

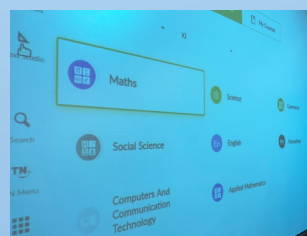


**GRASIM**  
Industries  
Limited

## CSR IMPACT ASSESSMENT REPORT

**FY 2021-22**

Study conducted in  
the FY 2023-24



## Acknowledgement

This report is on the study of CSR impact assessment of the CSR initiatives undertaken by Grasim Industries Limited during the FY 2021-22 in the states of Gujarat, Madhya Pradesh, Maharashtra, Karnataka. We would like to extend our sincere gratitude to the officials of the Grasim team who extended their great cooperation in accomplishing the study at various levels. We place our special gratitude to **Dr. Pragnya Ram, Sudhir Kumar Singh, Shashank Pareek, K Suresh, Sanjay Kumar Verma, Saurabh Khedekar, Satish Bhuvir, Shraddha Mehta, Rajdeep Parmar, Rinkal Parmar, Mayank Patel, Jeevan Porwal** and **Arvind Sikarwar** for their continuous support and help. The study team also extends its warm appreciation to all the primary and secondary stakeholders, who have shared their experiences, thoughts and suggestions and taken out their valuable time to aid us during the execution of the study.

## Grasim Industries Limited and its CSR Vision

Grasim Industries Limited, a flagship Company of the Aditya Birla Group, stands tall among the premier publicly listed companies in India, boasting an illustrious 76-year journey. Established in 1947 as a textile manufacturer, Grasim has metamorphosed into a key player with a formidable presence across diverse sectors.

Globally renowned for producing Viscose, Diversified Chemicals, Linen Yarn and Fabrics, Grasim has recently ventured into the paints business with the 'Birla Opus' brand, planning to establish six manufacturing plants for decorative paints nationwide.

Harnessing the collective strength of the Aditya Birla Group, Grasim has introduced "Birla Pivot," a B2B online marketplace specializing in building materials. Grasim Industries Limited, through its subsidiaries UltraTech Cement, Aditya Birla Capital, and Aditya Birla Renewables, holds a prominent position as India's leading cement producer, a diversified financial services player, and a pioneer in clean energy solutions.

### Vision of CSR

"To actively contribute to the social and economic development of the communities in which we operate. In doing so, 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."

Grasim, through its CSR initiatives, continues to enhance value creation in society and in the community in which it operates.

**MMJC**

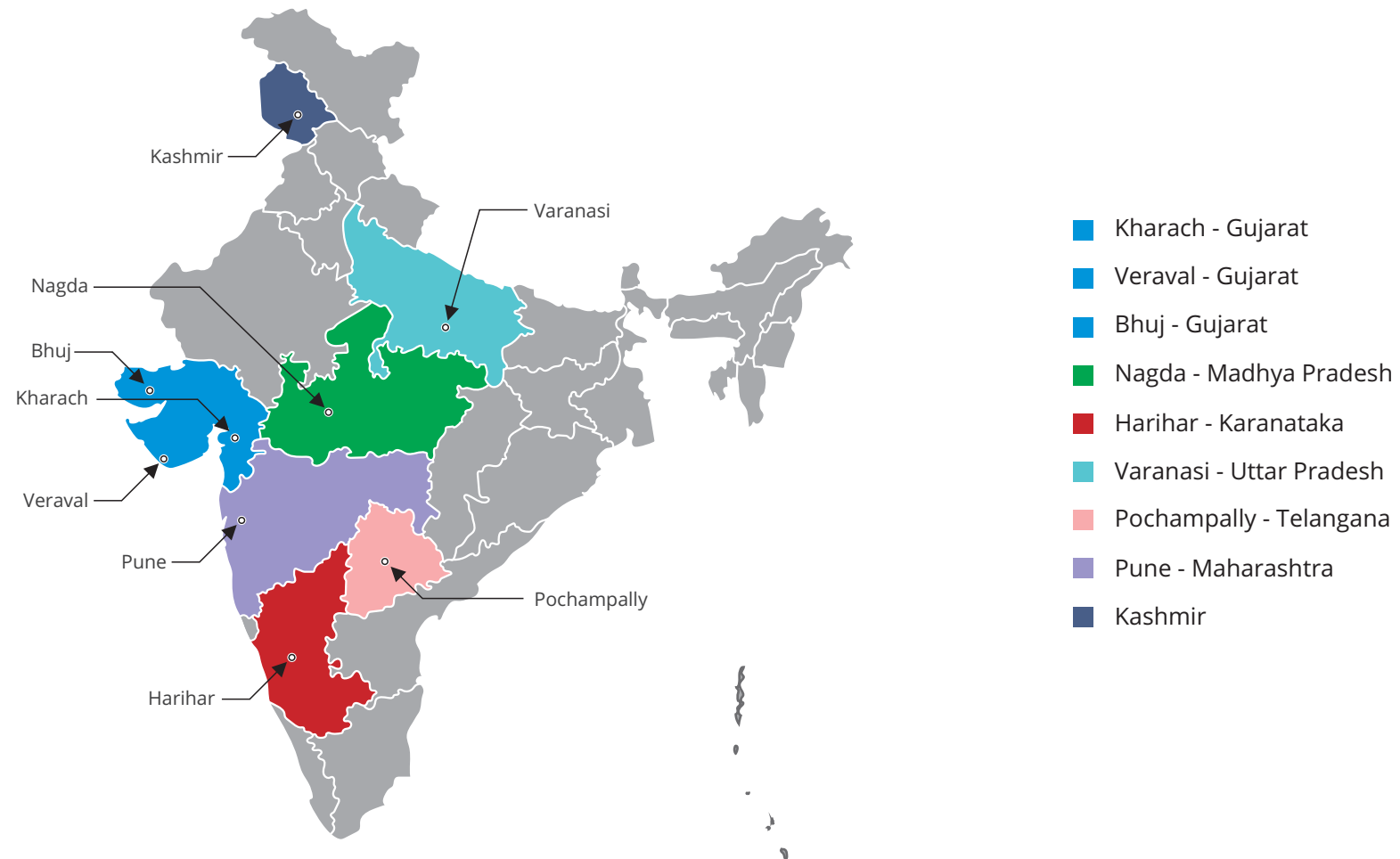
MMJC is a 23 - year-old Corporate Consultancy firm led by Mr. Makarand Joshi, Founder Partner. The firm has 8 Partners catering specialized verticals. The firm has a team size of 160 out of which 60 are multi-face professionals being Company Secretaries and Law Graduates rendering unique quality and an array of services under one roof. MMJC's 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 Members

CS Makarand Joshi  
 Dr. Shweta Bapat  
 CS Pradnesh Kamat  
 CS Vaibhav Dandawate  
 CS Madhura Godbole  
 CS Charu Roopchandani  
 CS Aditya Totla  
 Ms. Suhani Thepadiya



## Location of the program



## Abbreviations

Aditya Birla Hospital

Aide et Action

Artificial Intelligence

Buyer to Buyer

Corporate Social Responsibility

Farmer Producer Organization

Financial year

Focused Discussion Group

Grasim Industries Limited

High-density polyethylene

In-depth interviews

Impact Assessment

Kasturba Gandhi Balika Vidyalyayas

Key Informant Interview

MMJC Consultancy LLP

Million cubic feet

**AB Hospital**

**AEA**

**AI**

**B2B**

**CSR**

**FPO**

**FI**

**FGD**

**Grasim /The Company**

**HDPE**

**IDI**

**IA**

**KGBV**

**KII**

**MMJC**

**Mcft**

Organisation for Economic Co-operation  
and Development

**OECD**

Paramparagat Krishi Vikas Yojana

**PKVY**

Self-help groups

**SHGs**

Social Development Goals

**SDG**

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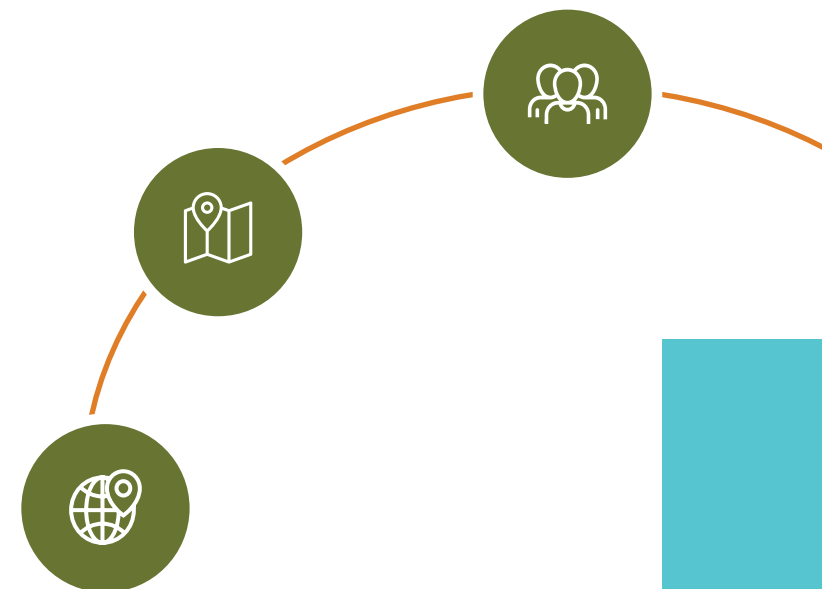
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# GRASIM Industries Limited

## CSR IMPACT ASSESSMENT REPORT

## EDUCATION



# Executive Summary



In Grasim's steadfast commitment to fostering positive social change, company have consistently reached out to underserved communities, empowering individuals and transforming lives. Guided by Aditya Birla Group's enduring "we care" philosophy, Grasim's interventions have brought about significant changes in the underserved communities. Through targeted initiatives and sustained efforts, Grasim have strived to uplift underprivileged populations, providing them with the tools, resources, and opportunities needed to thrive. In doing so, Grasim have not only demonstrated unwavering

dedication to corporate responsibility but also exemplified the significant changes and impact of compassion and action.

