

# Impact Assessment Report of

## Vivekananda Kendra - Academy for Indian Culture, Yoga and Management (AICYAM) in Bhubaneswar

Prepared For



**Bharat Petroleum  
Corporation Limited  
Mumbai**

Submitted By



**SOULACE CONSULTING PVT LTD**

**ISO 27001:2013 Certified**

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## Executive Summary

SoulAce team had conducted physical verification at Vivekananda Kendra - Academy for Indian Culture, Yoga and Management (AICYAM) in Bhubaneswar understand the impact and benefits incurred by the support of BPCL

BPCL under its CSR initiative has provided financial assistance to AICYAM for the below mentioned work:

1. Furnishing of interiors of Auditorium, Workshop halls, Library, Work station, Dormitory, Kitchen & Dining area.
2. Installation of STP, DG sets & Solar panels so the structure can meet the green building criteria.

The facility provides for world class amenities for practising yoga and as per the interaction with the management staff the center caters to students from all disciplines.

Hence it was a necessity to upgrade the existing infrastructure so that trainings of top levels can be imparted by Academy for Indian Culture, Yoga and Management the previous condition of the center was observed to have few short falls so the management decided to approach for support likewise they came in contact with BPCL and further submitted their proposal.

## Introduction

Vivekananda Kendra was started in 1972 by the visionary Eknath Ranade at Kanyakumari as a spiritually-oriented service mission to spread the vital, vigorous, man-making and nation-building message of Swami Vivekananda along the length and breadth of the country with the help of a team of devoted, determined and dedicated life workers . hrough its 813 activity centres, Vivekananda Kedra has taken up projects in the field of education, rural development, natural resource development and health care with focus area in geo-politically remote and sensitive regions

The vision of Vivekananda Kendra is:

- To enrich, promote and strengthen the cultural traditions and art forms of different communities & bring forth their unique attributes and nourish the commonalities.
- To expand the awareness and benefits of YOGA and its application for holistic living and bringing harmony in the changing social dynamics.

### The Objective of the Project

- To renovate the existing facility of Vivekananda Kendra Academy for Indian Culture, Yoga and Management (AICYAM) to ensure that the desired work is completed as per the agreement.

BPCL has mandated SoulAce, a research and advisory firm operating in the CSR & Development Sector space in South Asia, to carry out the Social Impact Assessment of the above CSR Commitment to Vivekananda Kendra Academy for Indian Culture, Yoga and Management .

The present study is based on a systematic, objective assessment of the impact created by BPCL support to AICYAM through field visits, interviews with key stakeholders of the Project, observations, and critical analysis were prepared.

The field visit was undertaken by SoulAce Team on 24.03.2022 to verify the completed work.

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ଏସି କ୍ୟମ୍



ऐक्यम्

AICYAM  
KANDA KENDRA KANYAKUMARI  
ODISHA PRANTA, BHUBANESWAR

NO PARKING  
ନିମ୍ନ ଚିହ୍ନଟି ଦେଖନ୍ତୁ

Entrance of the AICYAM Center

## Research Methodology

### Objectives of the Study

- To assess the direct / indirect impact of BPCL's support
- To understand the previous condition & the challenges faced prior to the refurbishment of the structure
- To assess the consistency in the process of the project implemented together with fulfilment of stated objectives.
- To identify the gaps in the project identification, beneficiary's involvement, implementation of projects, and recommendations for improvements.

### Research Design

Descriptive / Questionnaire-based research design has been used for the study to understand the various aspects of the project holistically and present them in this report.

### Process Followed

Descriptive / Questionnaire-based research design has been used for the study to understand the various aspects of the project holistically and present them in this report.

#### **Participatory observation / Physical verification:**

The research team had visited the school building on 24th March 2022 and observed the completed work in accordance with the details provided in the project document and the MOU

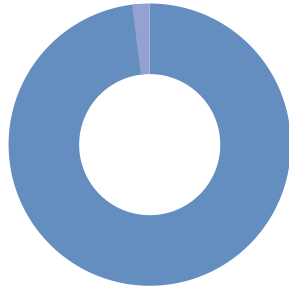
#### **Interview based:**

Questionnaires were prepared in line with the mentioned project activities for Structured interviews with the Facility management & trainers to understand their perspective regarding the project and its impact.

