



Request for Proposal (RFP) for Impact Assessment

1. Introduction

Titan Company Limited, a member of the Tata Group, has a long-standing commitment to Corporate Social Responsibility (CSR) in India. The company's CSR initiatives derive its philosophy from the Company's vision statement: "We create elevating experiences for the people we touch and significantly impact the world we work in". The initiatives are designed to promote inclusive growth, empower communities, and contribute to the country's socio-economic development. The program includes Titan's CSR policy is governed by a dedicated CSR Committee that ensures transparency and compliance with regulatory requirements. The program includes Girl Child Education, Skill and Entrepreneurship Development, supporting Indian Heritage Arts and Crafts, Integrated Village Development Programme, Eye Care and Affirmative Action. Titan's CSR policy is governed by a dedicated CSR Committee that ensures transparency and compliance with regulatory requirements.

2. Objectives of the Assignment

The primary purpose of this Impact Assessment is to generate credible, third-party evidence on the relevance, efficiency, effectiveness, impact, and sustainability of interventions for FY 2025-2026. A detailed scope is given below.

3. Scope of Work

Key questions to be answered:

- Relevance and Alignment: The programs are aligned with community needs, national priorities, and Titan's CSR policy.
- Outcomes and Impact: Direct and indirect outcomes of the interventions and their contribution to long-term change at the individual, household, and community levels.
- Efficiency and Resource Utilization: Cost-effectiveness of the interventions.
- Understand Sustainability and Scalability
- Enable Learning and Improvement

Projects and locations:

Vertical & project name		Geography
Design Impact Movement		
The DI Movement is a social initiative of Titan Company Limited launched in 2020–21, promotes design-led innovation and entrepreneurship for social impact. It supports early-stage innovators through capacity building, mentorship, incubation, and market linkages, with a strong focus on human-centred design. In FY 2024–25, the programme identified promising social innovation projects through partners such as IKP and TinkerLabs, culminating in an immersive residential workshop at Protovillage to strengthen participants' design thinking and social innovation capabilities. In 2025, Titan partnered with IIM Calcutta Innovation Park (IIMCIP) to launch the National Entrepreneurship Program for Social Transformation (NEST), providing structured pre-incubation and early-stage incubation support to selected social impact startups. Together, these initiatives enable innovators to develop scalable solutions addressing critical social challenges. Thus, the Design Impact Movement is a social initiative aimed at fostering an ecosystem that supports design for social needs. The Design Impact Movement comprises of two primary tracks: 1)National Entrepreneurship program for Social Transformation (NEST) - Titan and IIM Calcutta Innovation Park have launched NEST, the National Entrepreneurship Program for Social Transformation under the Design Impact Movement, offering budding social entrepreneurs' mentorship, prototyping support, business guidance, seed funding, and access to funding networks. 2)Ecosystem Development - This dedicated track aims to engage entrepreneurial-minded college students, guiding them through a curated learning journey to develop their ideas into social design-focused prototypes. It serves as a pipeline for future NEST program cohorts. For the program IIMCIP is main implementation partner. Besides IIMCIP, Titan has established partnerships with Sattva as program management partner, Tinker Labs and Inunity as ecosystem partners, Proto Village as immersion partner, Tangent Tech Solutions as tech partner and Deepsense as social media partner.		Pan India
Dimension	Ecosystem Development	NEST
Strategic Purpose	Build early-stage innovation capacity and create a high-quality pipeline for NEST	Convert low fidelity prototypes into scalable social enterprises

Target Segment	Engineering, design & architecture students (primarily penultimate year) in Tier 1 & 2 cities	Final-year students, alumni (≤5 years), full-time entrepreneurs
Stage of Support	Problem discovery and idea refinement using human-centred design	Venture building, business model validation, market readiness
Mentorship & Learning	Domain experts, design-led workshops, partner collaboration	IIM-C associated mentors, structured incubation, investor readiness support
Prototype & Product Development	Early prototyping, testing, iteration	Product refinement, validation, scale preparation
Financial & Institutional Backing	Ecosystem partnerships with colleges and innovation collaborators	Prototype improvement support up to INR 50,000 + Seed grants up to INR 10 lakhs
Outcome & Flow	Shortlisted high-potential teams funnel into NEST	Funded, investable, impact-oriented ventures going to market

Outreach and Selection:

- Nationwide outreach for the NEST programme was undertaken through multiple channels to attract early-stage social entrepreneurs.
- A total of 802 applications were received, of which 592 applications were screened, 59 teams were shortlisted for the jury evaluation, and 24 startups were selected for the NEST cohort.
- A structured multi-stage evaluation process, including defined assessment criteria, was implemented to ensure transparent and merit-based selection.