In today's dynamic educational landscape, addressing the challenges faced by underprivileged communities is paramount for fostering inclusive growth and societal progress. Efforts to uplift education in rural areas require concerted action and strategic initiatives. Grasim Industries, recognizing this imperative, has long been at the forefront of supporting rural education, particularly in regions like Nagda in Madhya Pradesh, Kharach, Vilayat and Veraval in Gujarat, and Harihar in Karnataka.

In these areas, where a significant portion of families grapple with poverty, Grasim has initiated targeted interventions to address educational disparities. These efforts encompass a wide range of initiatives aimed at enhancing learning environments, promoting health and hygiene, and building capacity among educators.

Grasim's commitment materializes through tangible actions such as the construction and renovation of school facilities, provision of essential amenities, and creation of sports infrastructure. Additionally, health camps organized in schools have led to improved health practices, reduced illnesses and created awareness among young generation and other community members.

The company's proactive approach extends to capacity building, especially in the context of the COVID-19 pandemic, ensuring continuity of education



through online platforms. Furthermore, initiatives such as the establishment of Mata Samitis in Anganwadi reflect Grasim's holistic approach towards child development.

75% of respondents reported receiving crucial infrastructure support for the Anganwadi.

The impact of Grasim's interventions is evident in the positive changes witnessed within beneficiary communities, including reduced dropout rates, increased attendance, and enhanced participation in sports at state and national levels. By fostering stakeholder engagement and aligning with government initiatives, Grasim has not only addressed immediate needs but also laid the groundwork for sustainable educational development.

Post-pandemic and especially post-intervention, the dropout rate among girls has seen a significant reduction. In fact, ~ 73% of the respondents confirmed that dropout rates have notably decreased.

Through strategic utilization of resources and a steadfast commitment to maximizing impact, Grasim Industries has become a beacon of change in the realm of rural education, leaving a lasting legacy for future generations.



## Grasim's CSR initiatives in the field of education

Education stands at the forefront of Grasim's CSR endeavours, with the firm conviction that it serves as the cornerstone of human advancement. Through a myriad of initiatives, the Company endeavours to furnish students with access to quality education. The overarching goal is to foster inclusivity in education, enabling youth to pursue their academic and vocational aspirations, and ultimately integrating them into the fabric of society.

These initiatives encompass a holistic approach to school infrastructure development, incorporating auxiliary facilities to support extracurricular activities and transportation services. Additionally, Grasim extends support through scholarships and the provision of study materials and uniforms, aimed at enhancing youth enrolment and retention within the education system





## Promoting Inclusive Education and Skill Enhancement

Grasim's commitment to social responsibility manifests prominently in its dedicated efforts within the education sector. The 'Promoting Education' initiative, a cornerstone of its CSR endeavours, underscores a comprehensive approach to fostering learning, skill development, and livelihood enhancement.

*During the year 2021-22, an amount of Rs. 509.25 lakh was spent for the education sector in Nagda, Kharach and Harihar out of which Rs 104.73 lakh was allocated towards Sarva Shiksha Abhiyan benefiting ~ 56,680 beneficiaries. Further, the proposed budget for the financial year 22-23 is 1626 lakh out of which 1072 lakh is towards Aditya Birla Schools showing continuous focus on education sector.*

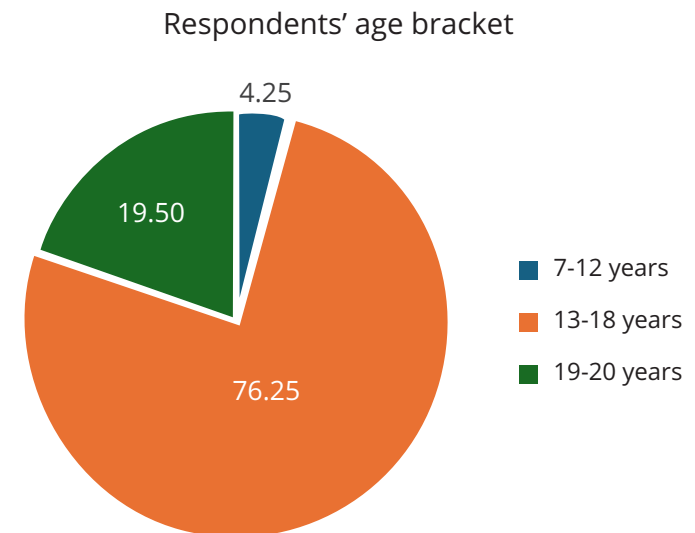


Students of class III in Kharach



## Inclusive Reach Across Demographics

The program strategically targets various demographic groups, including youngsters, women, the elderly, and differently abled individuals. By addressing the unique educational needs of each group, the Company aims to create a lasting impact on the community, ensuring that no segment is left behind.



During the survey interactions, participants spanned across different age groups. Notably, ~ 76.2% fell within the 13-18 age bracket, while 19.5% were aged between 18 and 20 years. The remaining 4.25% comprised respondents aged 7-12 years.

## Holistic Education Ecosystem

The initiative spans a spectrum of projects, encompassing not only formal education but also special education and vocational skills enhancement. This holistic approach is designed to empower individuals at different stages of life, equipping them with the tools needed for personal and professional growth.



*Between April 2021 and March 2022, Grasim, through its support across 5 schools, has provided benefits to ~4,886 students.*

*Furthermore, through its promotion of sports and cultural activities within these schools, Grasim has successfully impacted around 6,777 students.*

## Empowering Girls Through Education

The commitment to gender equality is evident in initiatives such as 'Girl Child Education' and 'KGBV.' These projects focus on breaking barriers and ensuring that every girl has access to quality education. By supporting the education of girls, the Company strives to empower future generations and promote gender inclusivity.

Secondary data shows that in Nagda, the boy-to-girl ratio stands at 0.58:0.42, which is encouraging. Typically, in rural areas, parents may not prioritise their daughters' education, often involving them in household chores from a young age. However, this balanced ratio suggests a positive shift in attitudes towards girls' education in the community.

*Grasim's support for 10 Kasturba Gandhi Balika Vidyalyas (KGBVs) has positively impacted ~2,177 girls.*

*The assistance plays a crucial role in providing these girls with access to education, empowering them to secure a livelihood for themselves*

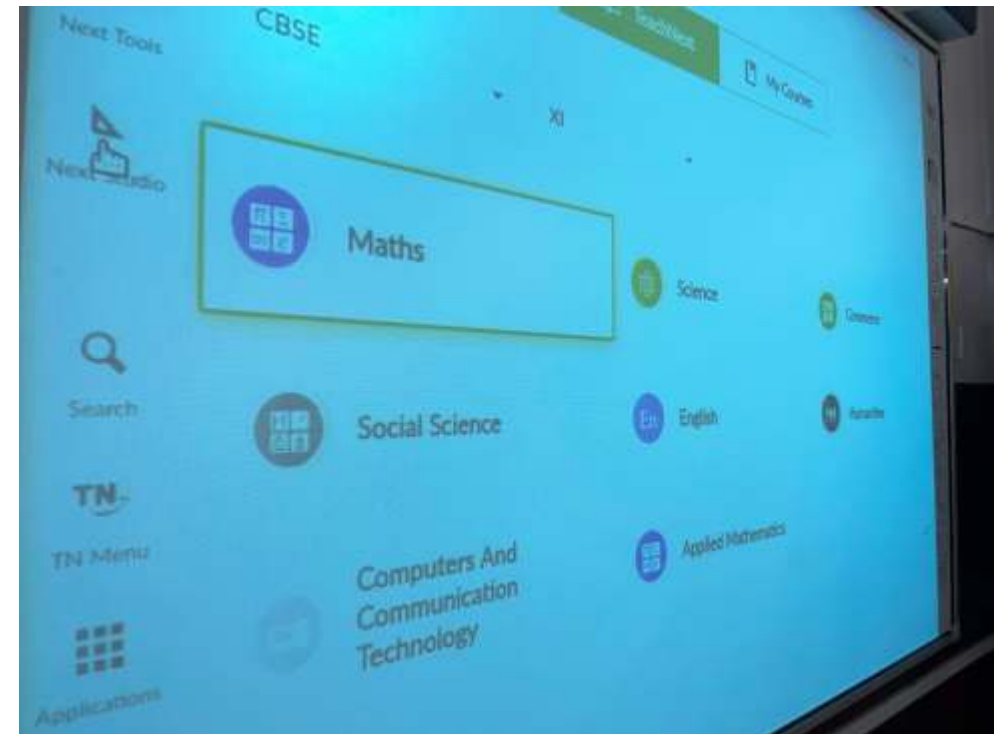
Students from Class II – Nagda school



## Digital Literacy, Scholarships, and Community Involvement

The Company's dedication to the digital age is evident in its 'Digital Literacy' initiative, ensuring that individuals are equipped with essential technological skills. Additionally, scholarship programs provide financial assistance to deserving students, further facilitating access to education. Active participation in Balwadis and Anganwadis showcases Grasim's commitment to community integration and early childhood education.

