



GRASIM INDUSTRIES LIMITED CSR IMPACT ASSESSMENT CURATIVE HEALTHCARE PROJECT

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1 Abbreviations And Acknowledgement

A. Abbreviations

Annual Action Plan	AAP
Board of Directors	The Board
Companies Act, 2013	The Act
Grasim Industries Limited	Grasim/the Company
Corporate Social Responsibility	CSR
Companies (Corporate Social Responsibility) Rules, 2014	The CSR Rules
Ministry of Corporate Affairs	MCA
Impact Assessment	IA
MMJC Consultancy LLP	MMJC

B. Acknowledgement

We express our gratitude to Grasim for the opportunity to conduct the Impact Assessment for selected CSR projects of the Company.

We are thankful to Grasim CSR team at Nagda, Kharach and Vilayat for their cooperation in conducting Impact assessment. In the Process, we dialogued with **Dr. Pragnya Ram, Mr. Mahaveer Jain, Mr. Sanjay K Verma, Mrs. Anita Sharma, Mr. Satish Bhuvir, Mr. Hemraj Patel, Mr. Manish Kishore, Ms. Rinkal Parmar, Mr. Prakash Chendra, Ms. Riya Patni, Mr. Jeevan Porwal and Mr. Arvind Sikarwar.** We are also thankful to **Dr. Jitendra Pal Singh** and **Dr. Indu Singh** of Indubai Parekh Memorial Hospital.

2 Introduction And CSR Overview

I. Introduction

Appointment of MMJC

MMJC was appointed by Grasim to conduct an Impact Assessment of CSR Projects as required under sub-rule 3 of rule 8 of the CSR Rules read with section 135 of the Act.

About MMJC

MMJC is a 21-year-old Corporate Consultancy firm led by Makarand Joshi, Founder Partner. The firm has 8 Partners catering specialized verticals. The firm has a team size of 170 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.

Team involved

Project Team	Survey Team
Lead team	Shrishti Sahu
CS Makarand Joshi	Kartika Maheshwari
Dr Shweta Bapat	Gayatri Sharma
CS Pradnesh Kamat	Richa Gupta
CS Omkar Dindorkar	Prashant Patel
Support team	Aakash Gupta
Sruthi Nair	Swapnil Nayak



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 endeavor to create sustainable value for 24,000+ employees, 230,000+ shareholders, society and customers. The company reported consolidated net revenue of ₹95,701 Cr. and EBITDA of ₹17,772 Cr. in FY 2022.



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 CSR Initiative

Grasim's projects focus on education, healthcare, 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 better the quality of life of the weaker sections of society. Grasim recognizes that environment protection and conservation and social development of communities is critical for sustainable business. Guided by the 'Trusteeship' philosophy of the Aditya Birla Group (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 specific CSR Team dedicatedly working on CSR Projects on each location. Grasim carries out its CSR Activities through Grasim Jana Seva trust, GD Birla Memorial Trust, Aditya Birla Education Trust. All projects are carried out under the aegis of the Aditya Birla Centre for community initiatives and rural development.

CSR Policy

In Health care Grasim's goal is to render quality health care facilities to people living in the villages and elsewhere through their hospitals and various medical health camps.

This includes:

- **Primary health care centers**
- **Mother and Child care projects**
- **Immunization programmes with a thrust on polio eradication**
- **Programmes to address malnutrition.**
- **Anganwadi**
- **Adolescent health**
- **Health care for visually impaired, and differently abled**
- **Preventive health care through awareness programmes**
- **Non communicable diseases**

3 Scope And Assessment

■ **Time Period – April 2018 to March 2020**

■ **Location – Nagda (MP), Kharach and Vilayat (Gujarat) - India**

■ **Execution Scope**

- Understanding objectives, scope and parameters.
- Review secondary data obtained from the Company.
- Designing questionnaires for direct and indirect beneficiaries.
- Identifying data source and collation of data of projects.
- Understanding who are the beneficiaries of the project and benefits received.
- Analyzing information and data obtained from:
 - › Company /Implementing Agencies
 - › Beneficiaries
 - › Third Parties
- Conducting visits at Project locations for surveys, interviews, and group discussion etc.
- Case Studies for 360 Degree analysis of benefits derived from the projects.
- Presenting Impact analysis report in various formats.