Protovillage Workshops & NEST Bootcamps:

- Immersive workshops were conducted at Protovillage to strengthen participants' understanding of design values and social innovation.
- Three bootcamps at IIM Calcutta Innovation Park provided startups with intensive learning on product development, business modelling, market validation, fundraising, and investor readiness.

Demo Day:

Demo day was organised at IIM Calcutta Innovation Park, where the NEST cohort presented their innovations to an expert jury comprising industry leaders, investors, and ecosystem experts. Based on the evaluation, 12 high-potential startups were selected to receive seed grants of up to ₹10,00,000 each.

Post Demo-Day Mentorship:

- A structured post Demo-Day mentorship programme was initiated for the selected startups to support venture development.
- Startup needs and mentoring requirements were assessed through feedback sessions and consultations to design customised mentoring interventions
- A mentorship governance mechanism was established to monitor mentor engagement, startup progress, milestone achievement, and seed grant implementation.

Activities Completed under Ecosystem Development:

Human Centres Design Workshops (Tinker Labs):

- Design thinking and innovation workshops were conducted across four city chapters along with an individual participation track to build early-stage innovation capacity among students
- Interest forms and project submissions were reviewed through a defined evaluation process to identify high-potential ideas for further mentoring.
- The programme generated 260+ project submissions, supported by a structured outreach and engagement process.
- Participants received guidance throughout the application and submission process to encourage quality project development and sustained engagement.

InUnity:

- InUnity was onboarded as an Ecosystem Development Partner to expand the Design Impact Movement's outreach across Karnataka and Andhra Pradesh.
- Seven Makeathons were conducted, engaging 351 student teams in identifying and developing solutions to real-world social challenges using design thinking.



- High-potential teams emerging from the Makeathons progressed to a structured pre-incubation mentorship programme to strengthen their ideas and prepare them for venture development.
- Project submissions from the Makeathons were evaluated using a structured assessment framework to identify promising innovations for further support.

Activities Completed under Tech and Social Media Tracks:

Tech Platform:

- The Design Impact Movement digital platform was continuously enhanced to provide a robust and user-friendly experience for applicants and ecosystem partners.
- Platform maintenance, issue resolution, and feature enhancements were undertaken to support programme implementation throughout the application and incubation lifecycle.
- New functionalities and content were introduced to support the NEST programme, including updates to application workflows, FAQs, and programme information.

Social Media Partner:

- A structured digital outreach campaign was implemented to increase awareness and visibility of the Design Impact Movement and NEST programme.
- Social media content, campaigns, and communication materials were developed and disseminated to engage students, innovators, startups, and ecosystem stakeholders.

Targets achieved on 2025-2026

Partner	Achieved
IIM Calcutta Innovation Park	• Received 802 application form submissions to the NEST program • Mentored 24 teams at IIMCIP in the NEST cohort • Selected 14 high-potential teams for seed funding
Tinker Labs	• Received 260+ project submissions • Conducted workshops across 4 city chapters, plus a separate individual track • 50+ Quality A projects delivered to date
Inunity	• Received ~249 project submissions in the DI Movement platform • Completed 7 Makeathons with 351 teams participating till date • 45 teams onboarded from 7 Makeathons for the Pre-Incubation Cohort till date

Design Impact Awards

The Design Impact Awards 2.0 (DI Awards 2.0) is a flagship social innovation initiative of Titan Company Limited, designed to support market-ready, design-led enterprises in scaling solutions that address complex social and environmental challenges. The second edition of the Awards, launched in 2024, is thematically focused on water to reflect the urgency of water scarcity and challenges across India. Through a combination of grant support, structured incubation, and pilot-based implementation, DI Awards 2.0 aimed to strengthen the execution capabilities of early-stage social enterprises and translate validated innovations into measurable on-ground impact.