*Between April 2021 and March 2022, Grasim provided scholarships to ~ 1301 students to support their education. Additionally, during the same period, Grasim arranged ~ 22 digital literacy classes, benefiting around 4,313 students.*



Digital Board in a classroom of a school in Kharach

## Purpose and Objectives of the study

The impact assessment aims at understanding the overall process undertaken by Grasim in implementing the program activities, key milestones achieved, the impact created by these activities, challenges faced, and how such challenges were handled. The guiding philosophy behind this study is to add value by showcasing successful initiatives and recommending possible ways to address existing challenges.

### The IA aims to evaluate:

- The implementation and performance critically and objectively,
- To determine the reasons why certain results were achieved or not,
- To draw lessons, and to derive good practices and lessons learned.

The study aims to furnish evidence-based insights to assist the Company in making informed operational and strategic decisions regarding the planning and funding of its partner organizations for programs.

### The overall aim of our impact assessment is:



## Data collection

The primary data was collected to understand the impact of the project from the direct beneficiaries. In addition, to understand the programme holistically, all faculty members and a few parents were consulted to get an overview of the programme.

Students and parents for the primary data collection were selected through random sampling, to avoid biases and prejudices.

Largely, the students were surveyed with a questionnaire developed to capture the benefits they experienced in the school.





## Sample size and distribution

### Quantitative sampling methodology

#### *Stage 1 – Selection of villages*

Villages were carefully chosen from among the areas where the Company had intervened. A simple random sampling technique was employed to select samples from each village. Special attention was paid to ensuring that a significant portion of the sample was drawn from villages that had received the highest number of interventions, thus ensuring comprehensive coverage of all program components.

#### *Stage 2 – Selection of beneficiaries*

Since beneficiary selection was undertaken independently for each programme, selecting more than one beneficiary from a single household was probable. Also, there have been instances where a single beneficiary received multiple support for the intervention. The quantitative sampling covered the primary stakeholders, i.e., the students coming to schools, Anganwadi and primary schools.

Additionally, interactions were conducted with indirect beneficiaries of the intervention, namely parents and teachers.

Secondary data was captured from project completion reports, baseline surveys & need assessment reports, etc.



Interaction with the student respondents from Kharach and Harihar

## Qualitative sampling methodology

To gain insights into the program, we conducted one-on-one discussions and focus group discussions (FGDs). These sessions delved into the experiences of beneficiaries, offering a comprehensive understanding of the intervention's long-term effects.

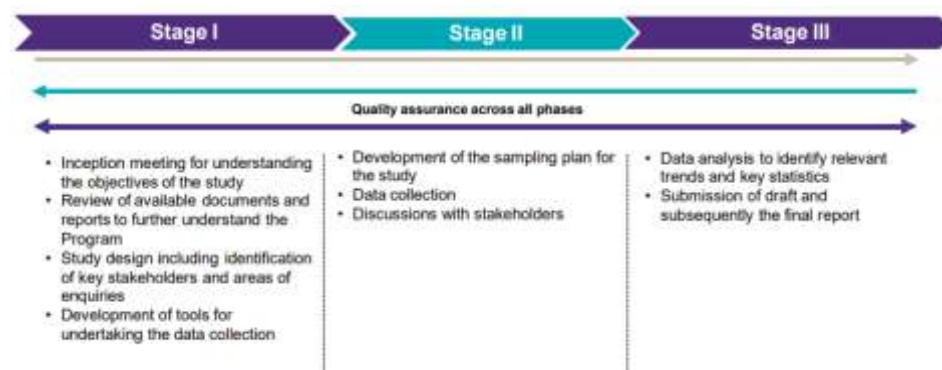
Beneficiaries	Sample Size	Mode of collection data	Tool
Students	390	Physical	Survey
Parents	366	Physical	Survey
Teachers	38	Physical	Survey

A team of local enumerators, with requisite education and experience, was hired for data collection.



## Approach & Methodology

The study adopted a mixed methodology approach to collect primary and secondary data, as detailed in the table below, using qualitative and quantitative methods. Primary data was collected through in-person, individual surveys with the children and interactions with secondary stakeholders of the programme, as detailed in the sections below. Secondary data on programme-related aspects was gathered through existing programme data and publicly available literature on relevant domain areas.



Adopting dual objective of undertaking process evaluation and impact evaluation to answer the **What's**, **Why's** and **How's** of the intervention.



## Evaluation Framework

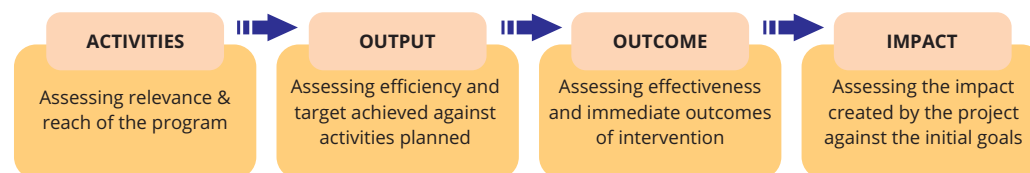
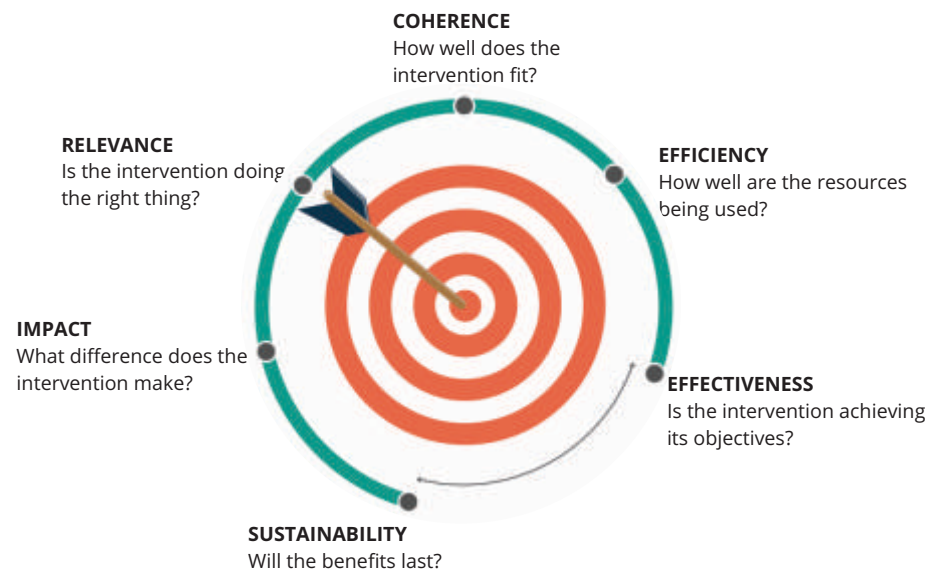
Given the objectives of the study were to determine the inclusiveness, relevance, and outcomes, of the project, the evaluation used the OECD framework. The OECD framework has defined six evaluation criteria –Relevance, Effectiveness, Efficiency, Coherence, Impact and Sustainability. These criteria provide a normative framework which is used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgements are made.

## OECD

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

*The OECD DAC Network on Development Evaluation (Eval Net) 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 evaluation judgements are made.*



## Insights of the education program

The education-focused initiatives seamlessly integrate with livelihood enhancement projects, emphasizing the Company's belief that education is a key driver of sustainable growth. By empowering individuals with both knowledge and skills, the program aims to create a ripple effect, positively impacting the community's economic well-being.

The emergence of the COVID-19 pandemic in the year 2020 unleashed unprecedented challenges globally, disrupting economies, communities, and daily life. India was not immune to its impact, particularly in rural areas where vulnerabilities were exacerbated by limited access to resources and infrastructure. As the virus spread, the Government imposed strict lockdown measures, including the closure of schools, to curb transmission. This abrupt halt to traditional modes of education left millions of students in limbo, especially those in underserved communities where access to digital resources was scarce.

The closure of schools highlighted the stark digital divide prevalent in the Country, with many students lacking the necessary tools and connectivity to engage in remote learning. In this context, the importance of equitable access to education became glaringly apparent. Recognizing the urgency of the situation, Grasim aimed to bridge the gap created by school closures and ensure that students, regardless of their geographical location or socioeconomic status, could continue their education uninterrupted through online classes.