4 Objectives, Methodology & Field Visit

Objectives

- To study the social impact of the Mobile Health Camp conducted in villages near Nagda, Kharach and Vilayat.
- To study the impact of the Jan Seva Trust Hospital in and around Nagda.
- To study changes contributed in the lives of villagers through this intervention.
- To analyze the usefulness and the success of the intervention.
- To judge the level of sustainability and reduce down the future challenges.

Methodology and Field Visit:

While designing the impact assessment methodology the team has followed a cognitive approach to understand the tangible as well as smallest intangible impact made by Grasim through this intervention. The study also aims to assess the performance of the CSR program and measure its effectiveness in terms various parameters. We followed a robust and rigorous assessment based on well-designed evaluation framework. The Framework covers essentials of the project based on various activities conducted throughout the year.

This report covers the Curative Healthcare Project wherein the main objective is to provide curative healthcare services in rural areas covering more than 1 lakh beneficiaries. The report is limited to 3 key locations – Nagda, Kharach and Vilayat wherein the CSR spend on HealthCare is approx. Rs.5 crores for the period of impact assessment. The CSR support is provided to Hospitals in Nagda and Kharach run by Grasim Jan Seva Trust. Further, CSR support is provided in more than 20 villages in Vilayat, Kharach and Nagda through mobile health camp. The various projects conducted also caters to meet the larger national goal aligning them with Sustainable Development Goals.

The visit was made by 2 leaders and 7 moderators at following locations:

- Nagda location - 12 days
- Kharach location - 8 days
- Vilayat - 8 days

More than 400 beneficiaries including patients, villagers, doctors, and government officials were contacted by the moderators.

Both Primary and secondary data collection methods were used in gathering impact related insights across the stakeholders. For primary data collection, we resorted to semi-structured questionnaires, personal interviews, and focused group discussions.

Locations of Projects

Nagda

Nagda is a Town in Ujjain District of Madhya Pradesh. Nagda tehsil has a population of 2,37,996 people, out of which the urban population is 1,14,813 while rural population is 1,23,183. 59.99% population of nagda is literate, of these 70.20% constitute males and 49.36% females are literate. Grasim is implementing its CSR activities in 55 villages.



Kharach

Kharach village is located in Hansot Tehsil of Bharuch district in Gujarat, India. Hansot taluka has a population of 61,268 peoples. 72.11% population of Hansot is literate, of these 77.20% constitute males and 66.65% females are literate. CSR work is undertaken in 25 villages.



Vilayat

Vilayat Village is located in Vagra Taluka in the Bharuch District. Vagra taluka has a population of 1,00,044 people. 70.47% population of Vagra taluka is literate, of these 77.56% constitute males and 62.33% females are literate. Villages located nearby have agriculture as the pre dominant occupation. CSR work is undertaken in 25 villages.



5 Impact And Findings

(Aligned to UN's Sustainable Development Goals)



Need of Healthcare projects

‘Good Health and Wellbeing’ is one of the most important SDGs. Any disease or bad health not only affects an individual, but also impacts the whole family in terms of their wellbeing and economic conditions. People residing in rural areas viz Nagda, Kharach and Vilayat face challenges in accessing minimum required healthcare facilities and are highly dependent on government healthcare facilities because of monetary and transportation issues. The main challenges in the Healthcare can be summarized as under:

- Inadequate infrastructure.
- Unfavourable Patient to Nurse/Doctor ratio.
- Lack of sufficient insurance in rural healthcare.
- Affordability of healthcare services.
- Lack of awareness on good health and treatment.
- Lack of medical stores.