Background

India faces a severe water crisis, with nearly 600 million people experiencing high to extreme water stress and an estimated 200,000 deaths annually linked to inadequate access to safe water and sanitation. Urban areas lose 50–60% of water as Non-Revenue Water (NRW), while only 37.5% of wastewater is treated, worsening water scarcity and environmental degradation. Rural regions face equally pressing challenges, from acute water scarcity in areas like Jaisalmer to unsustainable groundwater depletion in states such as Punjab.

The Design Impact Awards aimed to address India’s water challenges by piloting innovative, design-led, market-based solutions. It targets saving 6 billion litres of water, benefiting 1,200 farmers, and demonstrating adoption in 4 ULBs and public institutions, leading to commercial uptake and procurement.

For the program, Villgro Innovation Foundation is program implementation partner which is indulged in managing risks in pilot implementation with ULBs, government bodies, and rural communities by mobilizing networks and additional resources, and offering technical and customized business acceleration support to scale the solutions. Besides Villgro, Titan has established partnerships with Sattva as M&E partner, Tangent Tech Solutions as tech partner, and Deepsense as the social media partner.

Objectives:

1. **Promote water conservation** by supporting innovative solutions that collectively save **6 billion litres of water**.
2. **Strengthen water security and livelihoods** by improving access to efficient water management solutions for **1,200 farmers**.

Punjab,
Telangana,
Rajasthan,
Karnataka
Maharashtra



- 3. **Demonstrate scalable urban water solutions** by facilitating the adoption of innovations across **four Urban Local Bodies (ULBs)** and public institutions, leading to commercial uptake and public procurement.
- 4. **Enhance urban water infrastructure** by improving water distribution systems in **Kolhapur** and **Khammam** ULBs.
- 5. **Advance water recycling and reuse** through collaborative projects with Bangalore Water Supply and Sewerage Board and Environmental Management and Policy Research Institute to develop and demonstrate innovative technologies and practices.

SmartTerra deployed its AI-powered software to assist Khammam Municipality, Telangana, in reducing water losses, detecting leaks, and enhancing maintenance through a digital water network. The pilot targets reducing non-revenue water (NRW) to 20% and ensuring a continuous three-day water supply for residents.

Solinas is partnering with Bathinda Municipality, Punjab, to introduce its proprietary cloud-powered robotic crawlers for detailed pipeline inspections. By enabling early leak detection, the initiative is expected to save at least 80 million litres of water and significantly cut NRW.

Boson will install its advanced tertiary water treatment system at the Kadubeesanahalli BWSSB STP in Bengaluru, with a treatment capacity of 50 MLD. The system will convert treated sewage into potable-quality water, guaranteeing the utilisation of 2,500 KL per day by nearby industries, thereby promoting water reuse at scale.

EcoSTP will demonstrate its patented Net Zero Sewage Treatment Plant at the EMPRI site using "Rumen Baffle Pipes," inspired by biomimicry. The pilot aims to achieve a 15% improvement in treatment efficiency, upcycle 500 KL of wastewater, and raise awareness among 10 government officials and key stakeholders.

EF Polymers will pilot its 100% organic and biodegradable superabsorbent polymer, *Fasal Amrit*, in Jaisalmer, Rajasthan. The solution is designed to improve water retention in soil, with the pilot expected to save 2.4 billion litres of water across more than 1,000 hectares and benefit 500 farmers through enhanced agricultural productivity.

CultYvate will implement its IoT-driven Alternate Wetting and Drying (AWD) system for paddy cultivation in Sangrur, Punjab. Utilising high-precision sensors and computer vision, the pilot aims to save 375 crore liters of water, mitigate 1,300 MT of CO₂ emissions, lower input costs, improve crop yields, and help farmers access carbon credit markets.

Together, these pilots reflect a strategic blend of technological innovation and on-ground action, positioning the Design Impact Awards 2.0 as a catalyst for scalable, sustainable solutions to India's pressing water challenge.