Students from Harihar school



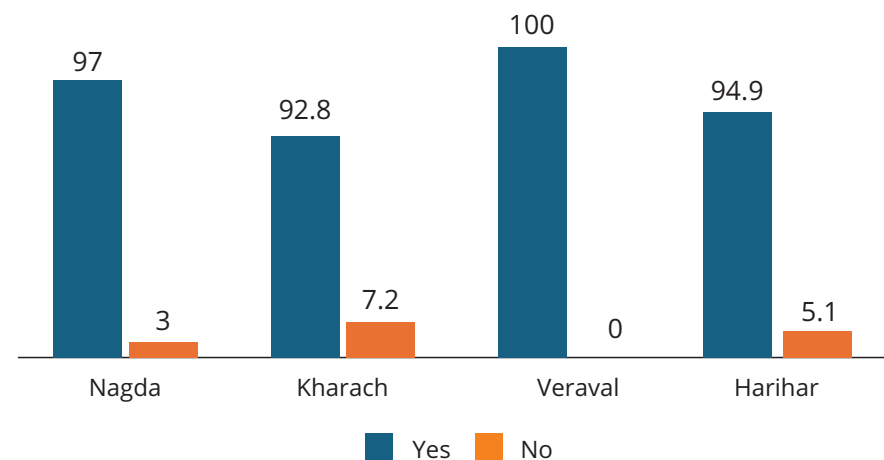
## Highlights from the Impact Assessment Study

- Parents' respondents expressed that health camps enable them to identify issues early on and seek appropriate treatment, aligning with the respondents' affirmation, who positively rated the effectiveness of the health camps.
- Students highlighted that in addition to attending classes, they also participated in various sports, cultural events and celebrations.
- Respondents unanimously affirmed that such events revitalized them and enhanced their productivity. They also confirmed that the school diligently made every effort to ensure continued education during the pandemic.
- The company took proactive steps to offer training sessions for teachers to facilitate online class delivery. During our field visits, teachers mentioned that they received comprehensive training to effectively utilize internet services, mobile devices, laptops, and specific mobile applications, empowering them to conduct online classes amidst the challenges posed by the pandemic.

## Research tools

**Survey with students:** Structured surveys were created based on a review of the baseline report of the programme as well as discussions with the Grasim team. The purpose was to gather demographic particulars, and chart changes in program-specific indicators. The indicators tracked for impact had been divided into categories corresponding to the broad objectives of the program

Efforts to ensure continued education



such as gender perception, increased involvement of students in the school, educational awareness etc. Within these, data on several sub-indicators relating to knowledge, perception, attitudes, and practice were recorded.

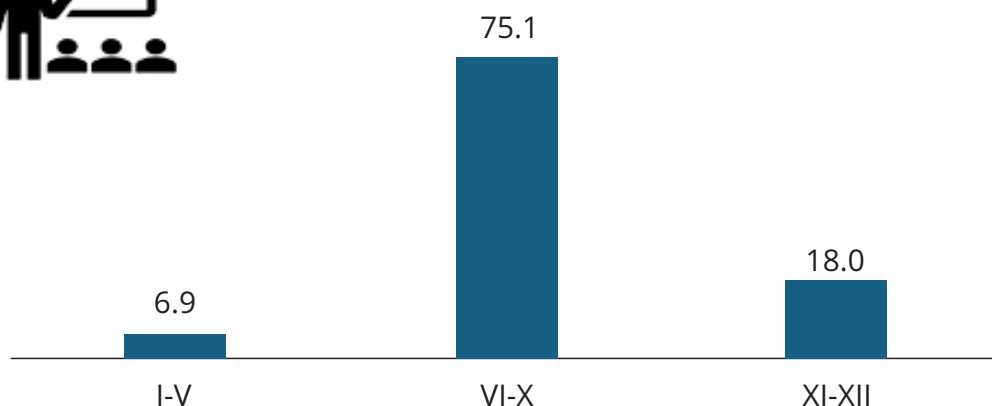
**Key Informant Interviews (KII):** In-depth interviews were conducted with school personnel in locations where the school was the site of the sessions.

**Focus Group Discussions (FGDs):** FGDs were conducted with chief stakeholder groups such as the program teams of each location, teachers, parents etc.

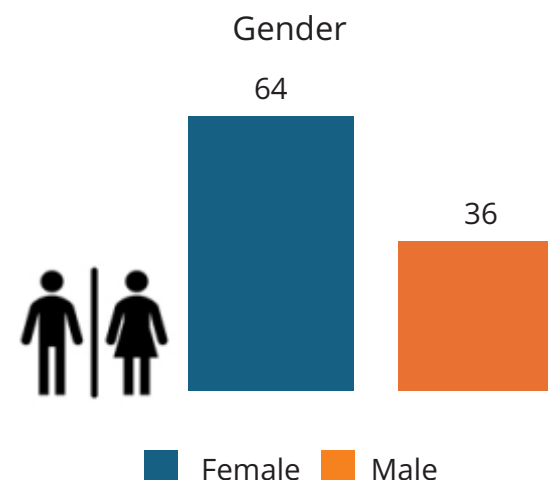
## Demographic profile



Standard of the respondents



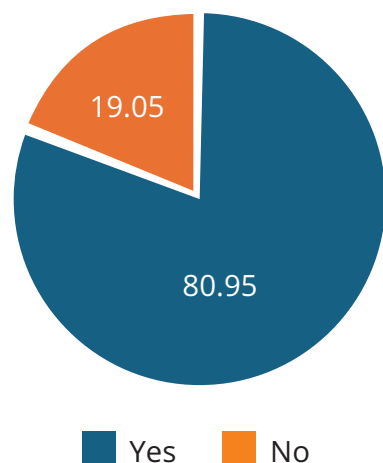
In interactions with respondents, it was observed that ~ 75% of them were in standards VI to X, while 18% were in standards XI and XII.



During our visit, we aimed to gather diverse perspectives to ensure comprehensive data collection and consideration of all viewpoints. Through our interactions, it was noted that out of all the respondents we engaged with, 64% were females, while 36% were male respondents.

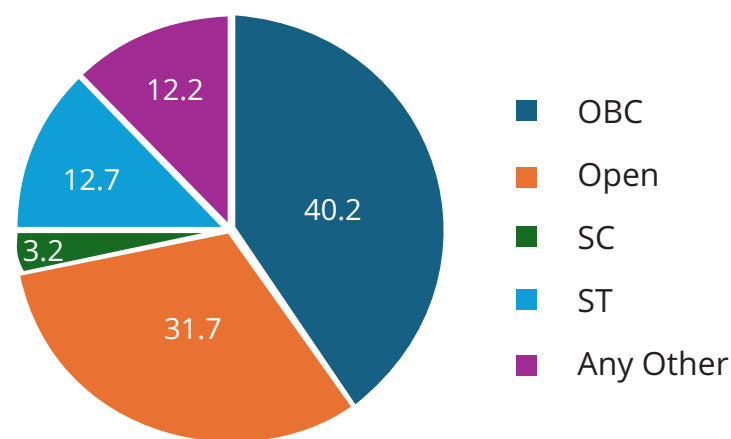
## Demographic profile

RTE respondents



During our interactions with the respondents, we discovered that ~ 20% of the students were registered under the RTE (Right to Education) categories in the school. This indicates a positive trend towards inclusivity, with schools making efforts to accommodate students from diverse backgrounds for their overall betterment.

Respondents' diversity



Among all the students enrolled in the schools who participated in the survey, it was found that ~ 40.2% of the respondents belonged to the OBC (Other Backward Classes) category, while ~ 16% belonged to the SC (Scheduled Caste) & ST (Scheduled Tribe) category.

In our interactions with the respondents, we made a concerted effort to ensure representation from diverse categories. This approach aimed to capture a comprehensive range of perspectives and insights on the intervention, facilitating an unbiased and unfiltered assessment of its impact.

Based on the secondary data provided by Harihar's CSR team, it was determined that during the financial year 21-22, Grasim Sirigannada Vidyalaya, Kavalettu school had an enrolment of ~ 447 students. Among them, 40 students, constituting 8.94% of the total, were registered under RTE.



Meanwhile, in Nagda, a considerable enrolment was observed in the RTE category, with ~ 104 students registered under this classification at the school.

## EFFICIENCY INDICATORS



**Highly efficient process**



**Satisfactory process**



**Process that needs improvement**



### **Engagement of ground personnel**

Ground personnel were identified and interviewed for this assessment because these are the people who directly interface with the children regularly and conduct the sessions as part of the programme.

All staff persons were found to be qualified for the work they do either using past qualifications, work, or interest areas. They were also found to be residents in the larger vicinity of the programme locations, thus ensuring existing local knowledge. All of them confirmed the reporting structure along with the incidence of regular reporting and data collection from the primary stakeholders throughout the programme.

During the field visit, it was evident that the personnel demonstrated exceptional effectiveness in their interactions with the beneficiaries. They exhibited a deep understanding of the local areas and the prevailing conditions, allowing them to engage with the respondents in a manner tailored to their specific circumstances.



### **Mobilisation Process**

For this assessment, we conducted FGDs and KIIs with parents as well as teachers and staff of the schools in the villages. They all reported being satisfied with the way they were approached to be a part of the programme, stating that they were first approached by the schools and Anganwadis who informed them about the programme and its expected benefits.

Further, through attending or monitoring the training sessions organised for the school and Anganwadi teachers, they were able to see for themselves the positive impact of the programme and there was a consensus that the sessions were very helpful for their children.

Some respondents also noted that awareness of the content of the programme was not available earlier and that many schools did not have a focus on physical activities or sports before and they welcomed the same being instituted through the programme.

