

Grasim Industries Limited

CSR Impact Assessment Report

Healthcare

FY 2020-21



Acknowledgement

This study has been conducted by MMJC Consultancy LLP to evaluate the impact of the CSR initiatives undertaken by Grasim Industries Limited during the FY 2020 - 21. This report is the result of the impact assessment study of the healthcare initiatives implemented in the state of Gujarat, Madhya Pradesh and Maharashtra. The initiatives were carried out for the prevention and cure of Covid 19 pandemic, cancer treatment with robotic tools, medical treatment provided in Jana Seva Trust Hospitals along with organising multiple health camps in the vicinity of Nagda, Kharach and Veraval.

Our team would like to express its sincere gratitude to Grasim Industries Limited for reposing their faith in us for conducting this study. The team would like to thank patients, doctors, support staff for sharing the necessary data, information, and support for conducting the study.

We place our special gratitude to **Dr. Pragnya Ram, Sudhir Kumar Singh, Shashank Pareek, K Suresh, Sanjay Kumar Verma, Manish Kishore, Satish Bhuvir, Shraddha Mehta, Rekha Dubey, Rajdeep Parmar, Rinkal Parmar, Mayank Patel, Jeevan Porwal and Arvind Sikarwar** for their continuous support and help. Their help and cooperation are highly appreciated. The study team also extends its warm appreciation to all the primary and secondary stakeholders, who shared their experiences, thoughts and suggestions and taken out their valuable time to aid us during the execution of the study.

We extend special thanks to the respondents who gave us their time and made the data collection easy and interactive. We appreciate their valuable and honest feedback and support for the completion of this report.

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List of Acronyms

1.	Aditya Birla Group	ABG
2.	Board of Directors	The Board
3.	Companies Act, 2013	The Act
4.	Companies (Corporate Social Responsibility Policy) Rules, 2014	The CSR Rules
5.	Corporate Social Responsibility	CSR
6.	Development Assistance Committee	DAC
7.	Financial Year	FY
8.	Focused Group Discussion	FGD
9.	Government of India	GOI
10.	Grasim Industries Limited	Grasim/the Company
11.	Impact Assessment	IA
12.	Madhya Pradesh	MP
13.	Ministry of Corporate Affairs	MCA
14.	MMJC Consultancy LLP	MMJC
15.	Non-Government Organization	NGO
16.	Organisation for Economic Co-operation and Development	OECD
17.	Personal Protective Equipment	PPE
18.	The reverse transcription – polymerase chain reaction	RTPCR
19.	Sustainable Development Goals	SDG

Introduction

A brief: Grasim Industries Limited: CSR Vision & Mission

About Grasim:

Grasim Industries Limited, a flagship Company of the global conglomerate Aditya Birla Group, ranks amongst the top publicly listed Companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Viscose Staple Fibre, the largest Chlor-Alkali, Linen and Insulators player in India. Grasim has also announced foray in decorative Paints business. At Grasim, there is an endeavour to create sustainable value for 24,000+ employees, 230,000+ shareholders, society and customers. The Company reported consolidated net revenue of ₹ 121239.13 and EBITDA of ₹ 20477.64 in FY 2023.

Vision of CSR:

“To actively contribute to the social and economic development of the communities in which we operate. In so doing, in sync with the United Nations Sustainable Development Goals build a better, sustainable way of life for the weaker sections of society and raise the Country’s human development index.”

About Grasim’s CSR Initiatives:

Grasim's projects focus on healthcare, education, sustainable livelihood, infrastructure development and social reform, epitomizing a holistic approach to inclusive growth.

The Group has been continuously engaged in purposeful welfare-driven initiatives which distinctively enhance the quality of life of the weaker sections of society. Grasim recognizes that timely and cost-effective healthcare support to the communities of rural areas is critical for sustainable business. Guided by the 'Trusteeship' philosophy of the ABG, Grasim's socio-economic interventions have helped to transform the lives of communities, especially in rural and tribal belts, by empowering them for a better future.

Grasim CSR Activities are spread across various states of India giving preference to local areas in and around wherever the factories are located. Grasim has a specific CSR Team dedicatedly working on CSR Projects on each location. During the year 2020-21, Grasim has carried out its CSR activities directly and through various trusts such as Jan Seva trust, BCCL Jan Seva Trust, Aditya Birla Jan Seva Trust, Grasim Jana Seva Trust. All projects are carried out under the aegis of the Aditya Birla Centre for community initiatives and rural development.

Grasim under its CSR initiative through Jana Seva Trust Hospitals in Nagda, Kharach, Veraval, Ujjain and Pune provided quality treatment to the patients along with organising multiple health camps. During year 2020-21, the CSR intervention also supported prevention and cure for the patients of Covid 19 pandemic.



The projects were envisaged to benefit around 2,00,000+ beneficiaries who availed the healthcare services in these centres. The Company has extended its support as a contribution to provide quality healthcare for patients of rural areas. The project aims to improve access to healthcare by providing equipment support to the hospitals for example robotic tools and equipment for treating the cancer patients. This support has majorly enabled multiple procedures performed through the high-end equipment, which otherwise were beyond the reach of families below the poverty line due to the high cost charged by private hospitals.

CSR Policy:

The CSR policy of Grasim Industries Limited encompasses the formulation, implementation, monitoring, evaluation, documentation, and reporting of CSR activities taken up by the Company.

At Grasim, access to primary healthcare is considered a necessity. To make healthcare accessible and affordable to the common man, the Company sets up various initiatives pursuant to its CSR policy for underprivileged rural communities.

Grasim's CSR policy clearly defines their goal which is to render quality health care facilities to people living in the villages and elsewhere through their hospitals which includes:

- Primary health care centres
- Mother and Childcare projects
- Immunization programmes with a thrust on polio eradication
- Programmes to address malnutrition
- Adolescent health
- Health care for visually impaired, and differently abled
- Preventive health care through awareness programmes

The Company implements its CSR programmes in a way to benefit the local communities for enhancing the quality of life and economic well-being.

A brief: MMJC Cares

MMJC is a 22 - year-old Corporate Consultancy firm led by Mr. Makarand Joshi, Founder Partner. The firm has 8 Partners catering specialized verticals. The firm has a team size of 160 out of which 60 are multi - facet professionals being Company Secretaries and Law Graduates rendering unique quality and an array of services under one roof. MMJC Head office is situated at Mulund and has a branch office situated at Nashik and has a reach in all major cities across India.

MMJC Team:

CS Makarand Joshi	Dr Shweta Bapat
CS Pradnesh Kamat	CS Madhura Godbole
CS Omkar Dindorkar	Ms. Sruthi Nair
CS Charu Roopchandani	

Objective & Methodology

The main purpose of any evaluation exercise is that it endeavours to measure the impact in terms of the stated objectives and examines the gap between the intent and outcome of an intervention. The healthcare sector plays a critical role in maintaining the health and well-being of a population as well as contributing to the economic development of the Country. With rapid population growth in the Country, the need for high-quality healthcare services is expanding along with the increased need to provide health care at affordable cost. Health care sector is important as it adds to the economic development of the Country by creating job opportunities at various levels.

The key-objectives of the study were essentially:

- ✓ Determine the **efficiency, effectiveness and overall benefits of the intervention** in terms of impact, social outcomes, and improvements in lives of beneficiaries.
- ✓ Determine **the level of sustainability** of the intervention.
- ✓ Study the social impact of the Mobile Health Camp conducted in villages near Nagda, and Veraval.
- ✓ Study the impact of the support provided in the form of **medical equipment** to the hospitals.
- ✓ Understand the impact created with **the masks and PPE kits distributed** in the vicinity of Nagda, Kharach and Veraval and in various parts of Mumbai, Maharashtra during Covid 19.
- ✓ Identify the impact of Covid 19 vaccination and relief program and the support measures among the targeted groups.
- ✓ Understand the impact created with the introduction of robotic surgery in the Aditya Birla Memorial Hospital, Pune for the treatment of Cancer patients.
- ✓ Suggest measures for improvement, if any, or course correction in case of on-going initiatives.

Scope of this report is:

- ✓ Understanding objectives, scope, and parameters in discussion with the company for each project for conducting impact assessment.
- ✓ Identifying data collection tools for effective evaluation.
- ✓ Review secondary data obtained from the Company, implementation partner.
- ✓ Identifying beneficiaries of the project and kind of benefits received.
- ✓ Designing separate structured questionnaires for direct and indirect beneficiary survey.
- ✓ Field visit for data collection, observation and one to one interaction and group discussion with all stakeholders

- ✓ Analysing information and data obtained through surveys, interviews, and questionnaires.
- ✓ Finding unique cases of impact
- ✓ Presenting impact analysis report

Impact assessment study of a healthcare project is the analysis of the change brought into the lives of the intended or unintended beneficiaries either directly or indirectly due to the implementation of the project. Our methodology comprised of analysing the CSR Policy, identifying beneficiaries of the project alongside the locations, field visits, sampling the beneficiaries of all categories and quantification of questions aiming the impact on beneficiaries with the help of community stakeholders and focused groups.

The study uses mixed methods and draws upon data collected through a combination of primary survey, in-depth interviews, case studies and FGDs. Our research consisted of understanding the extend of the impact created by the project.

Given the large geographical spread and scope of work, a sample survey was used for impact assessment. Our team collected quantitative and qualitative data and later, the results of the study were interpreted and reported.

Sample selection:

Sample selection for the assessment of project was predominantly based on the location of villages, age group of beneficiaries, yearly family income of the beneficiaries and accessibility of hospitals to them.

Simple random sampling is employed to determine the sample of the beneficiaries. The assessment used both primary and secondary data. Primary data is collected through semi-structured interviews of various selected stakeholders followed by the interviews which are conducted in the physical mode.

Secondary data for the study is drawn from the reports and records maintained by the hospitals. In order to ensure reliable and valid inferences from a sample, probability sampling technique is used to obtain unbiased results.

To encompass varied dimensions, the analysis is drawn from a diversified sample which includes doctors, medical camps workers, patients, and their family members.

Data collection procedure

Our team visited the identified locations and interacted with the stakeholders for obtaining the necessary information and sharing the aim of the research and align the beneficiaries with our team for their active participation in the study. After obtaining necessary permissions, our team shared with them the questionnaire for the survey and requested for their voluntary participation to fill out the questionnaire.

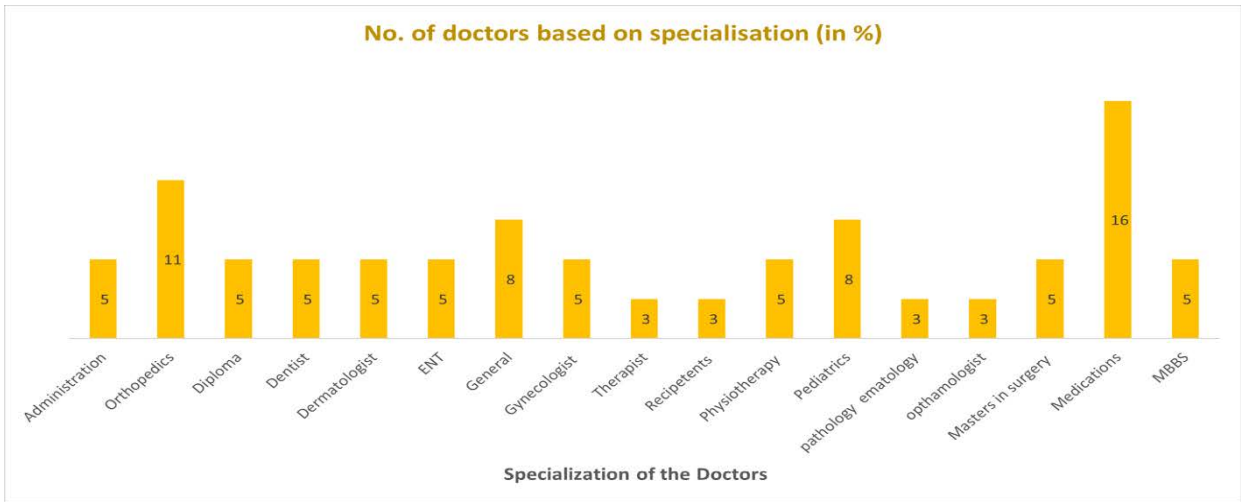
- The following tools were pre-tested and are used for the impact assessment exercise:
 - ✓ To gain a maximum insight for both quantitative data and qualitative information collected from the beneficiaries as per the structured questionnaire
 - ✓ Organising FGDs with stakeholders (doctors, health camp workers, patients, family members of the patients etc.,)
 - ✓ Arranging Interviews with the doctors and specialists.