Brief activities conducted in 2025-26 (for reference)

S. No	Month	Activities	Outcomes
1.	May – October 2024	Call for Applications: This includes both preliminary Impact Assessment (DI Awards Core Team) and Semi-Finals and Finals (Online panel for semifinals, and in-person for finals)	1,208 Applications Received out of which 540 Applications were shortlisted. 175 Semi-Finalists 20 Finalists
2.	24th and 25th October 2024	Knowledge & Awareness Session (12+ hours of sessions and exhibition with the Top 20 finalists)	20 Startup Exhibits 12 Sessions
3.	Due Diligence of Potential Grantees [Nov-Dec 2024]	Due Diligence (Three-pronged due diligence conducted)	9 Finalists shortlisted
4.	Grantee Onboarding (Jan-March 2025)	Onboarding & Goal Setting (LFA, Milestones Setting, Signing of Partnership Agreements)	6 Grantees

A total of six pilots were successfully implemented under the program. Through these pilots, Smart Terra and Solinas worked closely with municipal bodies in Khammam, Kolhapur, and Bangalore to improve water distribution efficiency. Their interventions contributed to reducing the time required for leakage detection, lowering non-revenue water (NRW) as low as 15% in certain pilot areas, and enabling conditions for moving toward 24x7 continuous water supply.

At the same time, Boson and ECOSTP, through their pilots with BWSSB and EMPRI in Bangalore, demonstrated viable models for public institutions to enhance the utilization of treated wastewater. Similarly, Cultyvate and EF Polymer operated in water-stressed regions of Punjab and Rajasthan, respectively, where they worked with more than 1200 farmers directly and piloted water-efficient cultivation practices. Cumulatively, the programme reached over 1,200 farmers and enabled water savings of more than 7.5 billion litres.

On 18th February 2026, the second edition of the Design Impact Awards Conclave, on “Addressing the



Water Needs,” was successfully organized. The event brought together industry leaders, government representatives, Grantees, and public institutions, including BWSSB and EMPRI. Additionally, for the Deep Impact Phase, Cultyvate, SmartTerra, and Solinas were selected through a A rigorous process to deliver projects with public institutions and government stakeholders. The program nudged SmartTerra and Solinas to collaborate with BWSSB, and multiple meetings have been conducted with support from Well Labs, including engagements at the Assistant Chief Engineer level, to scope the project. The teams are currently working towards finalizing the MoU. Similarly, CultyVate with support from IIT Ropar, meetings were held with the Punjab Agriculture Department, including at the Secretary and Ministry levels, to finalize a project for the next financial year.

Impact Numbers in 2025-2026

Grantee	Water Saved (kL)	Farmers Reached	Households Impacted
ECOSTP Technologies Private Limited	410	NA	NA
EF Polymer Private Limited (~18%)	6,67,735.956	554	NA
Farms2Fork Technologies Private Limited (Cultyvate)	68,60,000	703	NA
Smartterra Urban Water Management Private Limited	24,245	NA	3,532
Solinas Integrity Private Limited	47,700	NA	7,175
Transwater System Private Limited (Boson)	2,736	NA	NA
Total	76,02,826.95	1257	10,707

Project Tarasha

Pan India

Project Overview

Project Tarasha is a social initiative of Titan Company Limited that was launched during the COVID-19 pandemic to support artisans whose livelihoods were severely affected by market disruptions and loss of income. Conceived as a digital livelihood initiative, the project initially enabled artisans to create micro-websites, leverage social media, and access e-commerce platforms to connect directly with customers. Over the years, the programme has evolved from a digital enablement initiative into a comprehensive Creative Enterprise Development (CED) programme that supports artisan entrepreneurs in building sustainable and market-oriented enterprises.

Background

India's rich tradition of non-textile handicrafts has been sustained for centuries through village-based artisan communities, with products serving important cultural, social, and functional purposes. However, the growing availability of inexpensive machine-made alternatives, changing consumer preferences, and limited access to remunerative markets have significantly reduced the demand for many traditional crafts.

While some artisan entrepreneurs have successfully accessed wider markets through support from government agencies and retail networks, many craft clusters—particularly those in remote and underrepresented regions—continue to face limited market visibility, weak enterprise capabilities, and inadequate business opportunities. States such as West Bengal, Jharkhand, Chhattisgarh, Bihar, Madhya Pradesh, and Odisha are home to several culturally significant non-textile crafts that remain commercially underserved.