## Programme Logframe

### Outcome Matrix - 2021-22

Sr. No.	Narrative	Measurement indicators
	<b>Goals/objectives</b>	
	<b>Section A: Students</b>	
1.	Ensure equal access to quality education and opportunities for all irrespective of caste, gender, religion, or creed.	➤ % of adolescents who actively participate in class.
2.	Change in the number of enrolment/attendance/dropouts of students in the school regularly	<ul style="list-style-type: none"> <li>➤ % increase in the number of enrolment of students in the school.</li> <li>➤ % increase in the number of students attending the school regularly.</li> <li>➤ % decrease in the dropout ratio of students, especially girls from the schools.</li> </ul>
3.	Improved educational awareness	➤ % of students who aspire to pursue higher education.
4.	Students with improved health awareness	<ul style="list-style-type: none"> <li>➤ % increase in the number of students who visited and benefitted from the health camps organised in the schools.</li> <li>➤ Improvement in the health conditions of the students.</li> <li>➤ Improvement in the health and hygiene habits of the students.</li> </ul>





## Programme Logframe

### Outcome Matrix - 2021-22

Sr. No.	Narrative	Measurement indicators
	<b>Section B: Parents</b>	
1.	Improved parent's awareness of education	<ul style="list-style-type: none"> <li>➤ % of parents are aware of the benefits of completing school.</li> <li>➤ % of parents are aware of and willing to support their child's educational aspirations.</li> </ul>
2.	Parents with improved gender attitudes and perceptions.	<ul style="list-style-type: none"> <li>➤ % of parents recognize that girls and boys should have equal access to play, education, and nutrition.</li> <li>➤ % of parents with positive gender attitudes and perceptions.</li> </ul>



In the earlier part of the report, we outlined the essence of the OECD and its constituent elements.. Now, we delve into analyzing the impact of the program based on this section of the report, dissecting it principle by principle within the OECD framework.

## 1. RELEVANCE

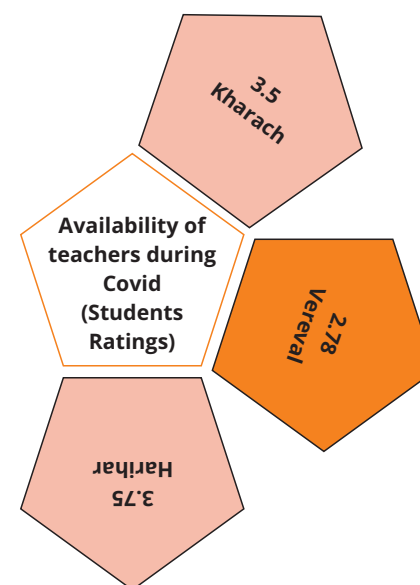
The relevance criterion assesses the degree to which the aid activity aligns with the priorities and policies of the target group, recipient, and donor. In rural areas, it's often observed that the quality of education isn't as robust as in urban settings. Consequently, children living in rural regions may not receive the level of education they rightfully deserve due to limited available resources.

Grasim's assistance adheres closely to the Company's CSR policy, which emphasizes the promotion of education, particularly in regions proximate to its project locations. In the realm of education, initiatives encompass institutional development, including school refurbishment, RO filter installation, and washroom repairs for both girls and boys, alongside the introduction of digital boards in classrooms.

The initiative addressed a critical need during the pandemic by providing a solution to the disruption of education caused by school closures. It aligned with the broader societal goal of ensuring equitable access to education, particularly in underserved rural areas. The collaboration between the company and the school demonstrated a timely and appropriate response to the challenges posed by COVID-19. Respondent students have provided the ratings on a scale of 1-5 in respect of the same.

The enhancement of physical infrastructure, such as the provision of digital screens, books, cupboards, RO filters, and electricity has generated tangible positive outcomes. Additionally, awareness sessions on health and hygiene have mitigated absenteeism due to illness before intervention, aligning with the government's vision of delivering quality education and services to empower marginalized communities.

In Gujarat, dropout rates exhibit a slight decline at the upper primary and secondary levels but display variability at the primary level. Notably, dropout rates are higher among girls compared to boys, underscoring the importance of targeted efforts for gender equity. Grasim is actively engaged in promoting quality education through infrastructure development initiatives, including RO filter installation, school repairs, educational murals, Anganwadi construction, and restroom renovations.



## 2. COHERENCE

The coherence criterion evaluates the compatibility of the intervention with other interventions in the sector by the same/other organization(s), State or Central Governments.

Grasim has been implementing several initiatives to promote education in the areas around its project locations. These interventions encourage school students to pursue higher education.

The initiative was well-coordinated between Grasim and the schools, with clear objectives and strategies outlined from the outset. Resources were allocated efficiently, and roles and responsibilities were defined, ensuring smooth implementation. The training provided to teachers equipped them with the necessary skills to adapt to online teaching methods, ensuring coherence between the initiative's goals and its execution.

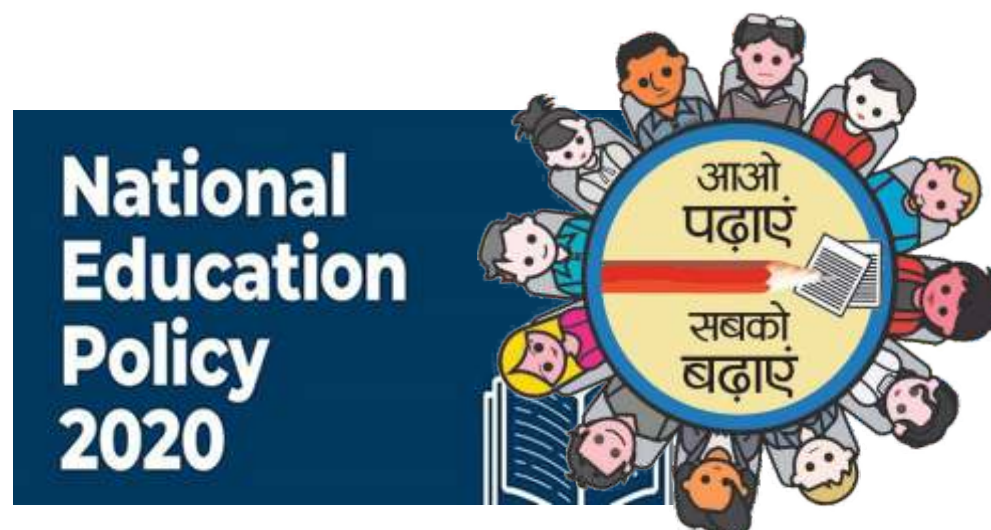
As per Governmental directives, the National Education Policy (NEP) 2020 endeavours to revolutionize the Indian education system, prioritizing holistic development, adaptable learning, and universal access to quality education. NEP 2020 underscores the imperative of bolstering infrastructure, promoting extracurricular engagements, and nurturing conducive learning environments within schools and Anganwadi centers.

In harmony with NEP 2020, the intervention seamlessly aligns with the Government's objectives of augmenting education quality and inclusivity. The provision of enhanced infrastructure, extracurricular opportunities, and

educational amenities in schools and Anganwadi centers exemplifies the commitment to holistic development and supportive learning environments outlined in NEP 2020.

Additionally, the project is aligned with the Sarva Shiksha Abhiyaan, a flagship initiative of the Government of India aimed at advancing education. Sarva Shiksha Abhiyan (SSA) strives to ensure universal access to quality elementary education for children aged 6 to 14 years, with a specific emphasis on narrowing gender and social disparities in education.

These educational endeavours seek to bolster student enrolment, diminish dropout rates, foster improved learning environments, and uplift marginalized communities by elevating their quality of life through education.



### 3. EFFECTIVENESS

Enhanced education pathways pave the way for improved employment prospects, ultimately contributing to the economic advancement of families.

The effectiveness criterion evaluates the intervention's ability to attain its objectives. The primary goal of this intervention is to diminish dropout rates in upper-level classes and inspire students to pursue enhanced educational opportunities.



Students during interaction in Kharach

- Survey findings substantiate that a significant number of students, including girls, have embraced higher education opportunities due to the support extended by the Company.
- The intervention has significantly enhanced learning outcomes in schools by upgrading physical infrastructure facilities. These enhancements include repairing school buildings, establishing computer labs, installing RO filters

for clean drinking water, and adorning school walls with educational paintings. These improvements have transformed the learning environment, making it more engaging and conducive to academic success.



Wall painting in Nagda School



Siri school Harihar

- The introduction of educational paintings has infused joy into the learning process, while the provision of clean drinking water has ensured the health and well-being of students. Consequently, attendance and enrolment rates have surged, while dropout rates have plummeted.



- Moreover, the distribution of notebooks and school bags has not only improved students' grasping power but also ignited a newfound interest in learning. The incorporation of computer labs has revolutionized the educational experience, fostering greater interactivity and engagement among students.