Grasim's Viewpoint

The objective to transform the villages into model villages can be achieved by implementing projects in an integrated manner which would include Education, Healthcare, Sustainable economic development, infrastructure development, and other aspects of human development. Grasim through its Healthcare initiative is trying to contribute towards addressing this issue of providing an affordable access to healthcare in its selected locations. To accelerate this progress further Grasim has set up hospitals and clinics and also taken up very useful initiatives of Mobile health camps across villages to reach to the least accessible beneficiaries. The locations of these healthcare facilities are very important as there is a scarcity of medical facility in the vicinity not only in villages but also in some of the town areas.

Overview of Impact

Grasim through its CSR intervention has supported Healthcare initiatives wherein Indubai Parekh Memorial Hospital at Nagda is 150 bed multi-specialty facility which supports 1.4 Lakh patients from 350 villages and Jan Kalyan Hospital at Kharach is 20 Bed facility. The hospital at Nagda renders quality health services and caters to communities from villages as far as 150 kms. Apart from hospital the CSR program through medical health Camp also intends to reach out to maximum people in remote villages. At the Camps, routine medical checkups are done for patients along with free medication. Further this camps also help to identify if the patient needs more medical attention. Grasim's CSR initiative of supporting Healthcare facilities is proving to be a lifesaving initiative for the villagers in the surrounding area.

Objectives of the Study

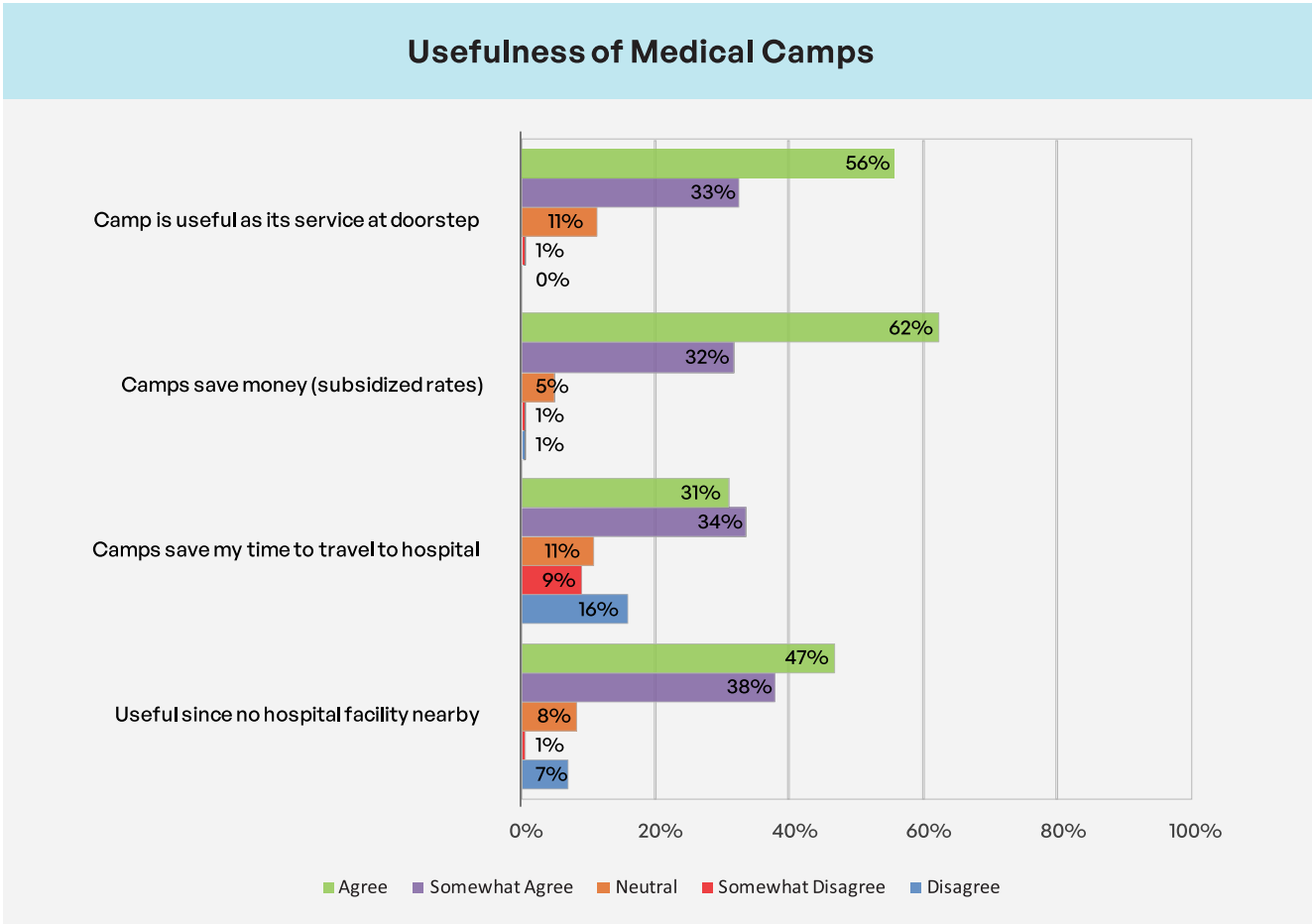
- To study the social impact of CSR support extended to hospital at Nagda and Kharach.
- To study the changes contributed in health of villagers.
- To analyze the usefulness and success of Curative Healthcare intervention.
- To understand benefits to villagers of the mobile health camps.