## Findings

Do you think that the facility has enough space to accomodate all the students

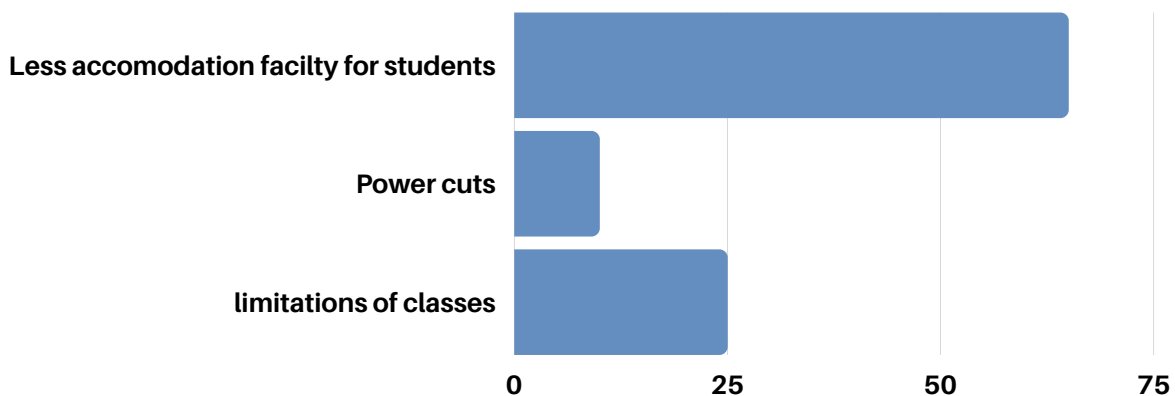
**No**  
**2%**



**Yes**  
**98%**

It can be interpreted from the above graph that the existing facility has enough space for all the students during the class it was also mentioned by trainer Mr. Ravi naidu they are able to increase the in take of students due to the infrastructural upgrade.

What were the challenges faced prior to the support form BPCL



It was been informed to the research team that they used to face challenges such as power cuts & shortage of residential facility in the center.

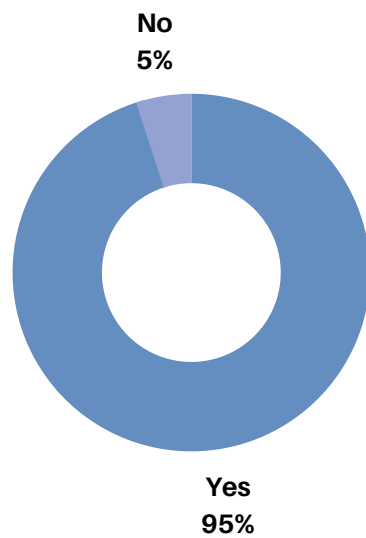


**Inauguration Ceremony**



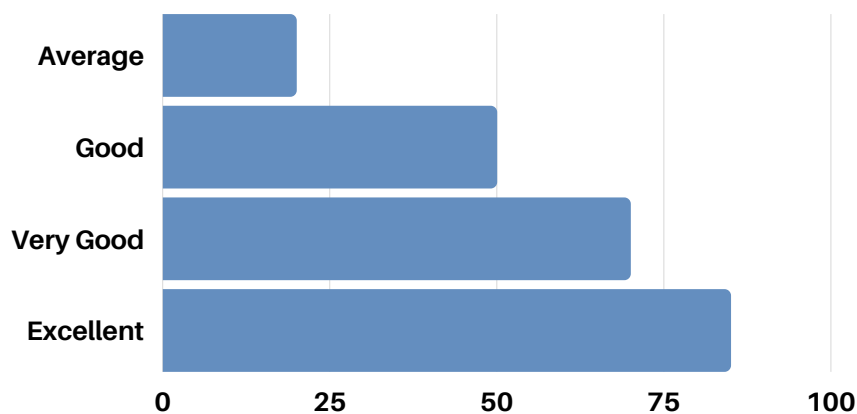
**Celebration of Foundation Day**

### Has the admission for yoga classes increased



The center has witnessed an increase in the number of admission after the refurbishment of the facility it was also informed by Trainer Mrs.Kirti Lata Seth that they are able to conducted multiple batches in one single day.

### How is the renovation work



It was observed that the Management facility and the beneficiaries were very much satisfied and also responded that the activities undertaken for renovation of the structure form interior was of Excellent quality followed hence it can be said that the project was implemented keeping in mind the needs of the Yoga Center.