*During discussions with the CSR team from Kharach, it was highlighted that throughout the year, a sum of INR 81,660 was allocated towards distributing books and notebooks, alongside an expenditure of INR 4,02,000 dedicated to providing scholarships for girls.*

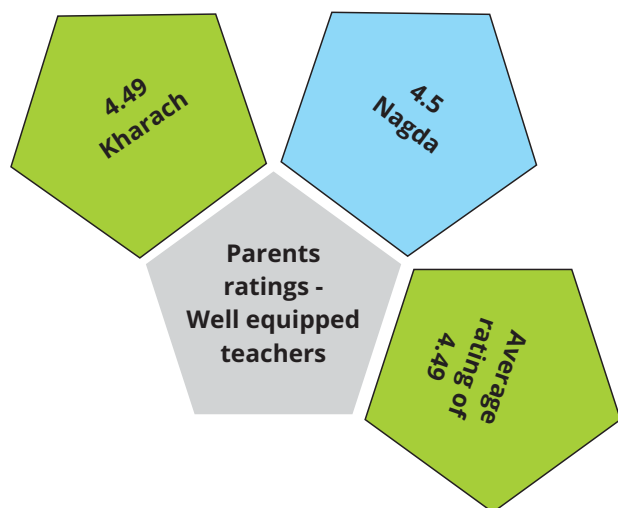
*While on the other hand, an amount of 1,67,00,000 was provided by the Company in Nagda which was utilised for the benefit of 1040 students.*

- Qualitative findings reveal a marked increase in enrolment ratios attributable to these enhancements. Teachers attest to the efficiency and effectiveness of course delivery, thanks to the upgraded infrastructure. Furthermore, the establishment of computer labs has equipped students with essential computing skills, enriching their educational journey.
- During our interactions with the respondents, it came to light that the school has been actively fostering opportunities for students in the realms of arts and sports. A significant portion of the respondents, comprising 51%, expressed their enjoyment of sports and fun activities, including artistic pursuits, within the school environment.

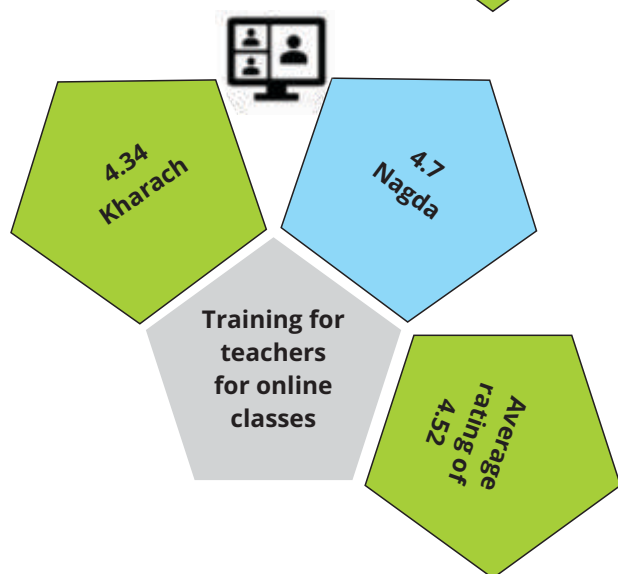
- Amidst the challenges posed by the Covid-19 pandemic, teachers underwent specialized training to facilitate effective online classes. This concerted effort underscores the commitment to ensuring inclusivity and addressing the diverse needs of all individuals. Feedback from teacher respondents indicated a favorable rating of 4.2+ regarding the quality of the training they received.
- During the pandemic, the initiative proved highly effective in mitigating the impact of school closures on students' education. By enabling access to online classes, students were able to continue their learning remotely, minimizing disruptions to their academic progress. Feedback from teachers, students, and parents indicated a high level of satisfaction with the initiative, underscoring its effectiveness in achieving its intended outcomes. During our interactions, respondents evaluated the online teaching facilities provided by the school during the pandemic, giving it an average rating of 3.41 on a scale of 1-5.

Ratings for online teaching





Similarly, parents respondents' also participated in discussions, expressing their high regard for the teachers' performance during the pandemic. They bestowed an outstanding rating of 4.49 out of 5 on the teachers' abilities to adapt to online teaching methods seamlessly.



Furthermore, parents appreciated the school's efforts in conducting training sessions for teachers to equip them with the necessary skills for effective online instruction, rating it at 4.52 out of 5.



## Effectiveness Indicators

### Increased knowledge-seeking behaviour

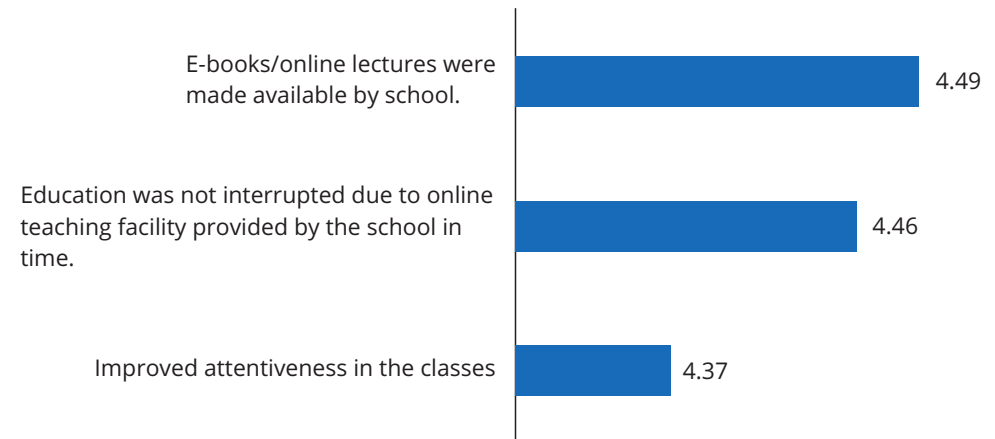
Advancements in technology and evolving teaching methodologies during the pandemic and otherwise have contributed to a noticeable rise in student attendance at schools, as shown below:

When asked to rate the support provided by Grasim for digital boards and online education, respondents provided overwhelmingly positive feedback:

- Respondents positively rated the availability of e-books/online lectures provided by schools which indicates a strong satisfaction with the accessibility of educational materials.
- Maximum respondents also rated the uninterrupted nature of education due to the online teaching facility provided by the school reflecting high satisfaction with the continuity of learning during challenging times.
- Maximum respondents rated the impact of digital boards on their attendance which demonstrates that the implementation of digital tools has contributed positively to student engagement and attendance.

In terms of class participation in sports and cultural events, too, the respondents reported a higher rate. The same is true for respondents' desire to pursue higher education post-completion of school education.

Ratings for the support provided via digital boards



Playground from ABS, Kharach

Overall respondents enthusiastically rated the participation of girls in sports and arts at an impressive 4.6 out of 5. Furthermore, 100% of those surveyed affirmed feeling motivated and eager to engage in co-curricular activities following the intervention.



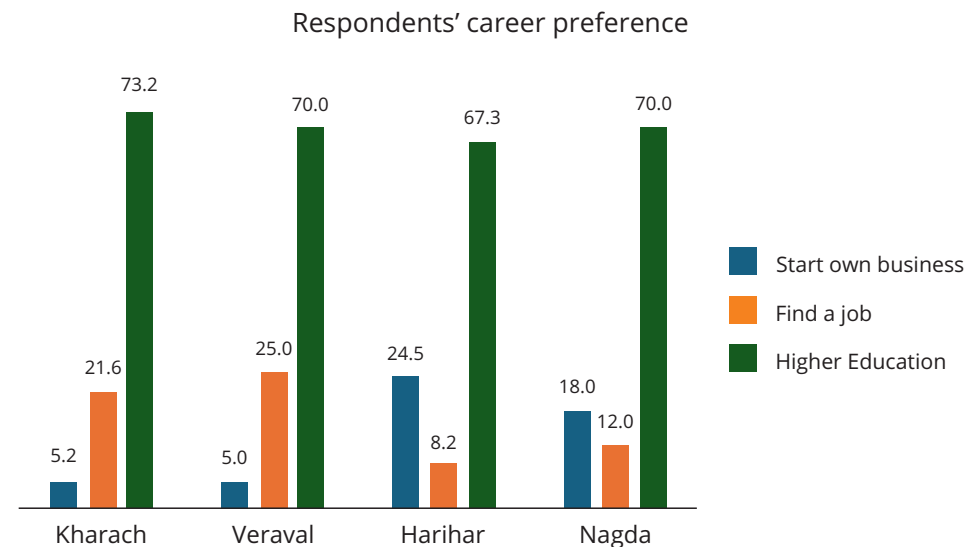


Following discussions with respondents, it became evident that the interventions implemented by Grasim and Team have significantly transformed people's perceptions. With the integration of advanced technology and innovative teaching methods, students are now thoroughly enjoying their educational experiences and are inspired to pursue further studies, including higher education and professional courses.

In-depth interactions revealed that 73.2% of student respondents from Kharach expressed a desire to pursue higher education upon completing their schooling, demonstrating a strong aspiration for academic advancement. Similarly, 70% of students from Veraval and Nagda & 67.3% from Harihar shared this sentiment.

The shift in students' perspectives towards education not only fosters personal growth but also contributes to the development of their overall personality. This, in turn, positively impacts their families and the environment at large, signifying a holistic improvement in the community's well-being.

Effective teachers are crucial for a child's growth and readiness for the future. They invest significant time in preparing children to face the challenges of the world. Therefore, it's imperative to choose teachers wisely, ensuring they possess the necessary skills and knowledge.