Artisan entrepreneurs in these regions often lack access to design innovation, business development services, digital marketing capabilities, and sustainable market linkages. Strengthening creative enterprises through enterprise mentoring, design interventions, capacity building, and market development is therefore critical to preserving traditional crafts while improving artisans' livelihoods.

Evolution of the Programme

2020–21: Digital Livelihood Support

Project Tarasha was launched as a pandemic response initiative to help artisans restore their livelihoods through digital enablement. The programme focused on creating micro-websites, building digital presence, and facilitating online sales through e-commerce and social media platforms.

2022–23: Expansion and Outreach: Titan partnered with Creative Dignity in 2022 to revitalize the artisan enterprises through new skilling, market readiness, design and market access. As markets recovered, the programme expanded its reach across India and began identifying promising artisan entrepreneurs who required structured business support to grow their enterprises.

2023–24: Creative Enterprise Development: The partnership with Creative Dignity in 2022 led to the launch of the Creative Enterprise Development (CED) programme in 2023–24. The programme provides customised enterprise mentoring, design and business development support, digital enablement, and market linkages through exhibitions, B2B partnerships, corporate gifting, and digital platforms to help artisan entrepreneurs build sustainable and market-oriented enterprises.

2024–25: Project Tarasha focused exclusively on its Creative Enterprise Development (CED) programme. The project supported 30 artisan entrepreneurs, comprising 14 entrepreneurs from the previous cohort and 16 newly onboarded enterprises.

Currently, Project Tarasha has evolved into a comprehensive artisan enterprise ecosystem that integrates entrepreneurship development, design innovation, digital transformation, and market linkages to build resilient and sustainable craft enterprises across India.

Aim of the Project: The project aims to strengthen and scale creative enterprises in the handicrafts sector by enabling artisan entrepreneurs to build sustainable, market-oriented businesses.

During 2025–26, the programme continued supporting 18 artisan entrepreneurs from the previous cohort while onboarding 22 new entrepreneurs, with a special emphasis on identifying artisans from remote and underrepresented craft clusters. Through its Creative Enterprise Development (CED) approach, the project provides enterprise mentoring, business and market development support,



digital capacity building, design and technical interventions, and market linkages to help artisan entrepreneurs establish resilient enterprises, access remunerative markets, and ensure the long-term sustainability of India's traditional non-textile crafts.

Interventions for 2025-2026:

- Artisan Outreach: 150+ Artisan entrepreneurs
- Creative Enterprise Development (CED)
- Market Linkages
- Exhibits
- Special programs

Number of Crafts by State (2025-2026)

S. No.	Craft	State
1	Bhil Art	Madhya Pradesh
2	Gond Art	Madhya Pradesh
3	Iron Craft	Madhya Pradesh
4	Terracotta	Madhya Pradesh, Odisha
5	Bastar Iron Craft	Chhattisgarh
6	Bhitti Chitra & Paper Mache	Chhattisgarh
7	Stone Craft	Odisha
8	Palm leaf engraving	Odisha
9	Brass & Bell Metal	Odisha
10	Lac doll making	Odisha
11	Pipli Craft	Odisha
12	Coir Craft	Odisha
13	Dashavatar Tash	West Bengal
14	Conch Shell Craft	West Bengal
15	Horn Craft	West Bengal
16	Dhokra Weaving	West Bengal
17	Sholapith Craft	West Bengal

Reach Numbers during 2025-2026

Transformation	Transformation Numbers	Deep impact	Deep Impact Numbers	Touch	Touch Numbers
Total Transformation Number of Craft Entrepreneurs & No of Artisans employed with the enterprise	750	Total Deep Impact Number of Craft Entrepreneurs who have not gone through all trainings – limited intervention	31	Total Touch Family members of Entrepreneurs (3x) Family members of Last Mile artisans (4x) Supply chain (4x)	3116
Number of Craft Entrepreneurs	37	Number of Craft Entrepreneurs	3	Family members of Entrepreneurs (3x)	120
No of Artisans employed with the enterprise	713	No of Artisans employed with the enterprise	28	Family members of Last Mile artisans (4x) Supply chain (4x)	2836 160