Key findings:

The income levels of most of the beneficiaries from rural areas is moderate to low. According to the beneficiaries, free/highly subsidized treatment rates at these camps are affordable and saving their money. MHCs are useful for the patients who do not have any commuting facility or have no assistance at home. MHC are also proving beneficial for villagers to do preliminary checkups in absence of medical Clinics nearby. In some villages there no medical shops and therefore MHC are helpful in providing medicines. More than 85% of beneficiaries agree that MHCs are useful for:

- Doorstep Service
- Free treatment and medication
- No nearby Hospital

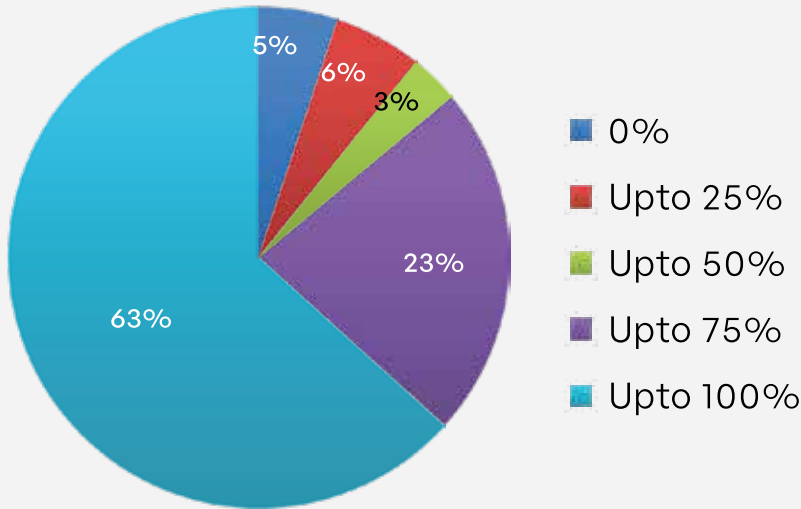




Some of the villagers need to travel a lot to have access to Medical Facilities. It is important to note that some of these beneficiaries are daily wage workers and they need to forgo their 1 or 2 day’s salary for taking their family members for treatment to nearby villages or cities. MHC allows them to keep their economic cycle balanced along with ensuring access to good healthcare facility.