**Conference Room**



**Computer Lab**

## Other findings :

- There renovated building has added an aesthetic value to the AICYAM campus
- The building has 24 X 7 power supply due to the installed solar panels
- Majority of the waste water is recycled.
- The center has conducted programmes for development of 8 tribal communities.



**Auditorium**



## Library

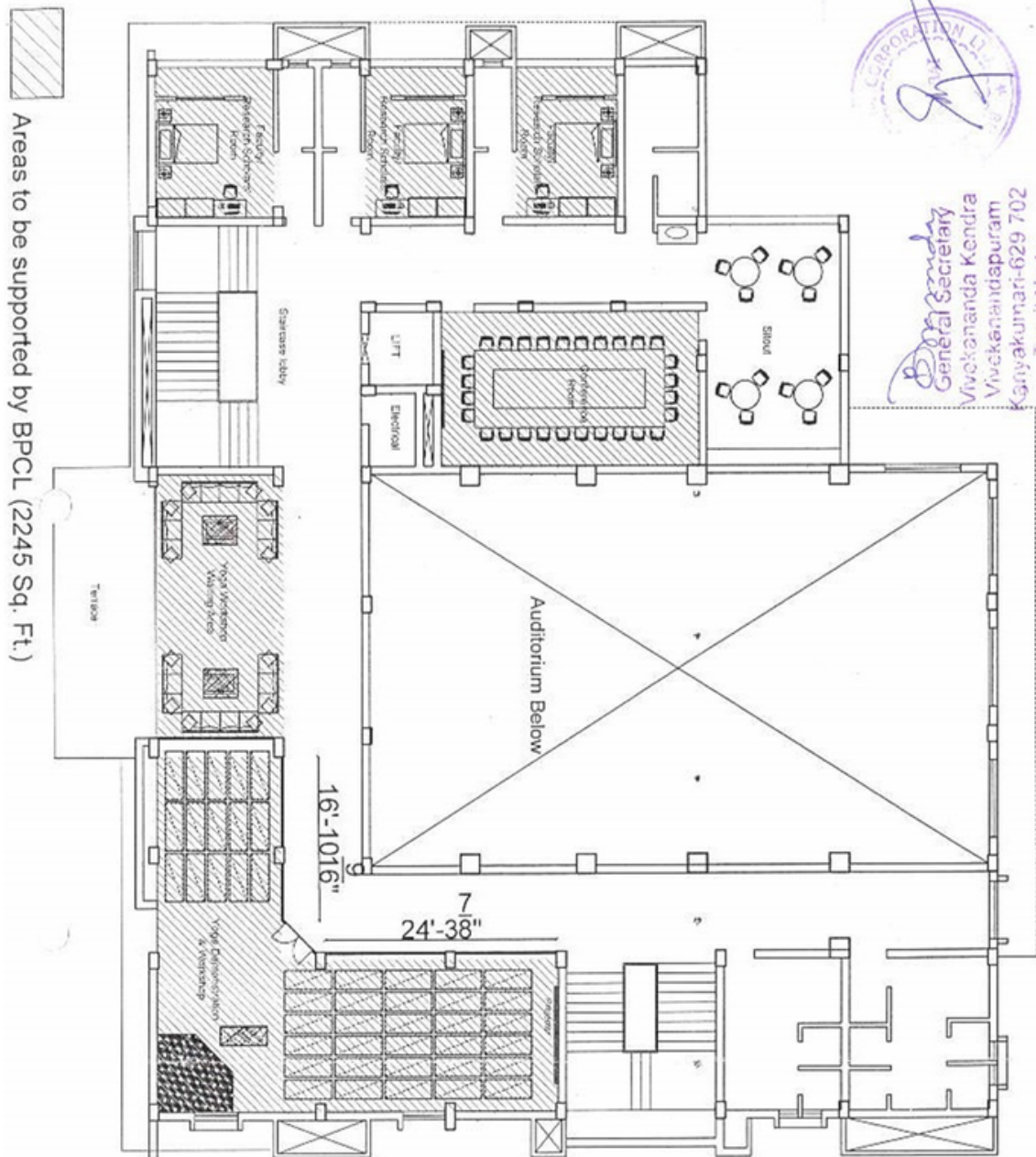
*Mr.Laxminarayan, Facility Manager Said .“We had submitted a detailed list of requirement to BPCL for their support in the renovation work the whole process was designed in a way which will be helpful for the tracking of progress in a timely manner the scope of work was pre defined and we had created a committee for shortlisting vendor , material purchase We are very much thankful for their support and look forward for more support in the future.”*