Vertical & project name	Geography
Happy Eyes The umbrella initiative of Happy Eyes were implemented in 4 components in two states, Karnataka & Tamil Nadu. The components of the project are- 1. Nanna Kannu – Eye screening of school children (NKP) 2. Mobile Rural Vision Program (MRVP) 3. Cataract Blindness Backlog Free (CBBF-VI) 4. Gift of Vision 1. Nanna Kannu Programme (NKP) The Nanna Kannu project is a school-based eye health initiative for rural and semi-urban areas, focusing on early detection of vision problems among children aged 6-16 years through screening, surgery and spectacles distribution. During the FY25-26, a total of 2,75,598 children were screened across 2,066 schools in Raichur, Haveri, Shivamoga and Vijayapura. A total of 7,629 spectacles were distributed to the children, and 270 surgeries were performed. The Nanna Kanu programme followed a comprehensive continuum of eye care services for school children, comprising the following key activities: Securing Government Approvals: The necessary permissions were obtained from the relevant Government authorities for programme implementation. Identification and Training: Teachers from Government schools and community volunteers were identified to support the programme. The selected teachers and volunteers were trained to conduct primary eye screening. • Secondary Screening and Clinical Examination: Children identified with suspected eye problems during the primary screening were examined by the Sankara Eye Hospital team. • Provision of Spectacles: Children diagnosed with refractive errors were provided spectacles free of cost • Referral for Advanced Treatment: Children requiring further diagnostic investigations, medical management, or surgical intervention were referred to the designated base hospital, where treatment was provided free of cost. • Low Vision Services: Children diagnosed with low vision were assessed and provided with appropriate assistive devices free of cost • Rehabilitation and Inclusive Education: Children identified with irreversible blindness were referred to partner NGOs working in disability rehabilitation to facilitate rehabilitation services and promote inclusive education. 2. Mobile Rural Vision Program (MRVP): Mobile Rural Vision Program (MRVP) envisaged providing easy access to basic eye care at the community level by deploying a fully equipped mobile eye care van that reaches underserved rural, tribal, and semi-urban populations. The fully equipped bus having all components of Vision examination including Auto refraction, Slit lamp examination, Ophthalmic Pre-screening Device, Computerized Lens meter, Direct & Indirect Ophthalmoscopes, Teleconsultation, Optical dispensing & counselling was deployed at the camp location. Through this programme patients could have access to specialized eye care services, reduced travel expenses, early detection of disease and reduced burden of morbidity. This fully equipped mobile unit provided following services to its stakeholders: i. Raise awareness on eye health ii. Screening for eye ailments iii. Refraction services iv. Spectacles v. Base hospital services. The medical team in the mobile unit comprised of two optometrists and an ophthalmologist fellow who were responsible for complete eye examination including the refraction and retina examination. Treatment plan was decided based on the clinical condition of the patient which may vary from a basic consultation to dispensing spectacles or follow up at the base hospital for further treatment. The target areas were Bangalore, Mandya, Mysore, Chamarajanagar, Kolar, Bangalore Rural, Ramanagara, Bangalore Urban. In the FY 25-26, a total of 25,551 people were screened through the project. 250 camps were conducted and a total of 9,955 spectacles were distributed to the beneficiaries. With this programme, a total of 871 GOV cataract surgeries are supported for the beneficiaries. 3. Gift of Vision – Cataract Surgeries: Under this ongoing initiative, free cataract surgeries were provided to underprivileged individuals, restoring sight and improving quality of life in Coimbatore Krishnankovil Bangalore Shimoga Virudhunagar. Patients were identified through outreach camps and community health networks, with transport, surgery, and follow-up care fully covered. In 2025-2026, 14027 cataract surgeries were done. 4. Cataract Blindness Backlog-Free Blocks/Villages (Tamil Nadu): This intensive intervention aimed to eliminate avoidable cataract blindness in two identified blocks of Tamil Nadu. Through door-to-door screenings by vision mitras, awareness drives, and high-volume surgery camps organised in common places like schools, community halls and other common	Karnataka & Tamil Nadu Raichur, Haveri, Shivamoga and Vijayapura. Bangalore, Mandya, Mysore, Chamarajanagar, Kolar, Bangalore Rural, Ramanagara, Bangalore Urban



places which is very well connected to all villages, the project seeked to make these districts backlog-free, improving vision health at a population level.