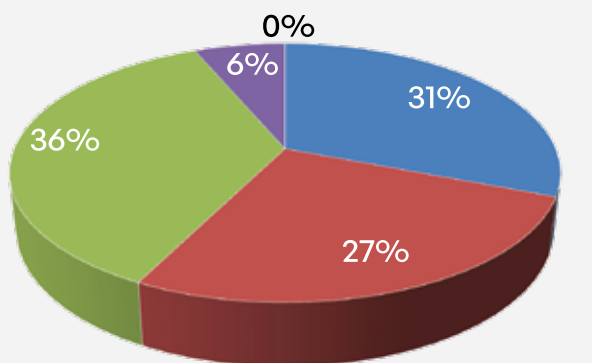


Recovery Rate at MHC



Quality of service provided in MHC is appreciated and 63% of the beneficiaries mentioned that they recovered from the treatment they received in MHCs. High recovery rate of patients shows the efficiency and quality of the medical treatment provided at these facilities. It is more challenging to maintain the quality of service when the services are made available at subsidized rates, but because of the support of Grasim, these hospitals and clinics are able to take up this challenge successfully.

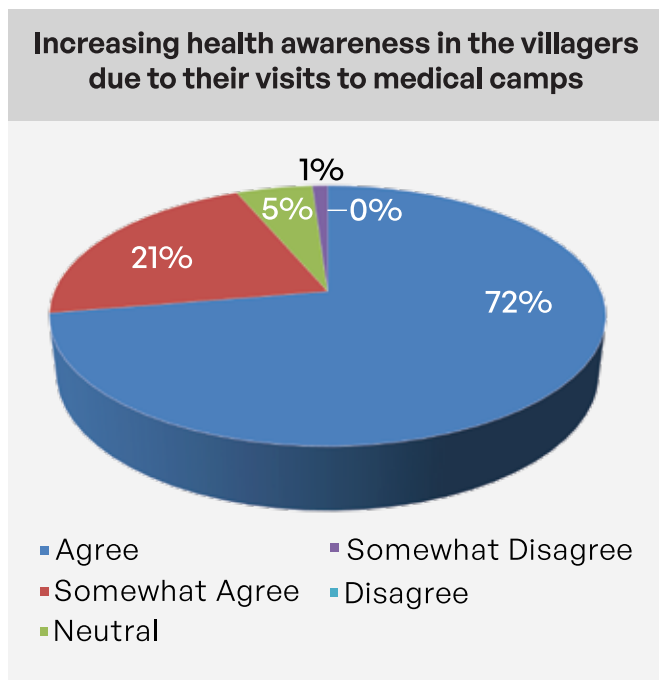
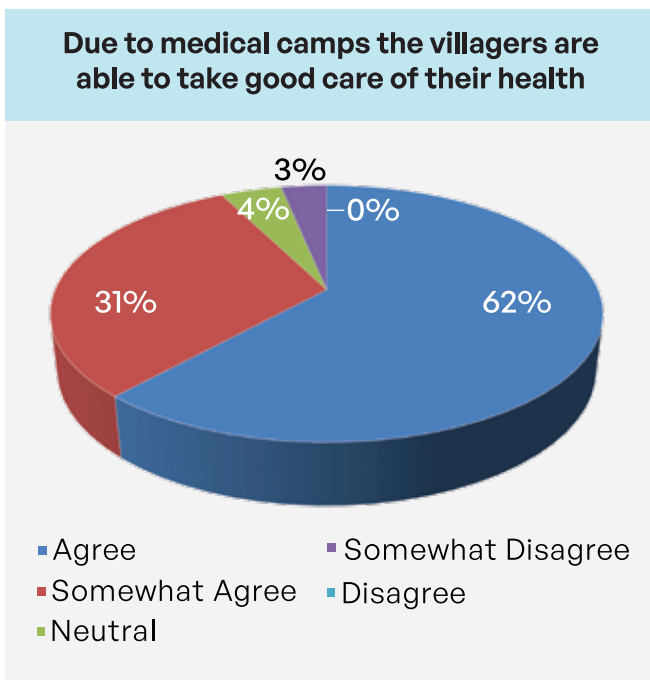
Cataract operations are made possible only due to health camps