Qualitative techniques of interviews with key stakeholders and interviews with community members were adopted for a better understanding of the problem alongside quantitative research.

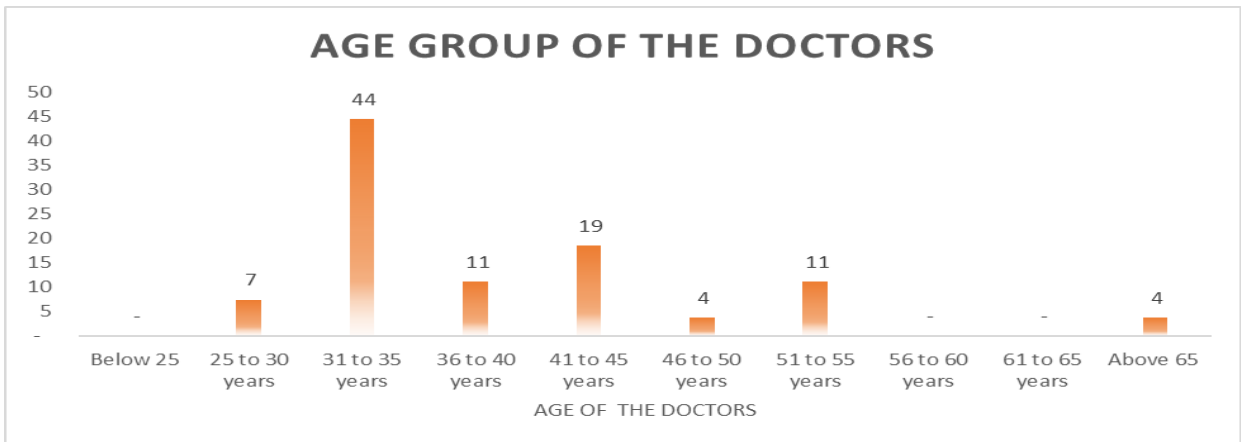
As per our observation, FGDs proved to be vital to the entire survey process during the evaluation of the program. With the help of a set of pre-determined open-ended questions, questionnaire was designed to cover the theme, viz., healthcare. The main intention of conducting FGDs is to collect and verify the information by asking probing questions to access the collective memory of the respondents. Furthermore, the list of questions that were prepared aimed at setting the discussion in motion.

Through questionnaires, our team interacted with the designated doctors, and administrator. The assessment was around - relevance of the support and coverage, effectiveness and efficiency in the treatment, overall change/impact of the investments and sustainability of the service.

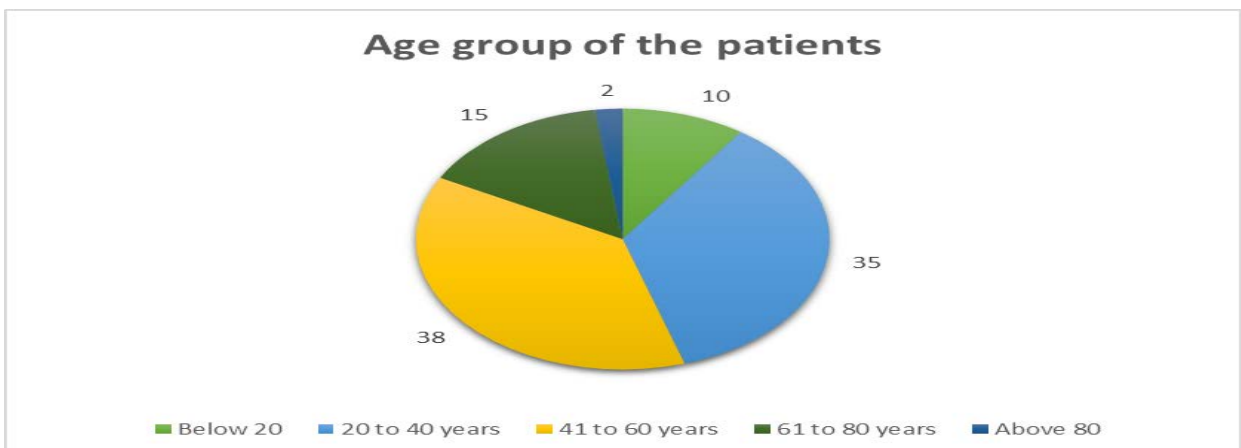
- ✚ During the impact study, it was observed that the Company had made deliberated efforts to implement need-based project. While interacting with Doctors, it was observed that the doctors with different specialities were engaged at healthcare facilities which catered the need of patients with different health issues.



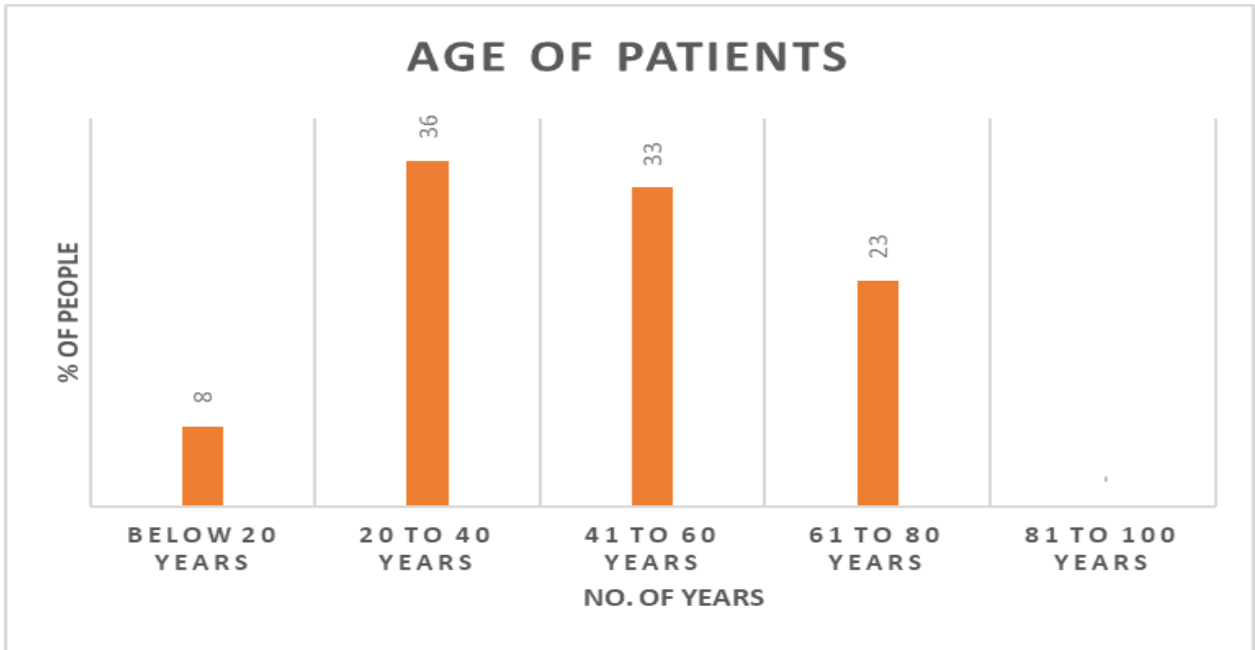
During the assessment process, more than 500 beneficiaries participated comprising of doctors, medical camps workers, patients, and their family members. Out of 38 doctors, approximately 44% doctors were in the age group of 31-35 years while 19% doctors belonged to the age group of 41-45 years.



As per our study approximately 35% patients belonged to the age group of 20-40 years while approximately 38% patients were in the age group of 41-60 years.



✚ Out of the total beneficiaries surveyed for medical camps conducted by Grasim, approximately 36% patients belonged to the age group of 20- 40 years while 33% patients were in the age group of 41- 60 years.



Findings and Analysis

(Relevance, Coherence, Effectiveness, Efficiency, Impact, Sustainability):

While designing the impact assessment methodology the team has followed a cognitive approach to understand the tangible as well as even the smallest intangible impact made by Grasim through this intervention. This impact assessment study is carried out in line with the widely used OECD criteria for project assessment.

The study used the OECD DAC framework for evaluating the impact of the CSR projects.

OECD DAC Framework:

The OECD DAC Network on Development Evaluation (EvalNet) has defined six evaluation criteria - **Relevance, Coherence, Effectiveness, Efficiency, Impact and Sustainability**- and two principles for their use.

These criteria provide a normative framework used to determine the merit or worth of an intervention (policy, strategy, programme, project or activity). They serve as the basis upon which evaluative judgements are made.

Dimenstions

1. **RELEVANCE**
(Is the intervention doing the right things ?)
2. **COHERENCE**
(How well does the intervention fit ?)
3. **EFFECTIVENESS**
(Is the intervention achieving its objectives ?)
4. **EFFICIENCY**
(How well are the resources being used ?)
5. **IMPACT**
(What difference does the intervention make ?)
6. **SUSTAINABILITY**
(Will the benefits last ?)

Data Collection Tools

1. Secondary data
(Where ever available)
2. Observations in the field
3. Semi structured interviews
4. 360 degree survey
5. Focused group discussion
6. Case studies.

Contributors

- Direct beneficiaries
- Indirect beneficiaries
- Implementing partners
- Project managers

The impact analysis has adopted a structured methodology for evaluation as specified below.

Methodology



Project: Healthcare

About the Project:

The healthcare sector in India can be benefitted immensely from the CSR intervention. Private hospitals may offer first-rate care, but they are beyond the reach of many people especially the economically weaker sections of the society. Public hospitals might be affordable, but they are overcrowded, and lack basic infrastructure facilities and required equipment for the treatment.

In the backdrop regular health camps are being organised by Grasim's Jan Seva Trust in the vicinity of Nagda, Kharach, Veraval and Ujjain including mobile medical camps during the times of pandemic. Awareness camps for critical ailments like AIDS, Tuberculosis, etc., are also organized under this project to spread awareness among the intended, unintended beneficiaries to let them live a healthy life and take care of themselves and their families. Assistance is provided for treatment of critical ailments to people from economically weaker section of the society.

During the difficult times of Covid-19 pandemic, the Company was engaged in spreading awareness among the beneficiaries about the pandemic, its criticalities, and the vaccination. The beneficiaries during interactions positively responded and confirmed that they could get the vaccinations on time because of the awareness, and they did not catch the infection for having understood the social distancing norms etc. They maintained social distancing as prescribed in the awareness programs.

Grasim with its CSR intervention supported hospitals and provided aid in the form of advanced medical equipment for the ease of treatment in the hospitals. The cutting-edge

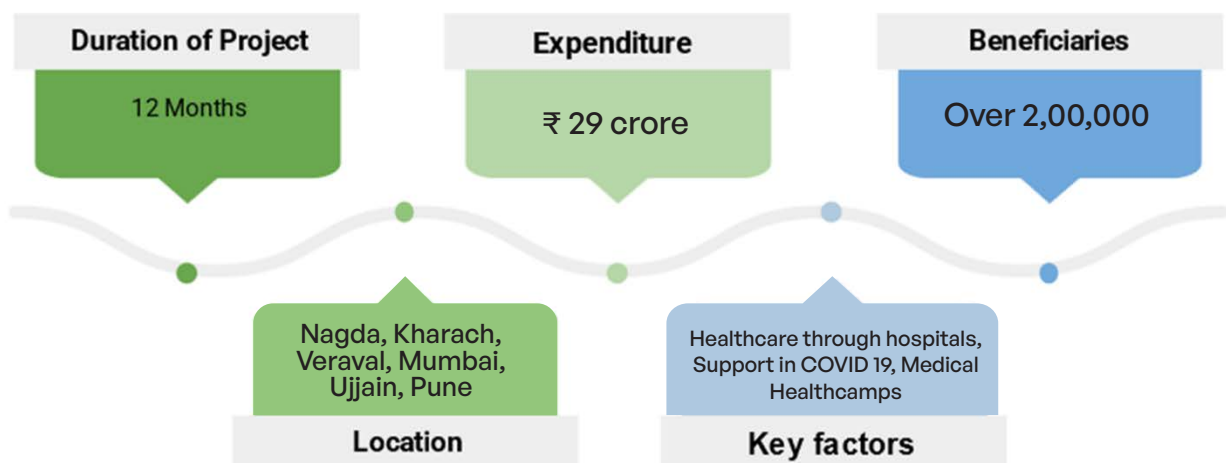
technology for example the introduction of tiny surgical tools and a computer console in Aditya Birla Memorial Hospital, Pune to treat cancer patients enables accurate diagnosis of complex medical conditions, and the patients are no longer required to travel long distances to cities for treatment.