CBBF-VI Paramathi velur: 45 panchayats were covered. A total of 2,30,128 people were screened through the household screening, camp screening and school screening. Of those total screened, 2,12,866 individuals were from household screening, 10,180 were from campsite screening, and 7,082 were from the school screening initiative. 5,178 spectacles were distributed to the beneficiaries. 1,133 surgeries were advised, of which 1,104 were performed.

CBBF-VI Paramakudi: 45 panchayats were covered. A total of 1,49,299 people were screened through the household screening initiative. Of those total screened, 1,35,770 were from door to door screening, 6,064 were from campsite screening, 6,769 were from college screening, and 696 were from industrial screening. 4,219 spectacles were distributed to the beneficiaries. 1,341 no. of surgeries were advised, with 778 successfully performed.

Following activities were done at the camps:

- 1)Registration b. Vision test c. Doctor consultation d. Refraction e. General Fitness for patient advised for surgery f. Counselling for surgery selected patients.
- 2) Selected patients were transported to base hospital for surgery. At the base hospital, food, accommodation and treatment were provided free of cost and post-surgery patients were dropped back into their villages.
- 3) Post-Surgical Follow-up: i. As per the District Blindness Control Society (DBCS) regulations, all surgery patients will be reviewed after a month in their villages by our paramedical team or through our vision centre. Review dropped out patients will be followed by KIs and field workers. 7. Patient advised with refractive errors: i. Patients identified with refractive error will be provided with corrective eyeglasses. Patients identified with Presbyopia powers will be provided corrective glasses at the camp site itself.

Eye Camps for Commercial Vehicle Drivers, Allied Workers and Weavers

Weavers and drivers are among India's most hardworking yet underserved communities, whose livelihoods depend on good vision. However, limited access to regular eye care leaves many with untreated refractive errors and cataracts, affecting their productivity, income, safety, and overall well-being. **Objectives:**

- 1. To provide access to primary eye care services for 37,000 underprivileged commercial vehicle drivers and allied workers and 10,600 weavers across Tamil Nadu, Karnataka, and Maharashtra
- 2. To generate awareness on essential eye health practices among the target communities.
- 3. To improve road safety and enhance the quality of life of commercial vehicle drivers.

Tamil Nadu,
Karnataka, and
Maharashtra

Project Implementation: The campaign was implemented across Tamil Nadu, Karnataka, and Maharashtra through a focused outreach approach covering major highway corridors, transport hubs, and weaving clusters. Vision screening camps and targeted field interventions were organized to ensure underserved communities had access to essential eye care services. The project offered comprehensive eye screening, diagnosis, and free spectacles to individuals with refractive errors. Beneficiaries diagnosed with cataracts or other ocular conditions were referred to secondary and tertiary eye care centres, with structured follow-up support to facilitate treatment and continuity of care. The project also placed strong emphasis on stakeholder engagement by securing permissions from Regional Transport Offices (RTOs) and other government authorities. Active support and appreciation from weavers' associations further strengthened community participation, acceptance, and trust, contributing to the successful implementation of the initiative.

Target Areas:

Weavers : The weavers' programme was primarily implemented in Salem and the surrounding weaving clusters, where a large concentration of weaving communities is located. To expand its reach, the programme also covered key weaving clusters in Tirupur, Namakkal, and Kanchipuram districts of Tamil Nadu. By delivering eye care services closer to the weavers' workplaces, the programme improved access to essential eye care for underserved artisan communities.

Commercial drivers: Eye screening camps for commercial drivers and allied transport workers were conducted along the Golden Corridor of the National Highways, covering key transit routes and major interstate movement hubs, including major border check posts and Regional Transport Office (RTO) checkpoints. This strategic approach ensured improved access to eye care services for drivers at high-traffic transport locations.