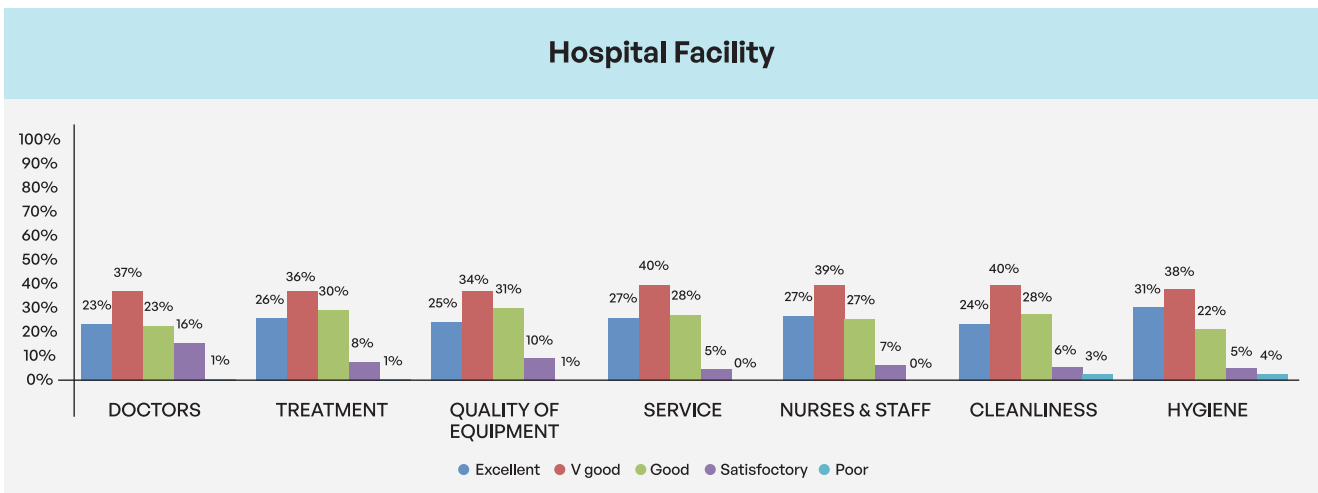
One more significant impact can be seen at Kharach location where medical facility like cataract operation, a very commonly required treatment, is made possible due to the eye check-up and treatment camps.

- Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Disagree

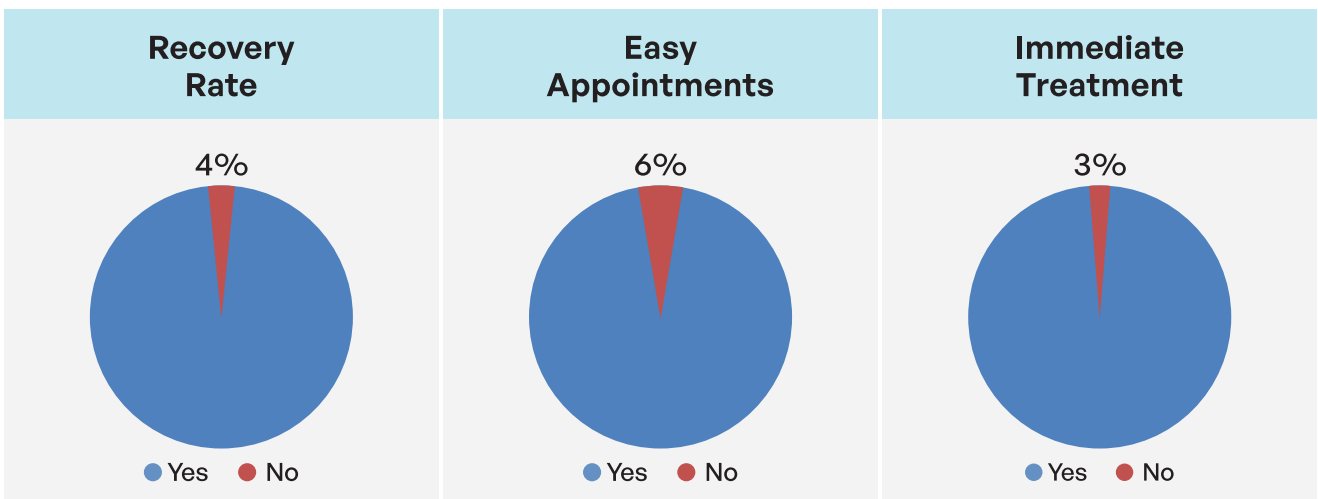
During impact assessment study it was observed that MHC are changing the habits of the community for its betterment. 93% of beneficiaries accept that the villagers are taking good care of their health due to these medical camps. Positive impact can also be witnessed at Kharach location as 93% of beneficiaries agreed that due to MHC’s health awareness has increased among villagers. It Indicates that these are making positive changes in the thinking and habits of villagers.