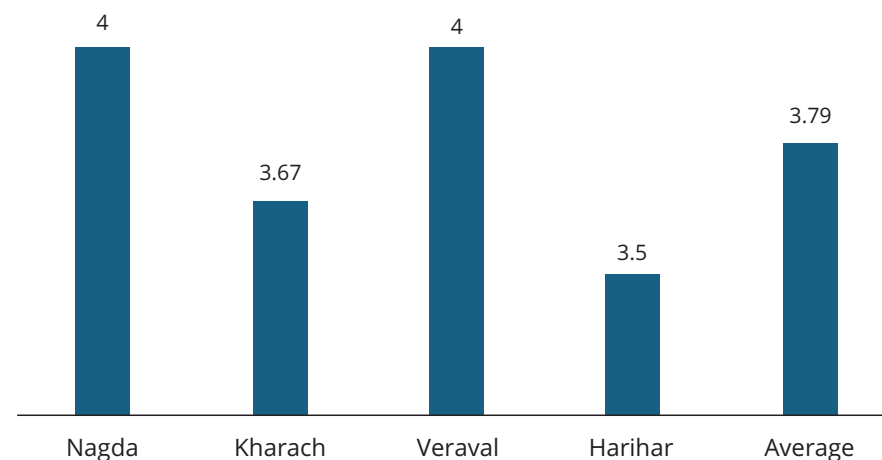


*In discussions, the CSR team from Harihar verified that for the fiscal year 2021-2022, Grasim Sirigannada Vidyalaya, Kavalettu School had a staff of 17 teachers.*

During our field visit, we engaged with multiple Anganwadi teachers and discovered that all of them held graduate degrees in their respective fields. This indicates that the selection process for Anganwadi teachers is thoughtful and prioritizes education.

Moreover, our interactions with the teachers revealed that Grasim has offered considerable support to the Anganwadis. Teachers praised the quality of infrastructure provided, including benches, lighting, and learning materials.

Respondents' ratings to anganwadi infrastructure



Grasim Sirigannada High School



Anganwadi in Harihar

## 4. EFFICIENCY

The efficiency criterion evaluates the extent to which intervention delivered results in an economical and timely way. Among all respondents, a noticeable decline in health issues stemming from unsafe water sources was reported post-project implementation. Moreover, respondents expressed an increased ability to dedicate more time to school activities and emphasized newfound access to clean drinking water.

Inquiring into the impact of educational paintings on teaching practices, teachers underscored their effectiveness in capturing students' attention, fostering engagement, and facilitating comprehension of key concepts.

- The intervention also included a series of awareness sessions on sanitation, hygiene, and cleanliness conducted in schools. Qualitative findings indicate

that these sessions contributed to a reduction in absenteeism rates, as reported by teachers.

- Through interactions with respondents, it became evident that a diverse range of health camps were being organized to promote the holistic development and well-being of students. Special initiatives tailored for girls, such as installing sanitary pad machines, providing adolescent education, and organizing health camps specifically targeting girls, were implemented to mitigate the dropout rate among female students.
- Teachers emphasized that education remained uninterrupted at the school thanks to the prompt online teaching facilities provided. They expressed high satisfaction, giving an average rating of 4.4 in this regard, with Nagda receiving an even higher rating of 4.5.



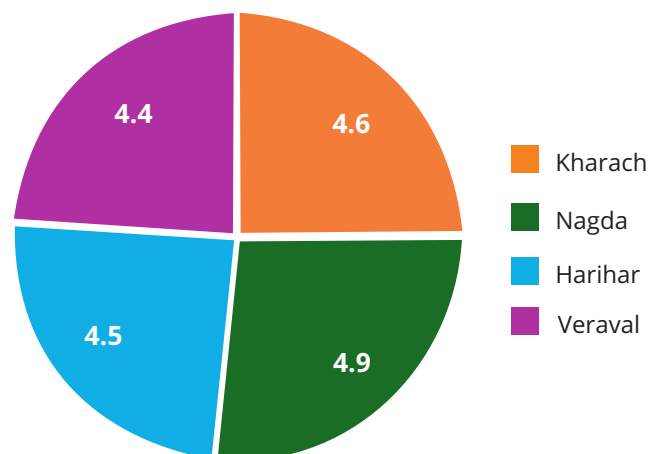
Aditya Birla Public School, Kharach

In discussions, teacher respondents expressed a high level of satisfaction, providing an impressive rating of 4.6 out of 5, indicating the efficiency and positive impact of these initiatives on the school community.

- Respondents consistently highlighted the exceptional support and encouragement provided by the teachers in the schools. They emphasized that the teachers are dedicated to being accessible to students and offering assistance in any way possible.

Throughout interactions across different regions, respondents consistently rated the quality of teaching positively, underscoring the pivotal role of teachers in the success of the program. This underscores the program's effectiveness, as the intervention alone may not have achieved such success without the ongoing support and dedication of the teachers.

Respondents' ratings for quality of teacher



- Resources were utilized judiciously throughout the initiative, maximizing the impact of the intervention. Grasim's collaboration with the school optimized the use of existing infrastructure and expertise, minimizing additional costs. The initiative demonstrated cost-effectiveness in achieving its objectives, delivering value for both the company and the community.

During our field visit, we observed that in Nagda, Veraval, and Kharach, there was a sufficient workforce dedicated to overseeing interventions. In contrast, in Harihar, the manpower allocated for supervising activities was limited. It appears that expanding the team by recruiting additional members could enhance the effectiveness of interventions, as a strengthened team will result in more concerted efforts and smoother execution of initiatives.





## 5. IMPACT

The impact criterion gauges the magnitude of the effects generated by the intervention. Notably, the intervention has spurred improvements in enrolment rates while simultaneously curbing dropout rates in schools. Its expansive reach has effectively addressed a crucial gap in educational provisions for students residing in remote areas.

Moreover, educated children serve as catalysts for heightened awareness among parents. Furthermore, the intervention has cultivated a cadre of skilled professionals, particularly within the healthcare sector.

Education initiatives play a pivotal role in nurturing students' abilities beyond mere academics. By fostering critical thinking, problem-solving, and innovation skills, such initiatives equip students with the essential tools needed to thrive in the dynamic landscape of future employment opportunities. Moreover, they serve as a catalyst in empowering students to assume roles as responsible global citizens, instilling values of empathy, cultural awareness, and social responsibility.

The initiative had a profound impact on the education landscape during the COVID-19 pandemic. By ensuring continuity in learning, it helped mitigate the long-term consequences of disrupted education on students' academic performance and prospects. Additionally, it fostered digital literacy among teachers and students, paving the way for enhanced educational practices in the post-pandemic era.

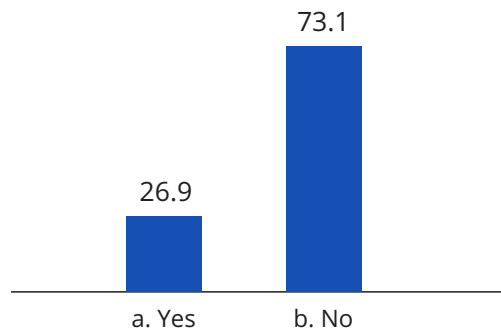
***Through discussions with teachers, it was revealed that students' consistency in attending school received high praise, with a rating of 4.3+ in Kharach and Nagda.***

Furthermore, integrating modern technological tools such as computers, tablets, and ensuring internet connectivity in educational settings can significantly augment learning outcomes. These digital resources not only facilitate access to a wealth of knowledge but also provide interactive platforms for collaborative learning experiences. Embracing technology in education not only prepares students for the digital age but also cultivates digital literacy skills essential for success in today's interconnected world.



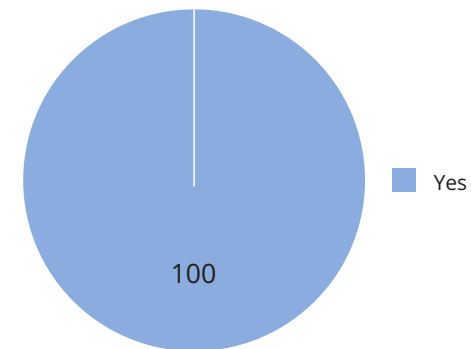
Girls students' in Kharach School

Is there issue of girls dropping from the school



During our field visits and interactions with respondents, we uncovered a concerning trend prior to the pandemic: a significant number of students, particularly girls, were dropping out of school. However, following the implementation of the intervention, there has been a remarkable turnaround in this regard. Post-pandemic and especially post-intervention, the dropout rate among girls has seen a significant reduction. In fact, ~ 73% of the respondents confirmed that dropout rates have notably decreased. This positive shift underscores the tangible impact of our efforts in ensuring sustained educational opportunities for all, particularly vulnerable segments of the population such as girl children.

Do you feel motivated to participate in the co-curricular activities post the intervention?



During our visit, we gained valuable insights about the project and the conditions of the people before and after the intervention. Through interactions during the field visit, we discovered that following the company's interventions, there has been a notable improvement in the well-being of individuals. For instance, it was observed that children now exhibit genuine interest in attending school and are motivated to pursue their studies, a stark contrast to their previous disengagement. This positive change is evident from the data presented in the graph below, where 100% of the children reported feeling motivated to participate in co-curricular activities post-intervention, compared to the previous scenario where such activities were nonexistent in the school environment.

Students in Kharach School



## 6. SUSTAINABILITY

The sustainability criterion assesses the enduring nature of the intervention's benefits.

Education not only yields positive economic returns but also amplifies when integrated with skill development and vocational training initiatives. Additionally, it fosters enhanced cognitive abilities and awareness in areas such as health and sanitation.