## Guest Rooms

*Mr. Debashis Dutta, Trainer, Stated that "I have been associated with AICYAM for the past 2 years during which the renovation work had began I would like to mention that BPCCL supported for the overall enhancement of the center and also took in consideration the requirements put forward by our management."*





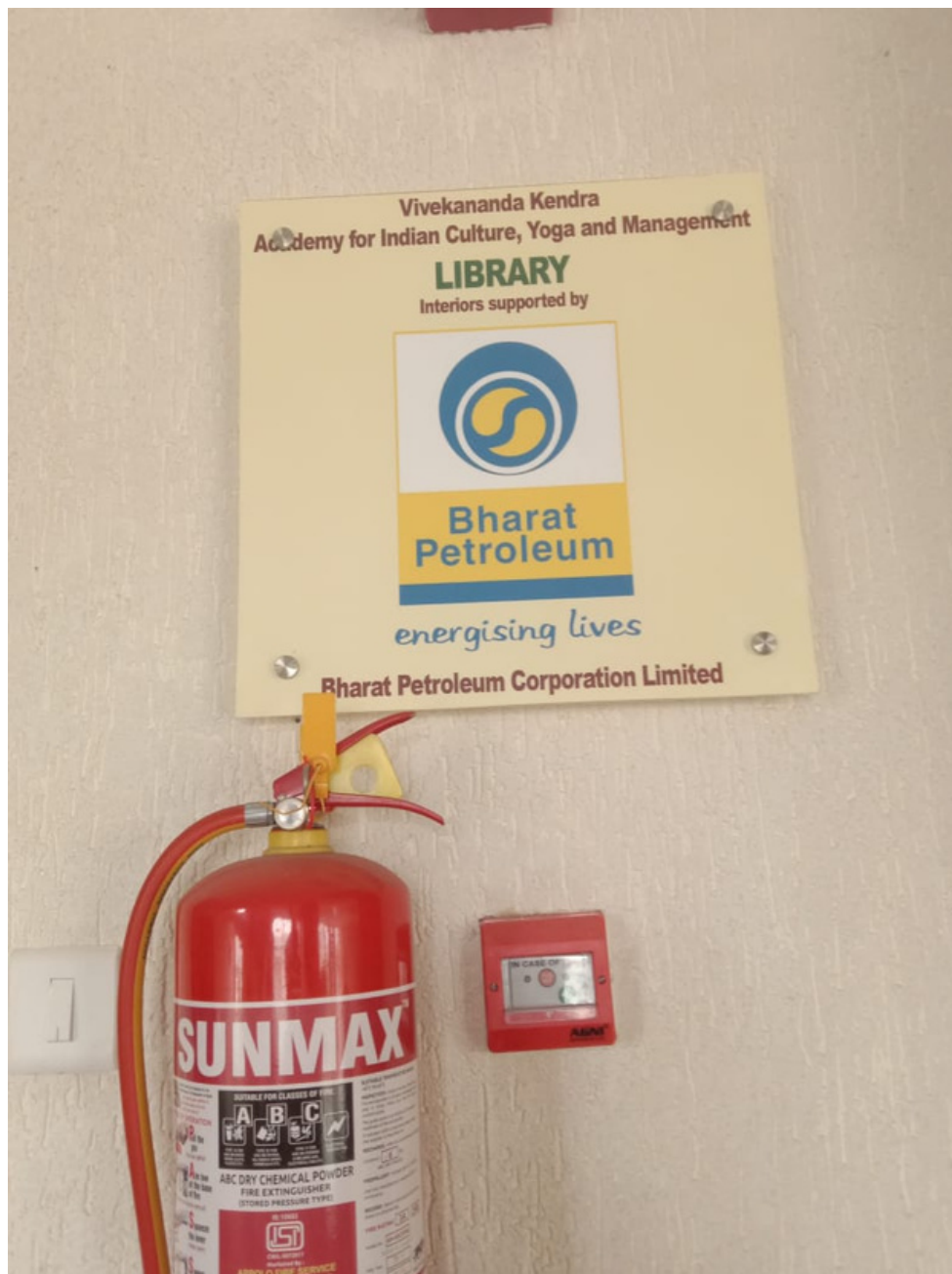
## Second Floor Plan



<b>DENCITY</b> <small>ARCHITECTURE &amp; INTERIORS</small> <small>11, PLOT NO. 10, SECTOR-10, VIKRAMPURAM, Bhubaneswar-751005</small> <small>Ph: 99039 22001, 99039 22002, 99039 22003</small> <small>www.density.in</small>	<small>THIS DOCUMENT IS THE PROPERTY OF DENCITY ARCHITECTURE &amp; INTERIORS. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY MENTIONED HEREIN. NO PART OF THIS DOCUMENT IS TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF DENCITY ARCHITECTURE &amp; INTERIORS.</small>	<small>Conceptual Floor Plans</small> <small>DATE: Nov 27, 2017</small> <small>PROJECT: NTS</small> <small>CLIENT: A3</small> <small>DESIGNER: Ar. Santu Raju Ghosh</small>	<small>Structural Consultant:</small> NA <small>Electrical Consultant:</small> NA <small>Mechanical Consultant:</small> NA	<small>Area Schedule, Carpet Area:</small> <small>Revisions: R3, R1</small>	<small>Scale:</small> 	<small>Project:</small> Interior Design of Vivekananda Kendra <small>Client:</small> Vivekananda Kendra Jagannata, Bhubaneswar, Odisha <small>Architect:</small> Ar. Yogesh Rajkhand
		<small>NO. OF FLOORS: 01</small> <small>NO. OF ROOMS: 12</small> <small>NO. OF STAIRS: 02</small> <small>NO. OF LIFTS: 01</small> <small>NO. OF TERRACES: 01</small> <small>NO. OF PARKING SPACES: 00</small> <small>NO. OF GARAGES: 00</small> <small>NO. OF STORES: 00</small> <small>NO. OF OFFICES: 00</small> <small>NO. OF SHOWERS: 00</small> <small>NO. OF TOILETS: 00</small> <small>NO. OF BATHS: 00</small> <small>NO. OF KITCHENS: 00</small> <small>NO. OF BED ROOMS: 00</small> <small>NO. OF HALLS: 00</small> <small>NO. OF CORRIDORS: 00</small> <small>NO. OF STAIRS: 02</small> <small>NO. OF LIFTS: 01</small> <small>NO. OF TERRACES: 01</small> <small>NO. OF