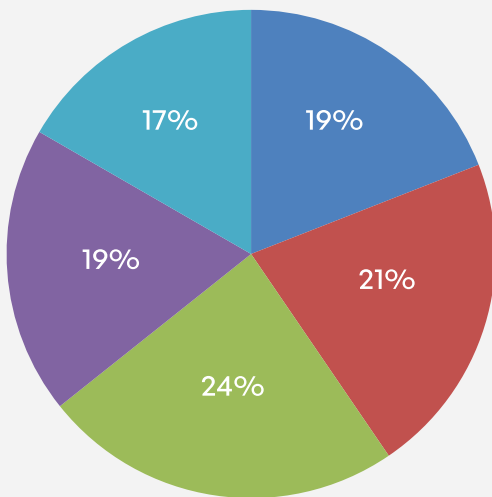
The Indubai Parekh Memorial Hospital is accessed by patients from long distance. As a part of study, it was important to understand and assess the quality of treatment and facilities provided. It is also observed that the patients are happy with the doctor’s treatment, quality of equipment, service, nurses and staff and hygiene maintained at hospital.



During the study, the hospital was rated highly by the patients for its efficiency and efficacy. More than 90% of the patients opined that the Hospitals provide immediate treatments with high recovery rates. Similar Response was received for ease of getting appointments at the Hospital. It is also observed that very few patients are referred to other hospitals for further treatment. Availability of advance medical Equipment like CT Scan is ensuring that the Hospital is able to provide maximum facilities under one roof.



Why Patients prefer visiting Healthcare facility?



- This is the only hospital in this area/locality/district
- This hospital charges very low fees
- This hospital gives good treatment
- The hospital is referred by previously satisfied patients
- They get all type of treatment in this hospital

During the Study, Doctors opined that the patients visit this hospital mainly for above mentioned 5 reasons One of the most important reasons is former patients have witnessed positive impacts and are referring the hospital to new patients. This shows not only the satisfaction level of beneficiaries is considerable but also the reliability and sustainability of the project. Doctors in the hospital have also seen steady improvement and additions of different nature of treatment and facilities provided to the patients. As per their feedback, maximum serious cases received by the hospital pertains to cardiac arrest and accident.



There are many challenging cases handled by Doctors of Indubai Parekh Memorial Hospital, one of such case which we studied was as follows:

A 70 year old lady, resident of Sailalna, Ratlam in Madhya Pradesh, was suffering from tumor in her Ovary for more than 2 years. She visited many hospitals but due to very high-cost of operation she was not able to remove the tumor. Ultimately, she visited Jan Seva Trust Hospital located in Nagda run by Grasim Industries Limited through its CSR initiative. The 3 member team of doctors (Dr. Jitendra pal, Dr. Indu Singh and Dr. Manish Kashyap) at Jan Seva Trust hospital operated her for one and half hour and successfully removed the tumor. The operation was performed at very reasonable cost. The tumor was of 12 kg and was 40 by 30 cm in size.

The timely service and support provided at reasonable cost helped her and her family in difficult times. The hospital is known for handling complex cases thereby giving much needed support in case of medical emergencies in critical cases.