Grasim through its CSR intervention has provided healthcare services in 4 hospitals to the needy people at a very nominal cost covering over 2 lakh populations at more than 350 villages. It has built one of the largest private hospitals in the Ujjain district. The 150 bed multi-specialty hospital supports over 1.4 lakh patients annually from 350 villages.

The Company has organised 61 health camps benefiting over 3400 patients.

With many of the manufacturing facilities of Grasim located at non-urban or remote areas, the Company is continuously engaged in improving the access to healthcare for these communities. During the Covid 19 pandemic, the Company has helped in delivering relief measures to thousands of needy people. The Company with its CSR interventions distributed relief materials like masks and PPE Kits for the safety of beneficiaries. The Company also provided active support to Bombay Municipal Corporation during tough times of Covid.

Project Synopsis:



Findings and analysis (Relevance, Coherence, Effectiveness, Efficiency, Impact, Sustainability):



Evaluation criterion 1: Relevance

‘**Relevance**’ is a measure of the extent to which the program has been able to support the suited needs and priorities of the stakeholders.

Impact assessment has examined the effects of investments made by Grasim in advanced equipment, improvements in the existing infrastructure of the hospitals. All initiatives undertaken in the healthcare project were found to be relevant to the needs and aspirations of the beneficiaries.

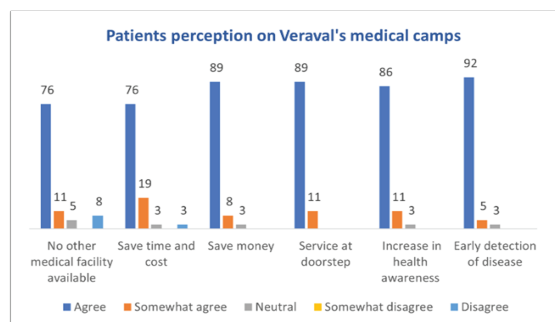
Grasim has been engaged in improving the livelihood conditions of the people for reasonable amount of time. The development of Indubhai Parekh Memorial Hospital in the year 1970 in **Nagda** is a classic example of the same and in the current period, **organising medical camps and awareness programmes** for the beneficiaries has been implemented to meet their needs. The hospital renders quality health services and caters to communities in Nagda, Khachrod, Unhel, Ratlam and nearby villages in a radius of approx. 100 kms of the Nagda township. The ABG has built one of the largest private hospitals in the Ujjain district. The 150 bed multi-specialty hospital supports over 1.4 lakh patients annually from 350 villages.

A **modern 32-slide CT scan unit** has been installed in the hospitals of **Nagda** to cater its long-standing need to manage medical and surgical cases with ease. This initiative is very much appreciated by the people of Nagda who no longer require travelling to neighbouring cities to get a CT scan done.



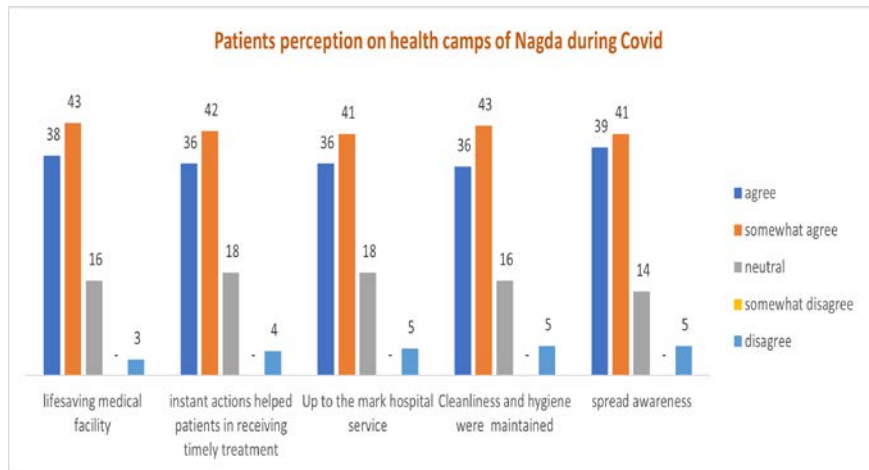
Based on the needs felt by the community, the health camps operate, and **advanced medical equipment** have been provided in the hospitals so that every possible treatment can be provided to the patients.

The multi-specialty hospital of **Veraval** caters to the needs of the marginalised people in the vicinity. During Covid pandemic, based on request of local government some part was dedicated for the Covid patients. Hospital equally provided treatment for the non-covid patients as well during this period.



The Company also organised Covid 19 awareness program during the pandemic period to spread awareness among the beneficiaries in respect of the medicines and vaccination.

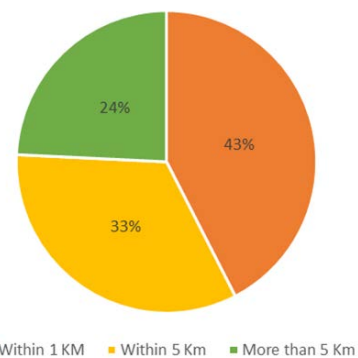
While interacting with the beneficiaries in **Nagda**, approximately 81% agreed that lifesaving medical facilities were provided in the hospital during the times of pandemic while 77% beneficiaries stated that during Covid, services of the hospital were up to the mark. This demonstrates the relevance of the availability of Hospital in identified area and need for the benefits of patients even during times like Covid 19.



While interacting with the beneficiaries in **Kharach**, they stated that before the CSR intervention, there was no nearby medical facility available for treatment and they had to travel long distances to get basic medicines even during emergencies fetching extra cost. Hence, selection of hospitals was also found relevant as these hospitals have considerable rush of not only nearby patients but also from the faraway places because there was a scarcity of the good medical services in the vicinity.

During our study, we also observed that approximately 76% beneficiaries in **Veraval** stated that adequate medical facilities along with a proper functioning hospital is available within the distance of 5 Kms from their place of residence helping them to get medical facilities in emergency situations. For the benefit of the people and considering the lack of resources, Grasim has installed minimally invasive surgery techniques and special surgical instruments for the treatment of cancer patients in Aditya Birla Memorial Hospital, Pune.

Distance of hospital from houses of Veraval



As per our study, the relevance of healthcare projects and activities carried out by Grasim has a high relevance having considered the need of good, cost effective and accessible medical facilities in the vicinity.

Evaluation criterion 2: Coherence

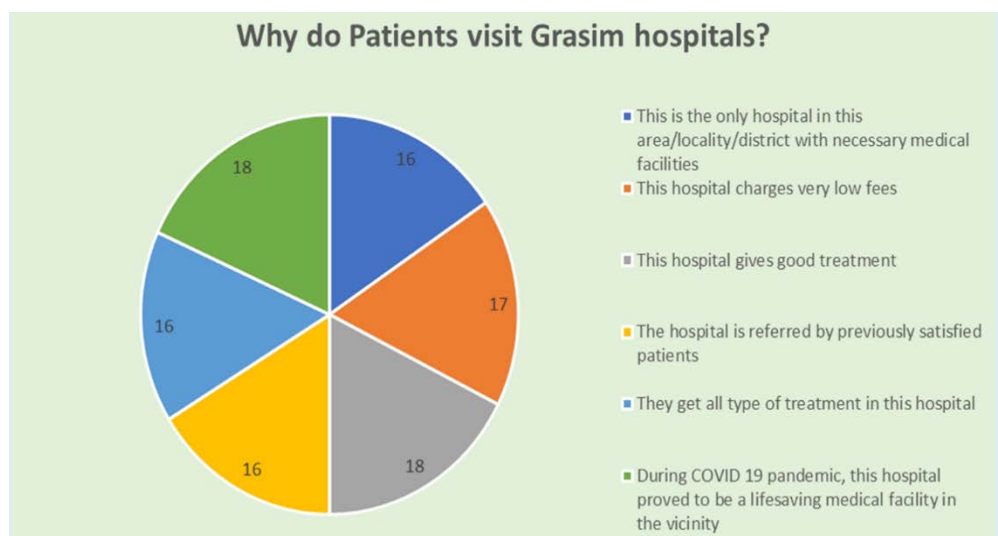
‘Coherence’ means how well the intervention fit into the ecosystem. All the projects by Grasim aligned under the healthcare initiative which builds a coherence and accountability in the identified areas.

Coherence was found with Grasim’s CSR policy that mentions ‘to render quality health care facilities to people living in the villages and elsewhere through our hospitals’.

Beneficiaries in respect of the awareness programmes stated that the programmes were organised according to their needs and requirements. Grasim has also organised various categories of health camps in the target areas including the mobile health camps during the times of pandemic.

Coherence was also found w.r.t locations at which medical facilities were provided by Grasim through these hospitals for providing treatment at nominal charges and range of facilities provided. While interacting with the doctors it was indicated that patients are preferring Grasim hospitals majorly due to availability of good and cost-effective treatments, lifesaving advanced medical facilities etc.

During FGDs, we also observed that participants have gained better form of understanding and awareness about tuberculosis and its effects. They are also equipped with curative actions required to be taken if the



cough remains for a longer period and not cured with the home remedies. Further, coherence was also found with the Government policies for curative healthcare programmes such as tuberculosis awareness program which is in line with the National TB Control program which was started in the year 1962 with the aim to detect cases earliest and treat them.

Evaluation criterion 3: Effectiveness

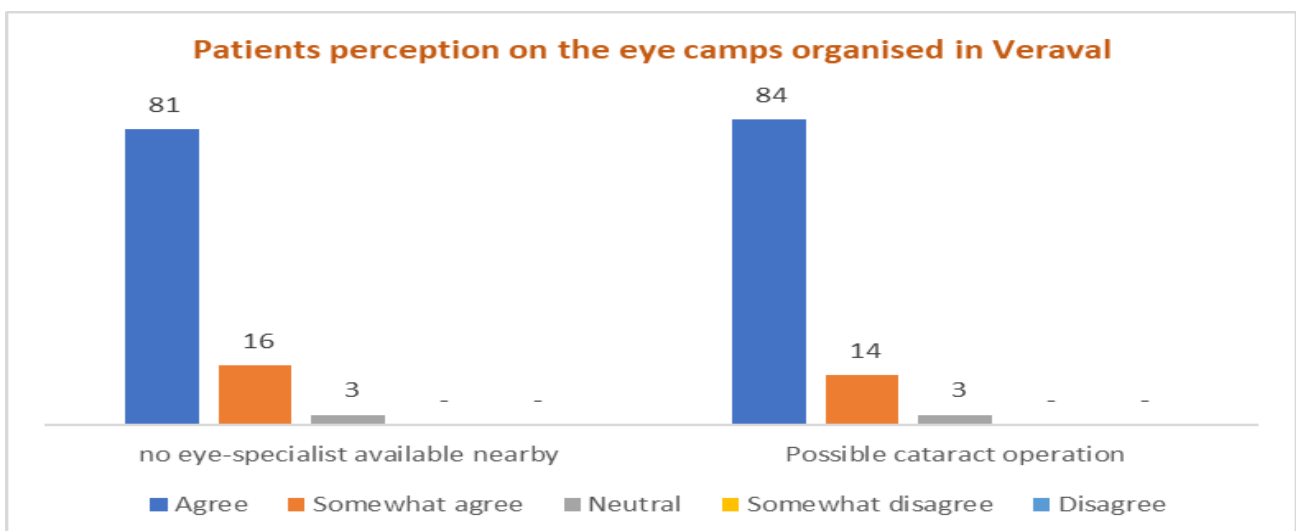
‘Effectiveness’ essentially is an assessment of the factors affecting the progress towards outcomes for every stakeholder. The main purpose of the impact assessment of any programme is to help improve its effectiveness and efficiency by reflecting on how well and to what extent the programme has been working.