PARKING SPACES: 00</small> <small>NO. OF GARAGES: 00</small> <small>NO. OF STORES: 00</small> <small>NO. OF OFFICES: 00</small> <small>NO. OF SHOWERS: 00</small> <small>NO. OF TOILETS: 00</small> <small>NO. OF BATHS: 00</small> <small>NO. OF KITCHENS: 00</small> <small>NO. OF BED ROOMS: 00</small> <small>NO. OF HALLS: 00</small> <small>NO. OF CORRIDORS: 00</small>	<small>Structural Consultant:</small> NA <small>Electrical Consultant:</small> NA <small>Mechanical Consultant:</small> NA	<small>Area Schedule, Carpet Area:</small> <small>Revisions: R3, R1</small>	<small>Scale:</small> 	<small>Project:</small> Interior Design of Vivekananda Kendra <small>Client:</small> Vivekananda Kendra Jagannata, Bhubaneswar, Odisha <small>Architect:</small> Ar. Yogesh Rajkhand

Layout of the building-2nd Floor

## Brand Visibility of BPCL



The boards with logo are displayed on the entrance of library, auditorium & kitchen to inform the visitors that the furnishing/renovation work is financially supported by BPCL.

## Recommendation :

- The facility can be opened for visitors for spreading information related to Yoga .
- It was observed that there is very less awareness about the center, this can be increased by advertising about the courses and facilities provided.
- Provision of solar lights can be made in the compound of the center.
- As per the branding guidelines , BPCL's logo is to be displayed at the entrance of the building.

## Conclusion :

The research study concludes on the note that all the renovation work was undertaken by Vivekananda Kendra Academy for Indian Culture, Yoga and Management center with the financial support of BPCL, which has resulted in refurbishment of the interiors of the center as envisaged in the M.O.U. between both organizations the work is in accordance with the best possible standards.

The study revealed that the center has high potential to become a knowledge hub for the spread of yoga and related studies the support has upgraded the center with modern day amenities helpful for imparting studies and create awareness which can help in holistic development of an individual.