Next steps and recommendations:

Considering very high dependency of the people on the Indubai Parekh Memorial Hospital, there is increasing need for equipment like MRI and ventilator along with training on latest technology to the staff.





6 Overall Result

Overall result:

CSR intervention for Healthcare is making a huge positive impact on the villagers as many of these villages do not even have access to basic medical facilities. People within the radius of 150 kms visit the hospital showing the trust and reliability of the people on the hospital and its doctors over the years.

The impact was also evident based on the study undertaken showing below key findings:

- Quality of Doctors having expertise and long experience
- Regular improvement in the services and facilities for the patients
- There is usage of new equipment in the hospital like CT scan machine.
- Availability of healthcare at lower cost
- Availability of treatment for maximum diseases including surgery
- Awareness campaigns through Mobile Health camps
- There is increasing need for equipment like MRI and ventilator.
- High rate of full recovery from the treatment
- Recommendation of the healthcare facility by the existing patients
- Usage of the beneficiaries for the long period of time
- Ease of Access to the doctors and promptness in the treatment



Summary

This impact assessment study depicts that Grasim through its CSR intervention in curative healthcare is able to contribute significantly in this huge task. Based on the carefully and scientifically designed evaluation framework, this assessment was done with a holistic approach by taking in to consideration all stakeholders. The team has tried to reach all possible stakeholders to understand the direct and indirect possible impacts of this intervention. Patients, their relatives, villagers, doctors, administrators all were the part this assessment process to make it meaningful. It is observed that this CSR intervention is not only the help and support provided to strengthen the healthcare system but is a conscious efforts made to improve the medical facility. Making healthcare facility accessible at an affordable rate to the villagers is the most important achievement of this project. Impact can be only seen if people are able to change their habits or their day-to-day behavior for their betterment. Health camps organized under this project have played an important role in the lives of villagers as the overall awareness and consciousness regarding their health and wellbeing seems to be increased due to this. It can be summarized that this intervention is meaningfully contributing towards SDG3. 'Ensure healthy lives and promote well-being for all at all ages'.

CSR Intervention by Grasim has helped in resolving many challenges in healthcare system:

- Improve accessibility of healthcare in remote villages
- Affordable medical treatment for the villagers in rural area
- Healthcare available for all at all age category
- New technology and treatment available and accessible

7 Conclusion

Conclusion:

- Sustainable development and contribution towards Society
- Equality amongst beneficiaries by providing benefits to all the strata of society
- Excellent visibility of the CSR program and the benefits in most of the villages
- Well organized non-government organizations are not available in rural and remote areas thereby requiring more involvement of CSR team of Grasim
- Regular communication amongst CSR team, local people and Government
- Enhance reputation and Brand image for Grasim in the minds of people from the Project areas

8 Disclaimer and Limitations

The scope of work was restricted to the information disclosed as mentioned and therefore, findings are intended solely for the restricted purpose and are not to be used for any other purpose. It should not be included or referred to in any document, notes or publication, made available to persons other than requesting concern and outside the agreed purpose without our written consent.

Accordingly, we are in no way responsible for any reader - user of this findings, if he-she erred in any judgment and - or suffers any set back - loss - damage directly or indirectly based on usage of these findings or interpreting correctly or incorrectly of any sentence or phrase therein. There may be data which has resulted due to inaccurate responses which can be due to a variety of reasons such as presence of neighbors, respondents being in a hurry, misunderstanding the questions etc.

The study is not a pre and post intervention so it has relied on secondary data and inferential analysis to derive impact. While there is no direct cause and effect relationship established and some impacts may not be directly attributable, the role of Grasim CSR as a catalyst in many development processes has emerged clearly. It is also noted that there can be potentially other interventions and programs by state and non-state agencies that could have influenced certain changes in the community.

We hereby submit our findings on the basis of various statements, Surveys, documents and other information. Our verification has been done with a view to submit the findings based on the available information to give fair impact assessment of CSR Projects conducted by Grasim. Furthermore, these findings may not disclose all the information, which might be necessary for any specific purpose other than for impact assessment of the study