During interaction it was observed that the beneficiaries were highly satisfied with the **quality of treatment** provided in the hospitals. Patients were referred from all over the State of Gujarat and Madhya Pradesh and had visited the hospital due to the specialised care and availability of high-end equipment for treatment.

The comparable charges for the services provided at private hospitals did not seem to be affordable to the socio-economically under privileged communities who majorly sought care from public hospitals.

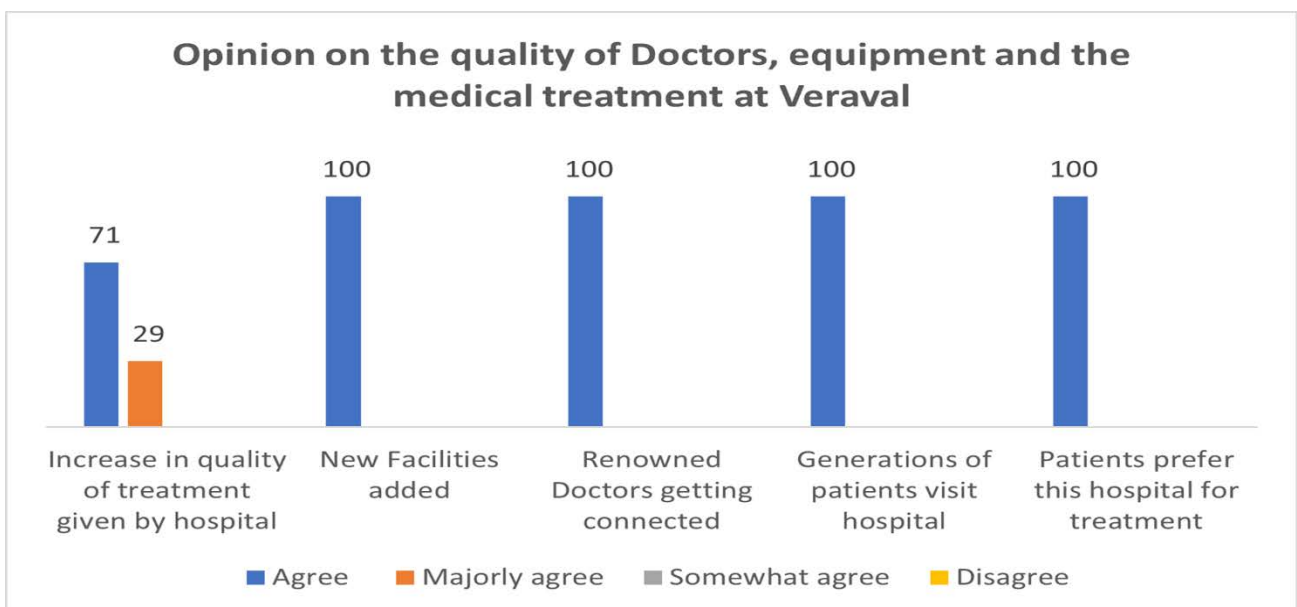
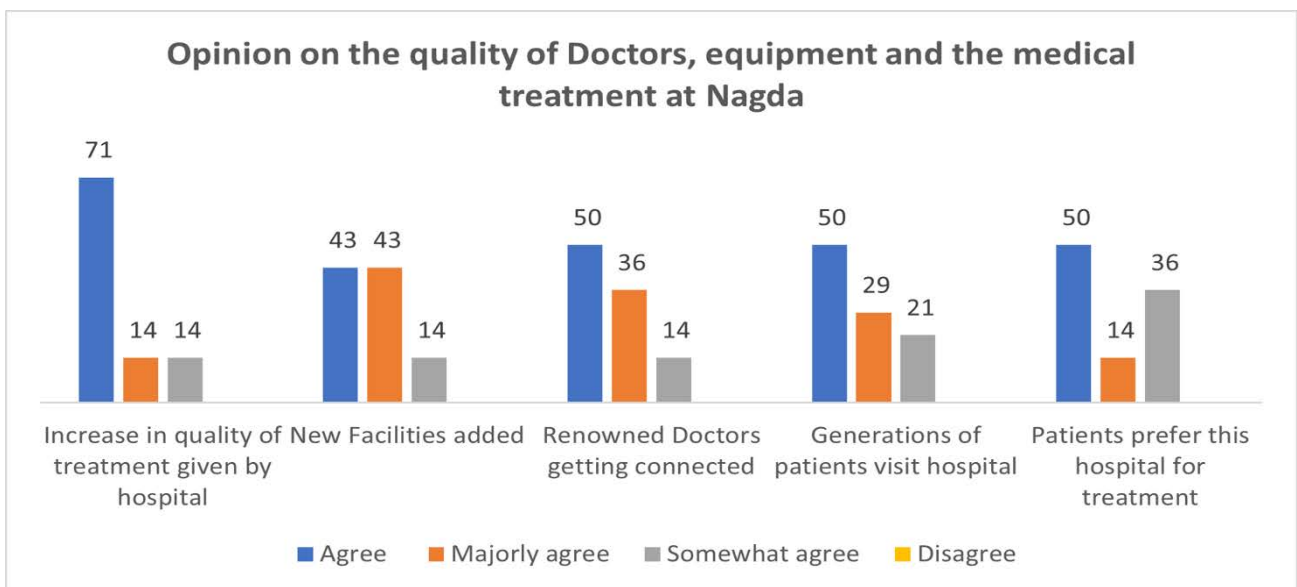


The health camps are functioning effectively and have resulted in an increased number of patients availing their services. Another effective activity carried out by Grasim is the **eye care treatment**. Basis the survey of **Veraval**, approximately 81% patients affirmed that earlier they had no eye specialist nearby their residence or even in the village but due to these health camps they came to know about the illness at advance stage and they could get possible treatment on time. Further, during interaction, 84% patients agreed that they could get cataract operations in the village health camps which earlier they were completely unaware about.



Veraval and Ujjain also has influx of tourists and pilgrims from all over India due to its proximity to the two jyotirlingas, Somnath and Mahakal respectively. Hospital and health camps are providing crucial support by catering to needy people during peak tourist season, which is also effectively reducing the burden on local healthcare bodies during the said period.

While interacting with the doctors of **Nagda and Veraval**, they stated that in the recent past the quality of services has improved in their hospital, the major reason being the improved medical equipment and awareness about health and well-being. During interaction with the beneficiaries, the doctors and their team summed up the impact of the new equipment. With the new equipment, doctors could provide efficient and accurate test results with perfect detection and diagnosis which is also cost-effective. Doctors expressed that after installing the advanced equipment and improved infrastructure, the technical competencies have increased along with staff motivation which has resulted in patients' satisfaction.



The equipment support by Grasm are high-end, advanced, and are not found in many public hospitals. Earlier, due to lack of such equipment, hospitals referred patients to other locations leading to loss of time, increased cost of surgeries, and loss of livelihood of the caretakers of the children. The equipment support has not only benefitted people seeking treatment but has also resulted in faster healing.

Based on the interaction with stakeholders the programme is proven to be effective in terms of its objective.

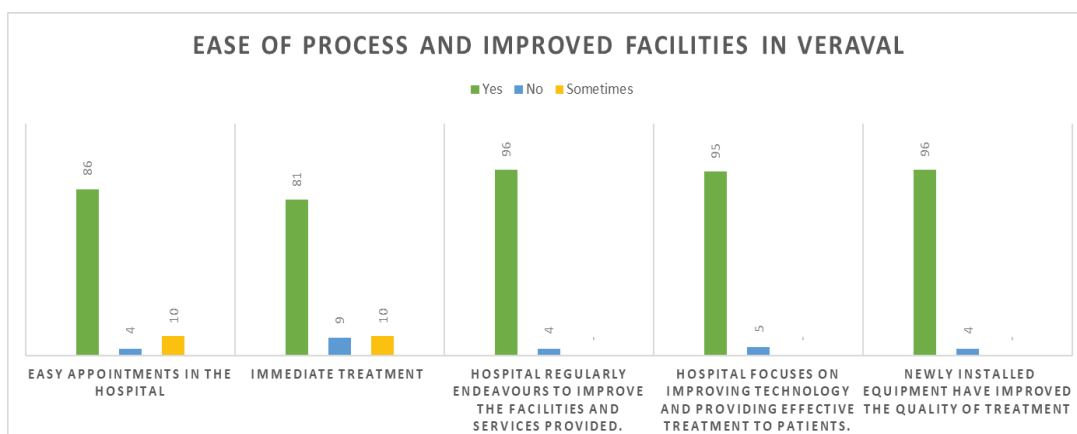
Earlier the cancer patients and their family members were scared of the treatment and surgeries the patients has to undergo to cure the cancer tumor but compared to the open surgery, minimally invasive surgical techniques aims to minimize surgical trauma to the patient in order to reduce postoperative morbidity and to improve and guarantee postoperative quality of life. Based on the interaction with stakeholders the programme is proven to be effective in terms of its objective.

Evaluation criterion 4: Efficiency

‘Efficiency’ criterion calls to measure if the project was implemented in a cost-effective manner achieving the targeted timeline. The purpose is to understand how economically the resources/inputs are converted into results. Evaluating efficiency involves looking at the critical areas of economic efficiency, operational efficiency, and timeliness. This assessment looks into the financial resources, human resources, and operational efficiency discussed in impact.

Improved access to affordable healthcare services: While interacting, the beneficiaries stated that the affordability of the services and treatment has shifted to positive curve.

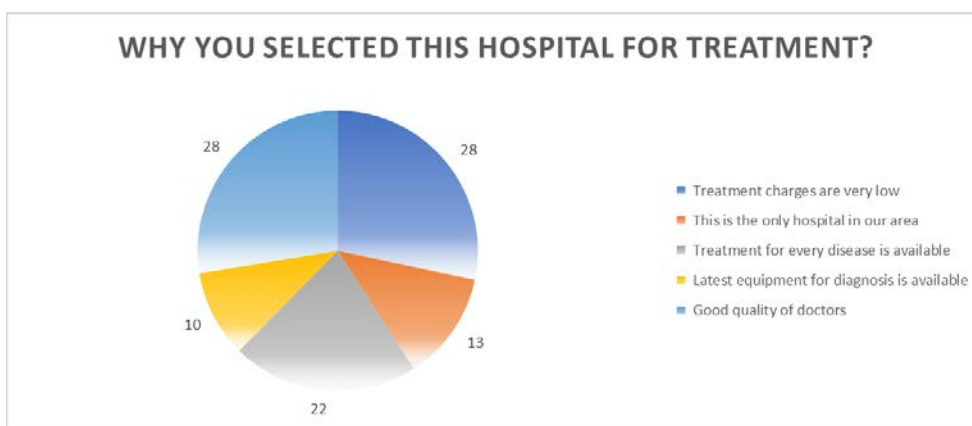
During our study at Veraval, we observed that 86% of the beneficiaries preferred Grasm hospitals due to ease of appointments while 81% beneficiaries claimed to have received immediate treatment. 96% of patients responded that the hospital focuses on improving technology and providing effective treatment to patients. All the discussions with stakeholders represent that Grasm has been carrying out the process in efficient manner for providing best healthcare facilities to the patients. During our visit to hospitals, we observed specific attention given to the cleanliness at all places. The beneficiaries also appreciated food facility provided by the hospital.



- During the Covid pandemic, the project reached the beneficiaries and saved lives of many people in the villages. The project has helped 18 villages for prevention of the spread getting good quality services at the village level. Ambulances played a vital role in the transportation of patients for testing and referral of the patients to the secondary facilities.
- The impact of medical equipment support was measured in terms of efficiency indicators such as the process of need assessment, equipment supervision etc. The new equipment's presence like CT scan machines has enhanced the efficiency, in terms of diagnosis and time saving of the doctors while treating the patients.
- During our visit, efficiency of the support staff, whether at front desk or ward boy, nursing staff, was distinguishable.
- The impact of a health care project can be ascertained with the reasons of patients visit a particular hospital. While interacting with the beneficiaries of all the targeted regions, i.e., Nagda, Kharach, Veraval and Ujjain we identified some common reasons of the patients to visit these hospitals.



This overall indicates the efficiency of the project being carried out by Grasim in healthcare segment.



