	promotion.	
Sustainability: The extent to which project benefits are likely to continue.	Mechanisms for continuity and resilience • Institutional mechanisms in place (SOUADTGA Act, tripartite MoU). • Long-term vision for area development, tourism, and clean energy. • Electric vehicles, solar panels, EV charging stations, and women-run SHGs indicate embedded sustainability. • Continuous stakeholder engagement ensures future adaptability.	

8 Sustainability and Roadmap for the Future

The project's eco-friendly practices, deep-rooted community involvement, and a holistic development vision centered on water, nature, and unity in diversity ensure its long-term sustainability. The region's evolution from a traditional tribal economy to a vibrant hub of tourism and services has been guided by a thoughtful blend of ecological preservation and inclusive growth.

Key aspects that support sustainability include:

- **Eco-friendly Infrastructure and Practices:** Emphasis on renewable energy, battery-operated vehicles, solar-powered amenities, and sustainable transport systems that reduce environmental impact while enhancing visitor experience.
- **Community-Centric Development:** Active involvement of local and tribal communities in operations, decision-making, and employment ensures ownership and long-term commitment to the region's upkeep.
- **Cultural and Ecological Preservation:** Infrastructure and tourism activities have been developed with sensitivity to the region's ecological balance and tribal heritage, promoting responsible tourism.

- **Vision-led Planning:** Development aligned with a broader vision focusing on the integration of natural resources (water and nature) and cultural harmony (unity in diversity).
- **Skill Building and Empowerment:** Continuous investment in education, vocational training, and women-led initiatives (e.g., SHG enterprises, pink e-rickshaws) fosters self-reliance and inclusive growth.



As part of the **roadmap for future enhancements**, the following additional measures can reinforce sustainability and inclusive regional growth:

- **Tourism Marketing and Promotion:** Strategic efforts to attract national and international visitors while showcasing local culture and ecology responsibly.
- **Culinary and Hospitality Expansion:** Setting up food streets, canteens, and mobile eateries to enhance the tourist experience and promote local cuisine.
- **Tribal Entrepreneurship Promotion:** Encouraging tribal communities to launch and manage enterprises aligned with tourism and regional development.
- **Vocational and Soft Skills Training:** Further expanding programs for tour guides, hospitality professionals, and small business owners to build a skilled, local workforce.

- **Research and Education Integration:** Establishment of a Research and Education Ecosystem by Including hubs for sustainable tourism and conservation, skill institutes, academic collaborations and scholarships to promote local talent and global outreach.

Together, these initiatives underscore a long-term, inclusive, and ecologically conscious approach to regional development, positioning the Statue of Unity not just as a monumental landmark but as a centre for learning, innovation, cultural preservation, and sustainable progress.

9 Conclusion

PFC's noteworthy contribution to the Statue of Unity (SoU) project has played a catalytic role in the transformation of the Ekta Nagar region. The initiative showcases how even focused contributions within a larger development project can spark meaningful and inclusive change. This transformation is evident in multiple dimensions:

- **Shift from a traditional tribal economy:** The region transitioned from a predominantly rural livelihood model, centered on agriculture, animal husbandry, and forest produce to a diversified economy fueled by tourism, services, and entrepreneurship.
- **Tourism-led livelihood opportunities:** Infrastructure investments and tourism services have created jobs across sectors such as transportation, hospitality, housekeeping, and retail, empowering local youth and women alike.
- **Entrepreneurship and skill development:** Tribal entrepreneurship has been promoted through skilling initiatives in partnership with Tata Strive and GMR Foundation, helping youth build market-relevant skills and encouraging self-employment.
- **PFC's contribution through SVPRET:** By supporting tourism infrastructure, livelihood creation, green energy solutions, and tribal empowerment initiatives, PFC has helped unlock local potential while aligning with sustainability goals.

- **Clean energy and ecological infrastructure:** Through targeted CSR support, PFC enabled clean energy adoption, sustainable transport systems like battery-operated vehicles, and infrastructure that aligns with ecological and cultural preservation. These initiatives have reinforced the region's identity as not only a symbol of national unity but also a beacon of sustainable and inclusive development.
- **Skilling and employment aligned to tribal needs:** PFC's support to SVPRET has helped foster tourism-linked infrastructure, skilling programs, and livelihood generation initiatives that are deeply aligned with the needs of local tribal communities. This includes employment creation across sectors such as housekeeping, tourism services, and local transportation, with a strong emphasis on women's empowerment through initiatives like pink e-rickshaws and SHG-led enterprises. These interventions have helped instill a sense of economic stability, self-reliance, and dignity among community members.

The project's outcomes can also be evaluated through the lens of four key performance dimensions:

- **Efficiency:** PFC-supported initiatives have effectively utilized resources to develop clean energy systems, battery-operated transport, and eco-friendly infrastructure that meet development goals while conserving the environment.
- **Effectiveness:** The contribution has directly enhanced employability and income generation for tribal youth and women through skill development, SHG involvement, and livelihood interventions such as pink e-rickshaws.
- **Impact:** The socio-economic impact is evident in the diversification of income sources, improved living standards, community pride, and reduced economic vulnerability among tribal populations.
- **Sustainability:** Environmental sustainability is promoted through solar and green mobility initiatives, while social sustainability is achieved through long-term investments in education, healthcare, and tribal entrepreneurship. Continued

expansion to nearby villages and capacity building further reinforces the initiative's enduring relevance.

In addition to these outcomes, infrastructure development across health, education, sanitation, and mobility has elevated the region's quality of life. The administration's long-term vision, backed by PFC's strategic CSR engagement, includes deeper outreach to neighboring villages, enhanced tourism services, and inclusive growth for the tribal population.

In essence, the Statue of Unity project exemplifies how responsible corporate participation can generate large-scale transformation. PFC's role in this journey reflects a commitment to sustainable development, social equity, and regional progress. Ekta Nagar today stands as a living model of inclusive development, where tribal identity, national pride, and forward-looking policies converge to create shared prosperity.

10 Annexure

10.1 References

Following is the list of few stakeholders with whom the study team members interacted. The team expresses its heartfelt thanks to each of them for their cooperation in providing the necessary information.

Power Finance Corporation Ltd. (PFC)	
Ms. Sakshi Bansal	Asst Manager(CSR)
Statue of Unity Area Development & Tourism Governance Authority(SoUADTGA)	
Shri Udit Agrawal, IAS	CEO, Statue of Unity Authority
Shri Narayan Madhu, GAS	Additional Collector, SoUADTGA
Shri DC Pankaj Valvai, GAS	Deputy Collector, SoUADTGA
Smt. Chellamma V Panicker	PS to CEO
R N Rawal	Executive Engineer
Piyush Chavda	SoU LE, Electrical

Apart from the above, the study team engaged with a diverse group of stakeholders associated with the SoUADTGA project. These included local villagers, tourist guides, bus drivers, pink electric auto drivers, facility operators at various attractions, food court operators and self-help group including Ektha mahila mandal members. The interactions also extended to housekeeping and cleaning staff, construction workers, fire and safety personnel, hotel and restaurant staff, tour operators, street vendors, taxi drivers, and event organizers. This comprehensive engagement helped capture valuable insights and perspectives from those directly contributing to and impacted by the project.



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