State	District	Checkpoint
Tamil Nadu	Tiruvallur District	Pethikuppam Checkpost
Tamil Nadu	Coimbatore District	Coimbatore RTO and Pollachi
Tamil Nadu	The Nilgiris	Gudalur
Tamil Nadu	Krishnagiri	Hosur
Karnataka	Dharwad	Dharwad Highway
Karnataka	Bengaluru Urban	Attibele RTO
Karnataka	Raichur	Raichur Gunj Market
Maharashtra	APMC Market locations	



Key Achievements: During the project period FY 2025-2026, the initiative reached **49,095 beneficiaries** across the three states. A total of **29,395** individuals received free spectacles, significantly improving their vision and ability to perform daily and occupational activities. In addition, cataract surgeries were conducted for 103 – drivers and 93 – weavers.

***Please note that all the projects are independent of each other. Therefore, separate technical proposals must be submitted for each project.**

Deliverables

- Inception report
- Data collection tools
- Data collected (raw) including quantitative data, audio recordings and transcripts
- Draft impact assessment report.
- Final Impact Assessment report with case studies and testimonials
- A Presentation on findings(ppt)
- Consent form - the interviewees, FGD participants, individuals, photographs
- White Paper

Eligibility Criteria for DIM and DIA

- Prior experience in conducting similar assessments for Corporates/Foundations/Institutional Grantees on Social Entrepreneurship/Enterprises initiatives, incubation support, startup ecosystem.
- Water & Sustainability: Understanding of water conservation, access, usage, and scalable sustainability solutions.
- Design-Led Innovation: Awareness of how design approaches and creative problem-solving can drive social change.
- Members of Evaluation Team should have:
Master's degree in any relevant discipline (Tech Innovation/Social Entrepreneurship)
Excellent analytical skills.
At least 5 years of relevant working experience in research, monitoring and evaluation, and assessments.
Excellent communication and drafting skills for effective reporting.
Team members should have relevant experience working on water conservation initiatives, tech driven community development program.

Eligibility Criteria for Tarasha

- The agency should have prior experience of atleast 3-4 years in conducting similar assessments for Corporates/Foundations/Institutional Grantees on Artisan livelihoods, Handicrafts and creative enterprises, Entrepreneurship development programs, Livelihood and value-chain development projects.
- Members of Evaluation Team should have:
 - Master's degree in any relevant discipline (MSW/Population Studies/Statistics/Sociology)
 - Strong expertise in qualitative and quantitative research methods, survey design, sampling, data analysis, and impact measurement.
 - Excellent communication, stakeholder engagement, and report-writing skills.
 - Experience working across multiple states and engaging with diverse artisan communities.
 - At least 5 years of relevant working experience in research, monitoring and evaluation, assessments.
 - Excellent communication and drafting skills for effective reporting.
 - Team members should have relevant experience working on Artisan livelihoods, Handicrafts and creative enterprises, Entrepreneurship development programs, Livelihood and value-chain development projects.

Proposal Submission Requirements

Technical Proposal*	• Short Descriptions of Other Relevant/Related Project with links of the report. • Understanding of the Scope • Detailed methodology • Robust sampling methodology and sample size justification. • Proposed M&E framework (both qualitative and quantitative) • Proposed field team structure (surveyors, monitors, back checkers, spot checkers, and reporting hierarchy). • Field monitoring plan. • Data quality assurance plan. • Data security and secure transmission plan to the Titan team
---------------------	---



	• Provide a mechanism for regular relay of field data transfer, including reports commenting on data quality. • Analysis Plan • Team structure and CVs (in annexure) • Timeline and Gantt chart with clear phases • At least two client references in the last three years
Financial Proposal	• Detailed budget with cost heads
Statutory Requirements(to be attached in one file)	• Organizational profile • Capability statement • Copies of certifications (whichever applicable): 80G, 12A, 12AA, 10(23C), 10AB, • PAN, TAN • List partners • Power of Attorney/authorized signatory. • Incorporation registration • Authorized signatory cover letter • Registration certificate • Child protection policy • Board of Management list • POSH Policy • GST Certificate / No GST Declaration • Past relevant project portfolio • Last 3 years' audited financials and audit reports • Last 3 years' IT returns

Timeline: Proposal submission deadline: September 18, 2026

Submission Instructions

Send proposals by email to: reachcsr@titan.co.in
Subject line: “RFP – Impact Assessment – “[Project Name]” – Titan

Please note, the applicants choose to submit a proposal for one or more project.

Contact for Clarification:

Name: Dr Bandita Boro
Email: banditaboro@titan.co.in