Evaluation criterion 5: Impact

'Impact' is the most critical criterion to effectively measure the proportion of respondents who reported a significant change in their lives due to the initiation of the project. Grasim has provided health support in multiple ways such as financial support to the hospitals for the medical equipment, organising mobile camps during the tough times of Covid 19

pandemic, organising awareness and vaccination programs to spread awareness and various relief measure for the pandemic.

Making the quality treatment available to the financially weaker section or the marginalised sections of the society has created a positive impact towards health awareness and preventive health techniques adapted by society. The program addresses the infrastructure gaps in Covid Pandemic Response/Emergency services. During pandemic, **2.50 Lakh masks** and **150 PPE kits** were distributed by Grasim in Nagda, Ujjain, Veraval and Kharach in an attempt to support the healthcare system. Support was also provided in conducting RTPCR tests, with the effect of which more than **4,500 RTPCR tests**. These initiatives proved effective in dealing with Covid 19 situation benefiting the beneficiaries through protecting lives.

When we interacted with the patients in **Nagda**, it was observed that they visited the hospital because of the quality of doctors and staff in the hospital. The doctors take all the required steps to provide treatment to them and ensure that they are fully aware about the illness, its impacts and treatment.

Further, when we interacted with the beneficiary patients of **Ujjain and Nagda**, they affirmed that treatment at the hospitals is very cost effective while patients from **Kharach** stated that they receive the treatment for all disease in the hospital, and they don't have to visit any other hospital or refer any other doctor for the treatment.

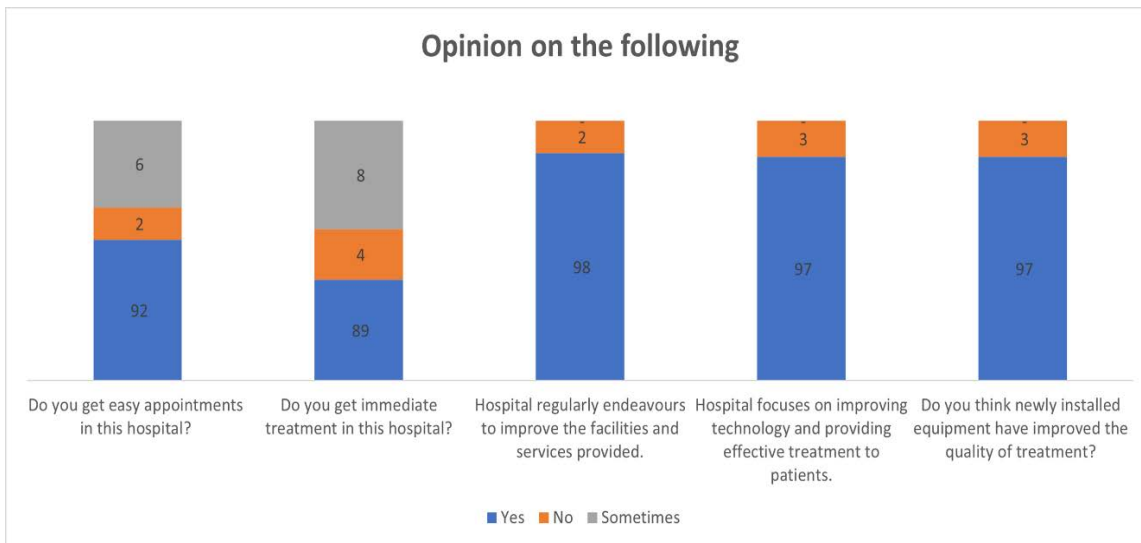
While carrying out the impact assessment, we observed that,

- ❖ With the healthcare infrastructure development by Grasim and regular specialised health camps being conducted to their full potential, the patients are getting a good environment to access the health services.
- ❖ A synergy of advanced medical equipment has improved survival and recovery rate of patients. It is a critical impact evident from the services of the hospitals.
- ❖ There is also an increase in the number of patients in OPD and IPD
- ❖ Beneficiaries access to primary healthcare services at their doorstep.
- ❖ Quality healthcare, affordability and accessibility are the primary benefits reported by the respondents.
- ❖ Dialysis centre in Veraval has proven to be extremely beneficial for needy and poor patients. The centre is continuously occupied showing the need of such facility in the area.

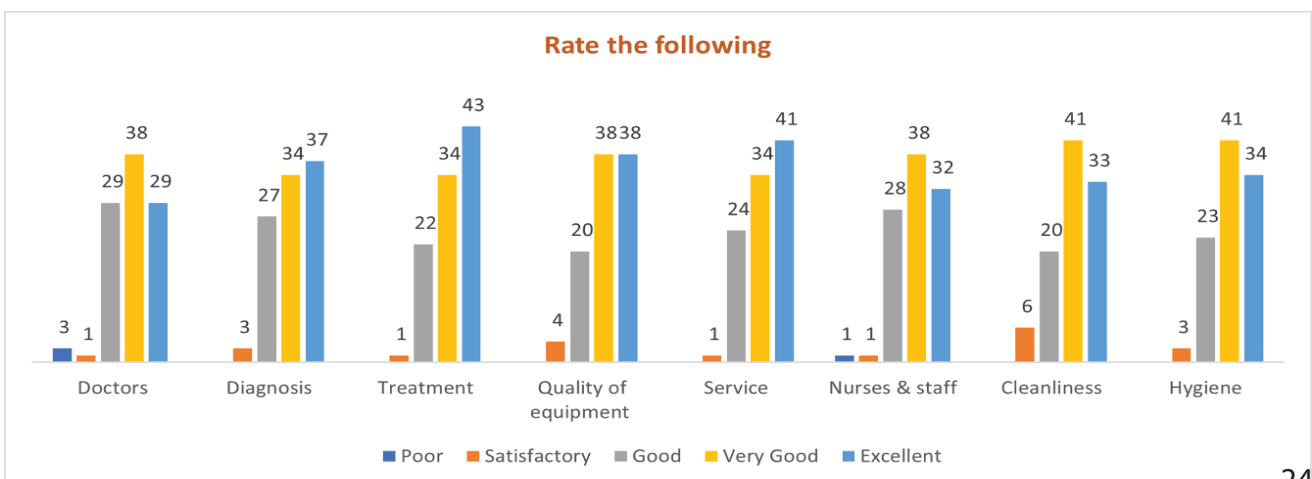
Highlights of the interactions with the beneficiaries:

- ❖ The residents of the villages are getting all the possible health services from the health camps.
- ❖ Approximately 90% patients have provided a rating of ‘Good to excellent’ to the doctors of the hospitals.
- ❖ Maintenance of health and hygiene in the hospital provides a healthy and comfortable environment for the patient and helps the staff to work at their full potential.
- ❖ Accessibility and convenience have been increased for all patients, especially for pregnant women, vaccination health camp is very helpful to support newly born kids.
- ❖ During the pandemic, Grasim’s help was very supportive, and it directly benefitted the people.

As per the opinion of the respondents, it is evident that in addition to easy appointments and immediate treatment to a good number of patients, hospital regularly endeavours to improve the medical facilities and services provided. As a part of CSR initiative under healthcare project, the attention was given on purchase of the healthcare equipment and usage of advance technology.



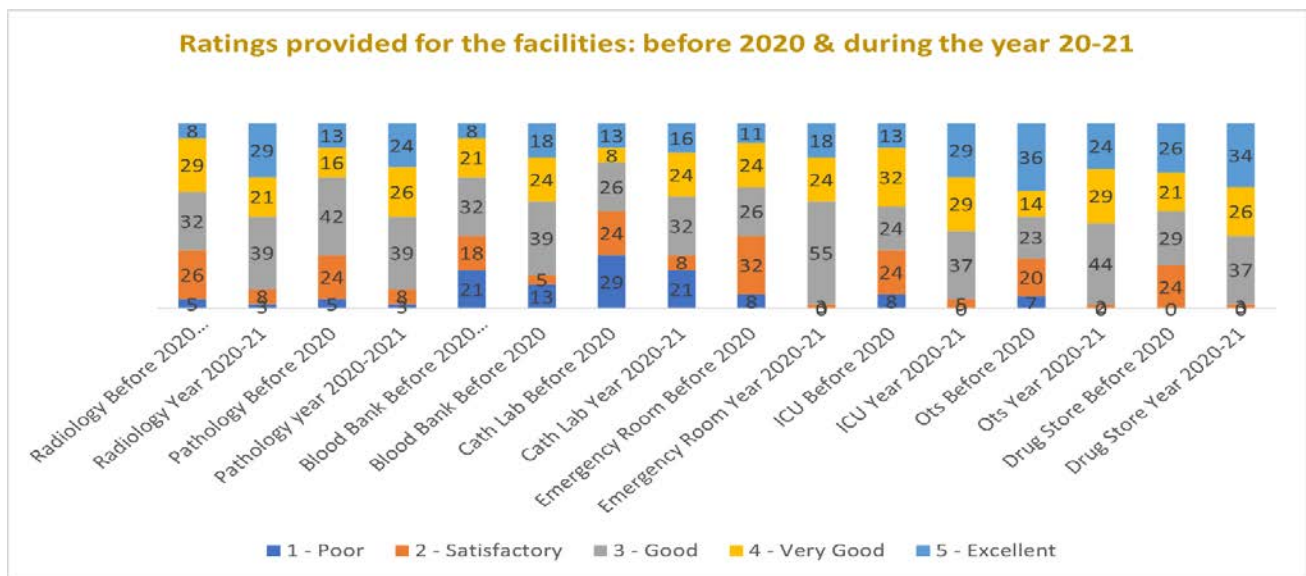
Ratings given by the respondents to the doctors, diagnosis treatment etc. demonstrates the level of satisfaction of beneficiaries.



Doctors Feedback regarding hospitals:

Positive impact can also be seen from the survey of doctors which consequently confirms the views expressed by the patients regarding their preference towards these hospitals. Availability of all type of treatment, quality of treatment, low charges, non-availability of good medical facility in the vicinity are a few key-reasons of having a positive impact on these hospitals which were observed during our assessment. Evaluating how patients are preferring and referring these hospitals, depicts the long-lasting impact experienced by the beneficiaries.

Doctors being the key-resource of the healthcare facility, were sought for their opinion regarding the improvements in various medical treatments/facilities before and after the year of assessment. As Per our discussions, it is evident that the rating of almost all facilities has been increased in the assessment year.



Medical Camps:

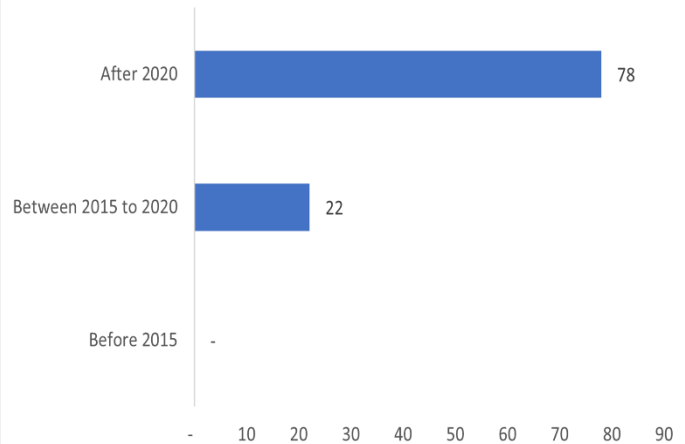
While conducting the survey of medical camp it is observed that the nearly half of the respondents are having hospital facility at faraway places from their residency. Medical Camps are proving to be useful to the patients who do not have any commuting facility or have no assistance at home. Medical Camps are also proving extremely beneficial for villagers for preliminary check-ups in absence of any medical centre nearby.

Medical camps are proving very helpful in shifting the habits of the community for its betterment.

Distance of nearest hospital from home

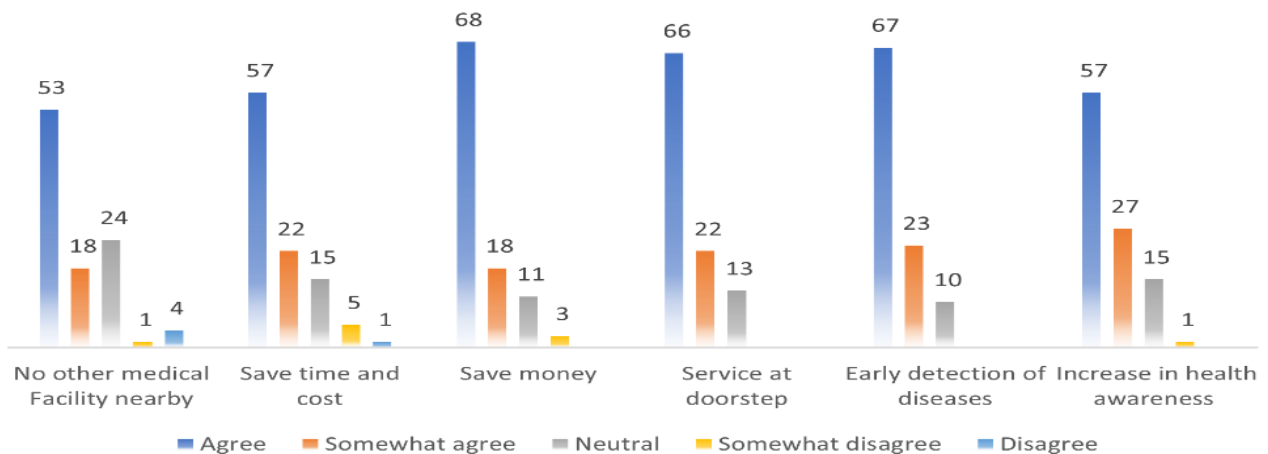


Since when are you and family visiting medical camps?

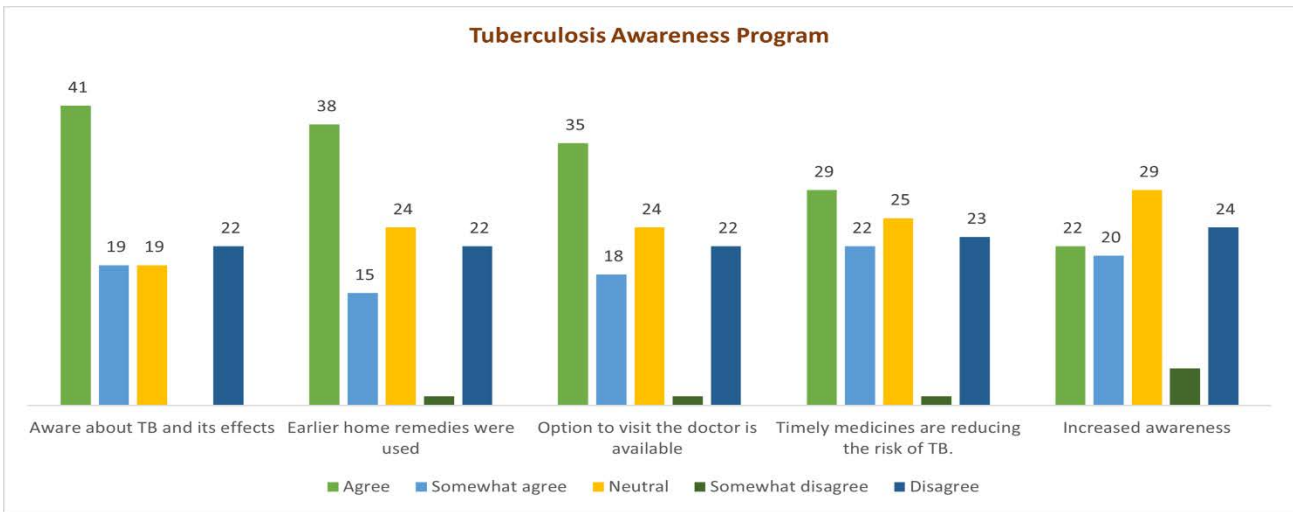


Having medical service at doorstep makes a huge difference for the elderly villagers because taking them for a treatment to some other place or city demands a loss of half day or full day earning of the bread earner of the family and also there exists a risk of life. Increased health awareness and early detection of the disease saves a lot of lives and money of the villagers.

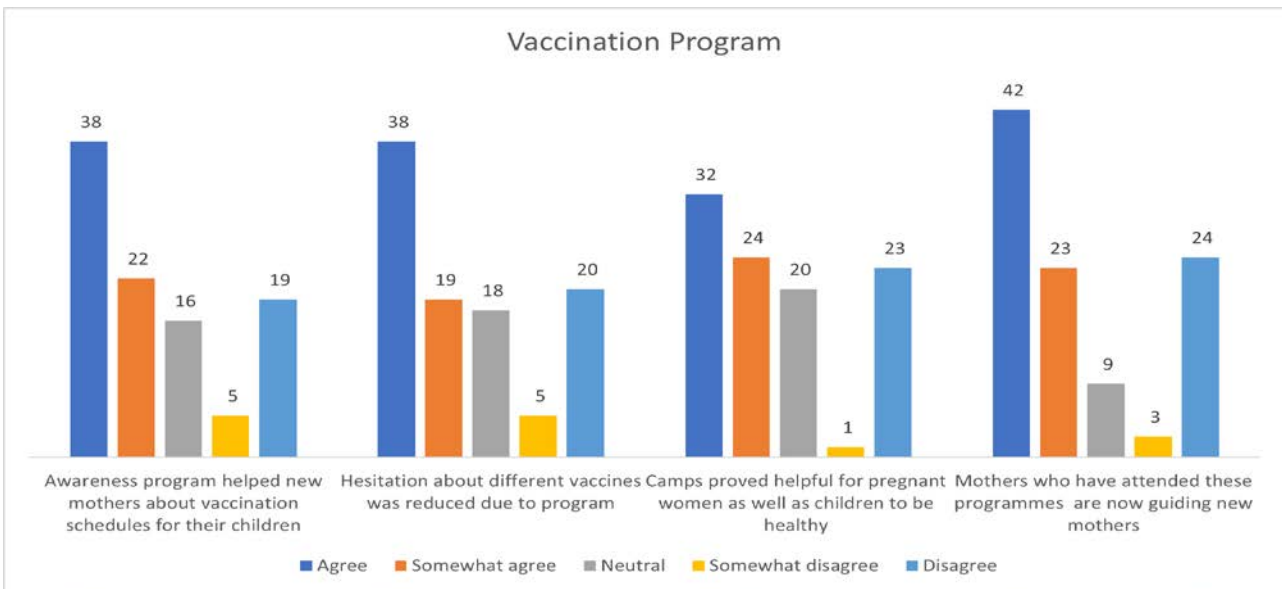
PATIENTS PERCEPTION SURVEY ON HEALTH CAMPS



Being the industrial towns, the risk of sexually transmitted diseases is very high. The Impact of Tuberculosis awareness, HIV aids awareness and vaccination programmes are making unique and positive impacts as people are now seen to be more conscious about their health habits and are becoming more responsible with respect to regular check-ups and vaccinations of themselves and their family members.



Children vaccination programme are showing positive impact on the new mothers in understanding the vaccine schedules. Hesitation among villagers regarding the vaccines is also getting reduced. Beneficiary mothers of this programme are also seen educating and helping the new mothers regarding vaccination creating a multiplying impact of the programme.



Covid 19 and Impact Assessment

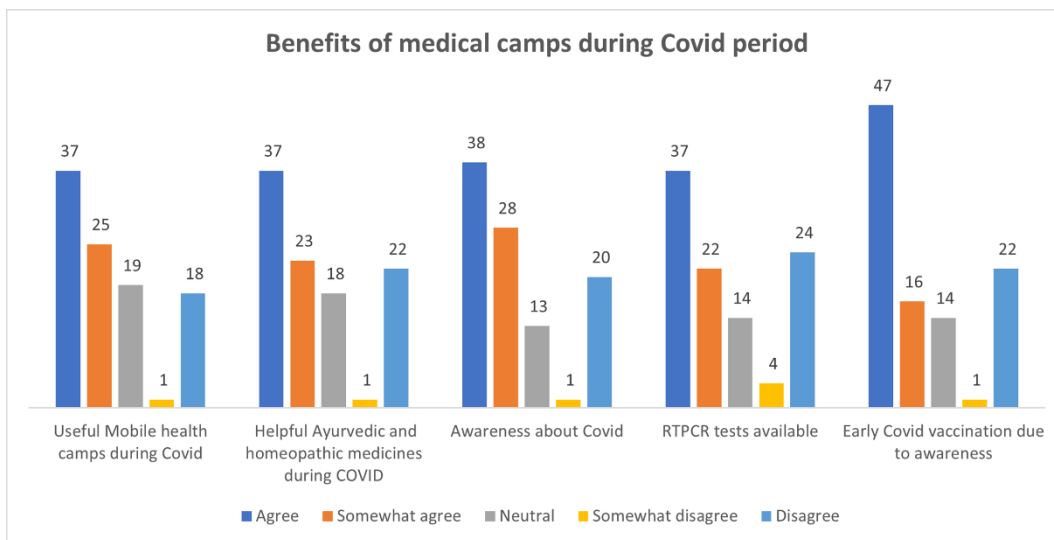
- Patients' prerogative:**

Understanding the impact during the most challenging period of Covid pandemic is imperative especially in case of healthcare projects. During the assessment a special section in the survey was devoted for the feedback and effects of initiatives undertaken by Grasim in Covid period. As per the opinion of the patient respondents this hospital was instrumental in creating impact on their lives during Covid period. It was also observed that the turnaround time of hospital was quick and immediate treatment and

aid was provided to the patients. It is mentioned by majority of the respondents that newly installed equipment helped in effective treatment during the challenging period of Covid.

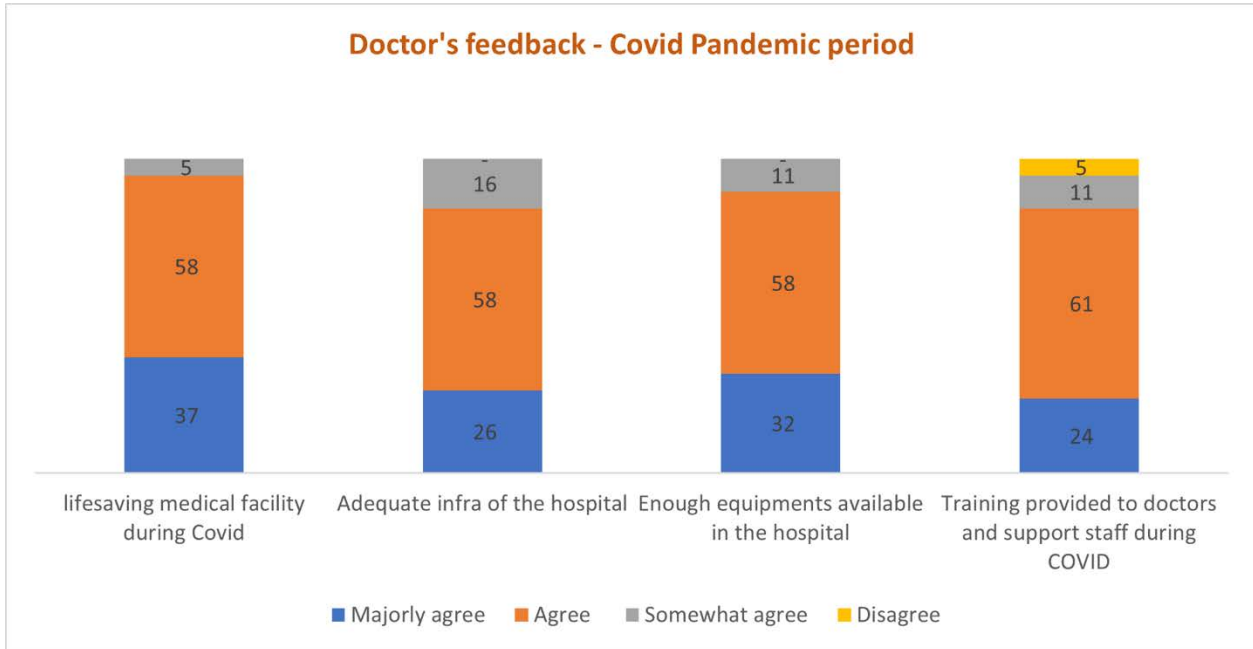
Covid support proved to be key element in the pandemic period as people were scared and hesitant to visit hospitals during this period. Lockdown was another challenge restricting the free movement of people to reach at hospitals and seek medical aids on time. As per the responses awareness camps and vaccination drives made beneficiaries aware about Covid and its criticalities. Increased COVID awareness also made the vaccination drives speedier and more people could get the vaccine. Distribution of Ayurvedic and Homeopathic medicines, availability of RTPCR Testing at various sites gave positive push for saving lives of people during the period.

▪ **Doctors’ perspective:**



During our analysis it was observed that not only patients affirm about the positive impact of the initiatives during Covid period but also the doctors who had a crucial role to play, mentioned that the required steps were taken by the hospital to ensure the timely treatment to the patients. Required training, enough masks and PPE kits were made available for the staff by the hospital administration and all precautionary measures were taken adequately. Doctors also mention that these hospitals have provided lifesaving services to the patients. Required equipment like oxygen cylinders and medicines in enough quantity were arranged by the hospital within requisite time. Some of the important initiatives taken by hospital administration includes free Covid care policy and isolation facility provided to the doctors and staff of the hospital and more doctors were

invited to treat patients to meet the emergencies. Hospital also organised vaccination drives for villagers during the period.



Evaluation criterion 6: Sustainability

‘Sustainability’ means the probability of continued benefits after the project period. The purpose of the sustainability criterion is to look at the longer-term effects of the intervention.

The healthcare projects are designed and planned as per the needs of the villages, and it caters to the exact needs of the residents of the villages. The project focuses on ensuring that beneficiaries are treated in a manner that they can live a healthy lifestyle in the future as well. It is important to be noted that these hospitals are located at very small towns and medical camps are conducted at small villages. The patients availing these facilities are from lower economic income group. Charges of these facilities are very low to make it affordable to patients for the cause of social service and to contribute to the good health of community.

- While doing the impact assessment of the healthcare initiatives by Grasim, we interacted with not only beneficiaries but also the stakeholders of the project. It is observed that the satisfaction of levels of beneficiaries are increasing periodically as the quality of the medical service is improving day by day. This is not only expressed by the patients but also by the doctors. Expert doctors are also getting attached to these hospitals due to increased efficiency of services and infrastructure.

Due to the recommendations of the old patients, additions of the new treatments and because expert doctors are getting associated, it is also seen that the inflow of the new patients is increasing. As a result, the revenue of these hospitals is increasing and hospitals are likely to become sustainable in due course of time

- Secondly We have discussed at various parts of this report about the awareness that has been created among the patients because of the regular medical camps. tuberculosis awareness program, HIV awareness program, regular eye check-ups in Veraval and Covid 19 vaccination awareness programmes by the doctors and staff members have made the people more conscious about their health. Therefore, now the people having light symptom is also approaching hospitals or medical camps without any fear or ambiguity in mind. This will lead towards required revenue generation for sustainability.
- Grasim is also taking efforts to make people aware about health insurance schemes of the government. This will ensure synergy in the government facilities and CSR support, helping sustainability of the healthcare facilities continue.
- We, however, believe that healthcare will need more CSR support from Grasim with the increasing medical cost and expenditure towards medical equipment. During our interaction with beneficiaries, it was observed that there is a need for medical facilities like Oncology and cardiovascular treatment.

Cancer treatment through robotic surgery

Robotic surgery is one of the most recent innovations in the spectrum of **minimally invasive surgery**. Robotic surgery doesn't mean that a robot is performing the operation. Instead, it refers to when trained surgeons use robotic technology, including tiny surgical tools and a computer console, to remove a patient's cancer. Robotic surgery is usually laparoscopic. During surgery, the surgeon places a thin tool with a light and tiny camera called a laparoscope through small cuts in the patient's skin. The laparoscope sends images back to a video monitor so the surgeon can see inside without having to make larger cuts.

This facility is not very common in the hospitals of tier 1 cities such as Pune. This facility is available only in 3 major hospitals of Pune city. Out of which Aditya Birla memorial hospital is one which has the latest version of this machine. Making this facility available for the patients itself is of a great impact as it is increasingly applied in complex cancer surgeries.

Some of the important features that make a positive impact on this treatment includes the current technology in the field of robotic surgery can improve surgical outcomes in treating

cancer through improved and highly magnified 3 DHD-visualization and intra operative near-infrared fluorescence imaging with visual assessment of tumor tissue and related tissue perfusion. Complex anatomical areas can be visualized through high-resolution and three-dimensional (3D) vision with high magnification options and a very stable operating field. This enables a doctor to be more precise and reduces the risk of mishap or mistake during surgery for example in prostate cancer surgeries it is important to save the nerves for early recovery. In this surgery not only the removal of the unwanted but the safety of the nerves is important in these surgeries.

Besides the improved visualization, high-precision instrument control and movement is a major improvement obtained by robotic instrumentation. Robotic instruments allow endo-wristed movements and improve surgical dexterity and expand the options for minimally invasive tumor resect ability and surgical reconstruction. Robotic arms have 7 different degrees of movement that is an added advantage to the doctors as it improves the efficiency of the surgery which is not possible with human hand. Another positive impact can be seen on the doctors as it reduces surgeon fatigue and increases the efficiency as the physical efforts are reduced due to the robot.

Training to the doctors.

As this technology involves the need of very high precision and is very highly priced, proper training of doctors is must. Only the surgeons having training from the Company are allowed to operate the machines and equipment. Trained doctors then receive certificate of international recognition for being eligible. These trained doctors are required to perform at least 5 surgeries under the supervision of trainer for being eligible to perform surgeries on their own. Aditya Birla Memorial hospital has trained 5 doctors so far to increase the availability of surgeons to operate the robotic surgery machine to its maximum capacity.

For financial weaker section

Aditya Birla Memorial hospital has a system developed to help and cater to the needs of underprivileged / financially weaker patients. Patients are required to fill the request form and provide their income proof such as ration card/salary certificate/certificate of revenue officer. These applications are then scrutinised and recommended for approval. . Forms of patients with lack of treatment resources are then approved and are sponsored for part or full treatment fees depending upon the needs and financial conditions of the patients.

An amount of ₹ 96,754/- was sponsored during the financial year 2020-21, however, the surgeries performed in the same year were comparatively less as the machine was installed in the same year.

Installation of machinery is a positive step towards the near future. It can be noted that till April 2023 around 40 surgeries are performed and around 29 patients have been given sponsorship/ financial support, amounting to ₹ 48,61,045/-

Healthcare support during Covid 19 pandemic:

The Covid pandemic has caused the deaths of over 5 million people globally, including more than half-a-million in India. India, with its underfunded public health infrastructure and crowded urban spaces, suffered disproportionately from a pandemic with the infectivity of the virus. On 11th March 2020, the World Health Organisation (WHO) declared the outbreak of COVID as a global pandemic. In India, limits and curfews were imposed as strict containment measures and many sectors, including education, were completely closed in the offline setting, as a mitigation strategy to contain the outbreak of the second wave in April-May 2021.

Mumbai was among the most severely affected cities in the pandemic. Nearly 50% of Mumbai's population lives in slums wherein physical distancing is impossible. And indeed, Mumbai took the brunt of the first wave of the pandemic as it rose from Kerala and swept across the country. Covid was taking a heavy toll on the city, especially on the poor and unprotected.

During the pandemic, Brihanmumbai Municipal Corporation (BMC) responded swiftly, intervened, and supported vulnerable areas in the Mumbai city towards community-based relief activities and vaccination for Covid which aim to enable immediate relief after a disaster, by providing them with food, supply necessities, and vaccines to deal with the uncertainties.

BMC officials say ever since the first wave of Covid in March 2020, its workers and staff have been working in a tireless manner. Ground teams have been active in all wards spreading awareness among the people about the virus and prevention measures to be adopted.

“The workers, employees, and officers of the corporation are working tirelessly. This includes doctors, nurses, ward boys and other medical personnel,” the BMC said.

<https://www.indiatoday.in/coronavirus-outbreak/story/how-bmc-set-a-benchmark-for-other-municipalities-in-Covid-management-1809689-2021-06-01>

COVID Relief support by Grasim

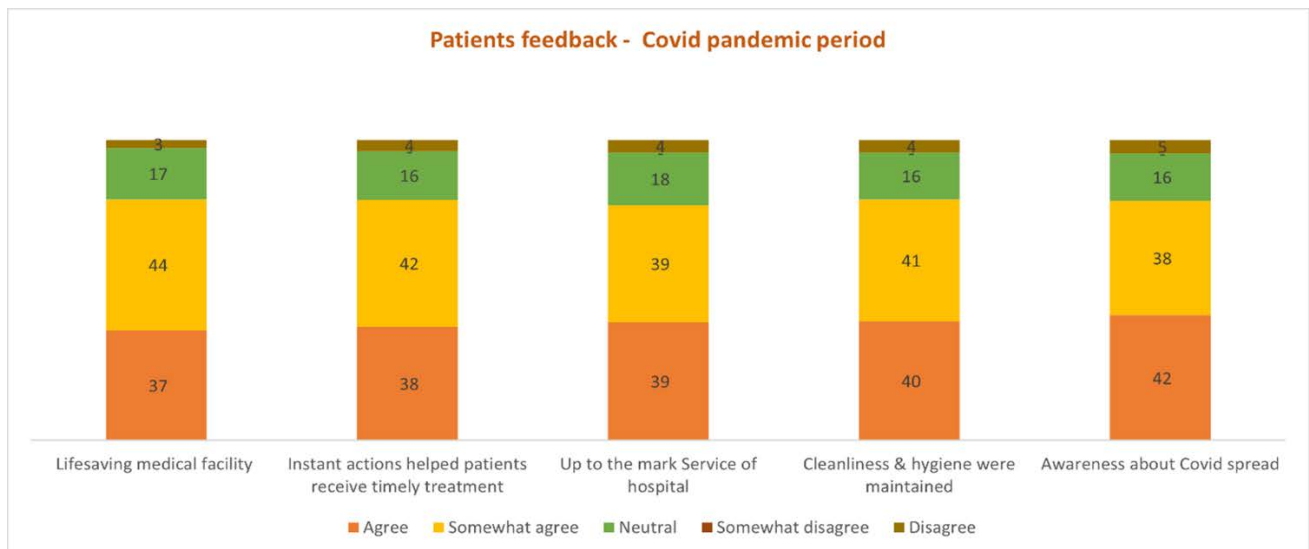
At the onslaught of the Covid pandemic in 2020-21 and the largescale spread of the virus, Grasim supported vulnerable communities with essential support in the form of ration kits, medical support, immunity boosting kits and hygiene kits. This effort was spread across multiple locations in India including Mumbai city.

The Covid support by Grasim throughout India was as under:

- **Awareness spread on COVID-19** : **4.06 Lakhs**
- **Food Packets** : **38,125**
- **Ration Kit** : **10,091**
- **Sanitization “Disinfection”** : **12.18 Lakhs**
- **Face Mask** : **2.58 Lakhs**
- **N95** : **2 lakhs**
- **PPE Kit** : **80,650 Kits**
- **Vitamin-C Tablets** : **7,740**
- **Ayurvedic Kadha / Homeopathic Tablet** : **6,454 families**

In addition to providing above support, Grasim recognized the need to vaccinate communities to increase their immunity against the Covid variants and increased infections. The Company aided hospitals to vaccinate the targeted areas, especially the marginalized and the vulnerable, along with sensitizing them about best Covid practices and dispelling common myths about the unprecedented health crisis.

For both the relief and awareness programs, we mapped the relevant stakeholders and selected locations where the intervention took place. For Covid relief programs, insights were derived from our engagements in the form of in-depth interviews and focus group discussions with the program team members, and secondary stakeholders. These discussions were conducted with program team members, doctors, and other stakeholders.



In Mumbai, masking/PPE compulsion was implemented across the city to effectively manage the spread of the disease and to reduce adverse outcomes. The need for PPE/masking was even more relevant for the Doctors, nursing and other support staff in the hospital to effectively perform their duties and to safeguard themselves from the disease.

In its drive to combat Covid, disposal of dead bodies arising out of Covid was extremely important task for the BMC authorities. The task required appropriate dress code with PPE kit and face mask. It was necessary to ensure that there is no spread of Covid virus during the process. BMC was also active in prevention drive ensuring sanitization of Covid infected areas. In case of positive Covid result, BMC staff would visit the place and ensure sanitization and isolation of the place.

Due to sudden surge in cases and the demand for masks and PPE kit skyrocketed. This also resulted in shortage situation thereby creating panic to certain extent. Lack of PPE kits created an additional stress amongst hospitals by nurses who felt they were not prioritised as much as doctors as caregivers. This situation was faced in many places. There were instances being observed wherein due to availability of only one PPE kit for nurses, those were worn on rotational basis. It was important that critical medical facilities are always equipped with masks and PPE kit to avoid spread of Covid.

Grasim supplied **80,500 PPE kits** and **2,00,000 N95** masks to BMC. Support provided by Grasim during the pandemic was much needed to ensure effective Covid management initiatives of BMC. This support ensured sufficient hygiene and safety kits available to BMC workers for doing Covid duties efficiently.

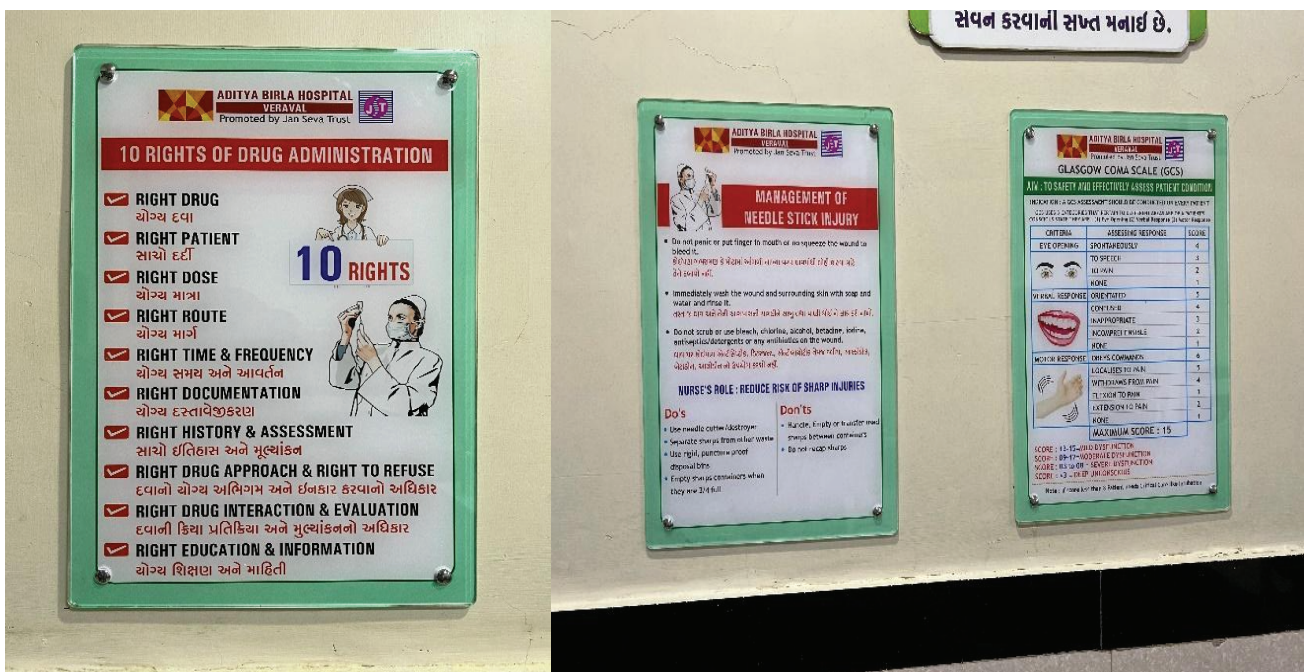
Grasim in partnership with BMC created a model to enable successful vaccination of marginalized at-risk populations at an accelerated pace. This support was also helpful in vaccination drive which kickstarted during this time. The focus remained on improving the access to Immunity Boosting Kit/Hygiene kits during the second wave of Covid addressing vaccine hesitancy.

Initial low turnout rates due to vaccine hesitancy witnessed a shift after the positive impact from the vaccines. People have referred their community members after getting vaccinated from the NGOs and even spread awareness about the importance of vaccines and how they can reduce the risk of contracting the virus. Maharashtra was one of the most affected states at the time of the second wave of Covid.

Grasim worked in different locations including Mumbai to ensure outreach was maximized given that vaccination was the only source for long term resilience against Covid. High density and low-income areas were prioritized given the vulnerability to Covid along with mapping high-risk occupations such as daily wagers, and small shops owners, which were considered when identifying the target population.

Grasim also supported in awareness about Arogya setu app helping installation of more than **2,000** users. During the period, approx. **7,800** patients got Covid related treatment in its hospitals. It also helped in conducting around **4,800** RTPCR tests.

Most of the beneficiaries expressed a high level of satisfaction for overall support on Covid provided by Grasim in rural areas. Grasim’s timely intervention in Mumbai also ensured uninterrupted supply of essential medical safety kits for medical staff at BMC hospitals. Covid 19 was a unique emergency situation and had put lot of stress on existing facilities and systems. Grasim’s immediate intervention and prioritisation towards this purpose has shown remarkable impact on the beneficiaries in rural areas as well as city like Mumbai.

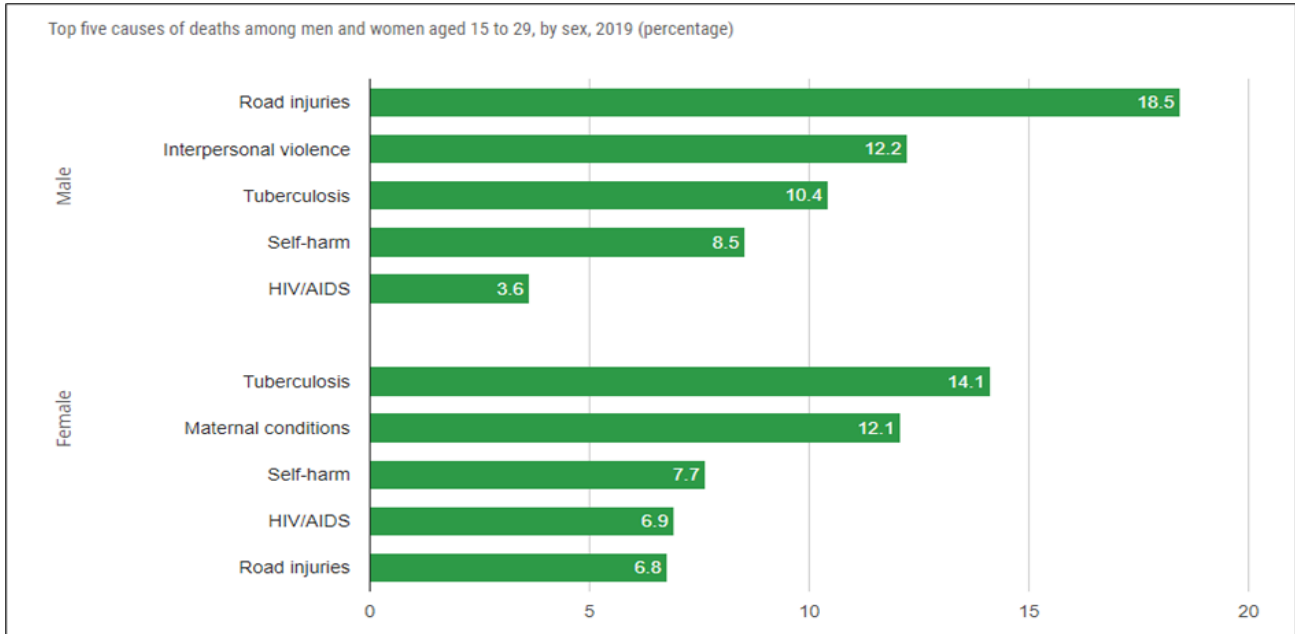


Alignment with SDGs:

As per UN published status report of SDG3- ‘Ensure healthy lives and promote well-being for all at all ages’, top 5 causes of deaths among men and women aged 15 to 29, by sex, 2019 (percentage) can be seen in the below chart. Grasim has rightfully addressed health issues related to Tuberculosis and HIV which are among the top 5 causes of deaths among men and women.¹



<https://unstats.un.org/sdgs/report/2021/goal-03/>¹



As per the same UN status report cumulative number of covid deaths in Central South Asia till June 2021 were reported to be 4,90,016. This effectively demonstrates the ardent need of the Covid care that was required to be extended in the year 2020-21. During this assessment period the Impact related to Covid 19 pandemic was evidently seen on beneficiaries who also expressed their gratitude towards lifesaving facilities that was made available to them.



Cumulative number of reported COVID deaths, as of 8 June 2021

Global	Sum of Deaths - cumulative total
Europe and Northern America	1,698,460
Latin America and the Caribbean	1,184,233
Central and Southern Asia	490,016
Northern Africa and Western Asia	172,273
Eastern and South-Eastern Asia	103,197
Sub-Saharan Africa	85,985
Oceania	1,394

The project therefore strongly indicates its sustainability contributing to SDG 3- *Ensure healthy lives and promote well-being for all at all ages.*

Summary

Grasim, overall, has taken remarkable and qualitative efforts to change the ecosystem of healthcare in villages to a next orbit. Identifying the health-related issues at grass root level, carrying out the need assessment of healthcare tools at villages, involving the local stakeholders in the design and implementation of intervention are some of the areas where Grasim has done exceptionally well in terms of qualitative approach and reach.

India being progressive country, rural population is key contributor to the growth of overall socio-economic development, Grasim, while identifying that in its true sense, have undertaken various healthcare related activities right from creating awareness about health issues to organising medical camps, providing cost effective services in the advanced hospitals etc.

These initiatives are giving the positive impacts on the community as majority part of the community is from lower income group and are either farmers or self-employed with very small ventures. Good treatment, experienced medical staff, advanced equipment for treatments, cost effective processes and exclusive hospitals in the vicinity are few reasons which have come out from the impact assessment study as success of the healthcare project implemented by Grasim.

Needless to say the impact on the nearby community is very vibrant and secured. Doctors being the key resource have also expressed their opinion regarding the improvements in various medical treatments/facilities before the year of assessment and after the year of assessment. As a result, many renowned doctors are also getting connected with the hospital, this will in turn increase the quality of treatment.

Medical Camps, innovative medical health camps etc. connecting nearby villages have benefited several villagers in getting timely identification of disease and quick treatment upon identification. Medical camps have proved to be effective tool to assess preliminary checkups in absence of nearby medical Centre and infrastructure. These camps are also moulding healthy habits and healthy lifestyle of the community for towards its betterment. Medical Service at doorstep makes a huge difference to the elderly villagers as well as taking them for a treatment demands a loss of half day or full day earning of the bread earners in the family. The Impact of Tuberculosis awareness, HIV aids Awareness and vaccination programmes are making unique positive impacts as people are now seen more conscious about their choices and are becoming responsible with respect to their regular check-ups and vaccinations.

The introduction of the tools and equipment for the robotic surgeries of cancer patients is one of a kind. In addition to the improved technology, cost efficient treatment, robotic instrument had a positive impact on the doctors as well as it reduces surgeon fatigue and increases the efficiency as the physical efforts are reduced due to the robots.

During the assessment special section in the survey was devoted for the feedback and effects of initiatives undertaken in Covid period. As per the opinion of the respondents the hospitals had a vital impact on their lives during Covid period and proved as lifesaving medical facility having clean and hygienic service during Covid. Patients were completely relaxed and responsive treatment due to immediate treatments at hospital. The key initiatives taken by hospital administration were free Covid care policy and isolation facility provided to the doctors and staff of the hospital where doctors were invited to treat patients quickly. Distribution of Ayurvedic and Homeopathic medicines, availability of RTPCR Testing at camp sites made a positive impact in saving lives of people during Covid period.

Covid times, were never-seen-before and Companies like Grasim stood by their commitments and helped the government of India, in a way, fight the battle against the time which was also recognized by the ET and Futurescape where Company was ranked 9th among the top 10 Indian corporates for its sustainability and CSR practices by 7th Responsible Business Rankings 2020. All these are reflection of deeds of Grasim in times where healthcare initiatives had greatest needs.

Grasim is also working towards equipping the hospitals with oncology and cardiovascular facility to provide effective treatment.



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