Moreover, education plays a pivotal role in the socioeconomic advancement of communities, uplifting the standard of living across society. The benefits derived from educational opportunities are inherently sustainable, yielding long-lasting impacts on individuals and communities alike.

The sustainability of the support provided has been considered in terms of establishing structures, technical know-how, usage, and maintenance. The interventions in education have performed well in most aspects of the programme, which has resulted in creating a conducive environment for students, teachers, and parents.

- Computers in schools have made learning more interesting and joyous for students.
- Installation of RO filters have considerably improved the health of students.
- Digital boards have levelled the educational playing field, granting students in rural areas access to the same quality of education as their urban counterparts.
- Paintings on school walls enables continuous learning for the students



Anganwadi in Veraval



All these have had direct positive results and have encouraged higher attendance and enrolment.

While the immediate focus was on addressing the challenges posed by COVID-19, the initiative laid the groundwork for sustainable educational practices in the future. The digital infrastructure and skills developed during the initiative can be leveraged to enhance the quality and accessibility of education beyond the pandemic.

Furthermore, teachers received training aimed at enhancing their ability to deliver high-quality education to students. As highlighted in the effectiveness criterion of the report, even during the challenges posed by Covid-19, efforts were made to equip teachers with the necessary skills for online education delivery. This signifies Grasim's commitment to fostering the overall growth and development of respondents. The provision of training during Covid-19 ensured that teachers were well-prepared to navigate online classes effectively and care for the well-being of their students.



*Grasim, in collaboration with AEA, has undertaken a range of initiatives aimed at promoting education and well-being among vulnerable populations, including individuals with disabilities, those living with HIV/AIDS, unemployed youth, communities vulnerable to natural disasters, and*

*distressed migrants, with a special emphasis on women and young girls. The core program priorities encompass Access and Quality Education, Early Childhood Care and Education for Primary and Secondary Levels, and Lifelong Learning & Vocational Training, aligning closely with Grasim's longstanding mission.*

In partnership with Jan Seva Trust, Grasim has intensified its efforts, working alongside AEA to ensure that the most marginalized and disadvantaged groups, particularly children, have access to top-tier education. This concerted effort aims to empower individuals to take control of their personal development and contribute meaningfully to building a more peaceful and sustainable society.

Notably, in Nagda, AEA has established a mothers' committee comprising mothers of children attending the Anganwadi, as well as a children's committee dedicated to the holistic development and well-being of students enrolled in schools. These committees prioritize not only academic learning but also focus on nurturing the overall growth and preparedness of children to navigate the challenges of the world and thrive.

Given the positive impact achieved through AEA, similar initiatives could be extended to other areas as well.



Aide-et action - Nagda

## Support to Anganwadis

Grasim's initiatives in supporting Anganwadis demonstrate a holistic approach to education that encompasses infrastructure development, resource provision, health interventions, and gender equity. By addressing the diverse needs of early childhood education, Grasim contributes to building a strong educational foundation for children in rural communities, thereby empowering them to realize their full potential.

Grasim, in alignment with the Education category of Schedule VII of the Companies Act, 2013, has undertaken various initiatives to support education in rural communities. Among these initiatives, special focus has been placed on enhancing the educational environment in Anganwadis, recognizing their pivotal role in early childhood education and development.

At the heart of an Anganwadi lies its commitment to the holistic development of children. From infancy to early childhood, these centers provide a nurturing environment where children are not only cared for but are also allowed to learn and thrive. Through structured preschool education programs, children are exposed to cognitive stimulation and social interaction, laying the groundwork for their future academic success.

Beyond their immediate impact on individuals, Anganwadis also serve as catalysts for broader social change. By empowering women through employment opportunities as Anganwadi workers and helpers, these centres contribute to women's economic independence and social empowerment. Additionally, Anganwadis foster community engagement and awareness on issues related to health, nutrition, and education, thereby strengthening the social fabric and collective well-being of the community.



*During the financial year, Grasim supported 41 Anganwadis in various villages around Harihar, in which ~ 3,491 children are enrolled.*

*During discussion with the CSR team, it was highlighted that the team from Harihar have distributed nutritional supplements to 9948 children of Davanagere district Anganwadies.*



## KEY ACHIEVEMENTS

- Education Quality Improvement:** The project succeeded in enhancing the quality of education for young children. Through the allocation of resources, the anganwadi could procure educational materials, toys, and teaching aids, creating a stimulating and engaging learning environment. Early feedback from educators and parents indicates positive changes in the children's cognitive and social skills.

During discussions with teacher respondents, they expressed increased satisfaction with the quality of the Anganwadi facilities, noting that they now feel more motivated to spend time with the children due to the enhanced amenities. Similarly, the children themselves have shown heightened interest in attending the Anganwadi, as reported by teachers from Kharach who rated their enthusiasm at 4.33 out of 5, while those from Nagda

provided a rating of 4.25.

Teachers highlighted the positive transformation in children's attitudes towards attending the Anganwadi, attributing it to the introduction of toys and other engaging activities that have made their time there more enjoyable.

- Infrastructure Upgradation:** The project's earmarked funds were efficiently utilized towards the construction or renovation of Anganwadis, providing improved sanitation facilities and adequate space for learning and recreational activities. The upgraded infrastructure has contributed to a better learning experience for the children.

Teachers surveyed from Nagda have given a favourable rating of 4 out of 5 regarding the quality of infrastructure and learning equipment available.



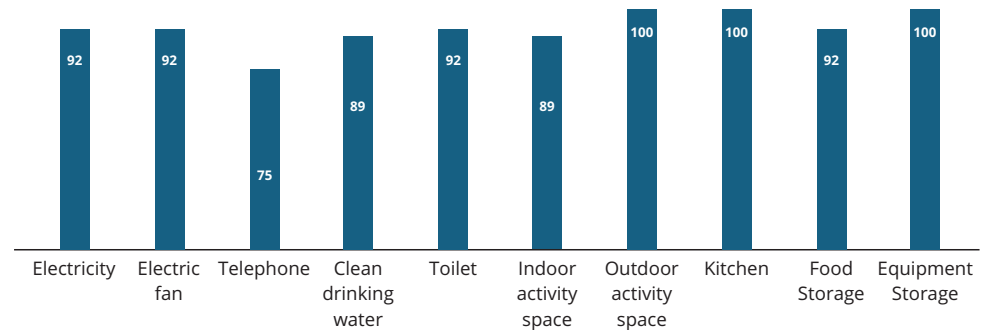
Anganwadi in Nagda

- **Nutrition and healthcare:** The provision of nutritious meals and regular health check-ups significantly improved the overall health and well-being of the children. As a result, there has been a noticeable reduction in malnutrition rates and an increase in immunization coverage.



Lunch provided to students in Kharach school

Teachers' opinion on Anganwadi's facilities



During interactions, all teachers surveyed in Kharach unanimously affirmed that Grasim has diligently equipped their school with essential amenities such as electricity, electric fans, telephones, toilets, and outdoor activity spaces, among others. Similarly, schools in other regions, including Nagda and Harihar, echoed these sentiments.

Conversely, in Nagda, 75% of teacher respondents expressed satisfaction with the facilities provided by Grasim, including electricity, electric fans, toilets, and food storage facilities

## Infrastructure Support

Grasim has extended support to Anganwadi by providing essential infrastructure, including furniture sets comprising chairs and benches. This initiative aims to create a conducive learning environment for both students and staff, enhancing the overall educational experience. By addressing infrastructure deficiencies, Grasim contributes to improving the quality of early childhood education in rural communities.

All teachers' respondents from Kharach unanimously confirmed that the Company supplied essential equipment to the Anganwadi, including toys and more. In Nagda, 75% of respondents reported receiving crucial infrastructure support for the Anganwadi.



Primary school in Nagda

## Educational Resources Provision

In addition to infrastructure support, Grasim has provided educational resources such as toys for Anganwadi students. These resources play a crucial role in stimulating cognitive development, creativity, and social skills among young children. By supplying educational materials, Grasim enhances the learning opportunities available to children in Anganwadis, laying the foundation for their future academic success.

Nagda respondents gave the infrastructure of Anganwadi, including learning equipment, lighting, and benches, a positive rating of 4 out of 5. Conversely, Kharach respondents rated these aspects slightly lower, at 3.67 out of 5. However, this still indicates improvement, considering that the previous year's rating for the same criteria was 3 out of 5.





## Health Camps and Anemia Check-ups

Grasim's commitment to holistic education extends beyond infrastructure and educational resources. The organization has organized health camps in Anganwadis, facilitating timely health assessments and interventions for students. Through initiatives like anemia check-ups, the Company contributes to improving the overall health and well-being of children, ensuring they are physically and mentally prepared to engage in learning activities.

All teachers surveyed from Kharach unanimously affirmed the significance of health camps, considering them a unique and vital initiative. They emphasized that these camps enable parents to identify health issues at an early stage, facilitating prompt treatment.



Anganwadis -Harihar

## Impact and Sustainability

The initiatives undertaken by Grasim in Anganwadis have yielded tangible benefits for students, educators, and communities alike. By investing in infrastructure, resources, and health interventions, the Company enhances the quality of early childhood education and contributes to the overall development of rural communities. Moreover, the sustainability of these initiatives is ensured through ongoing support and collaboration with local stakeholders, laying the groundwork for long-term positive outcomes in education and community development.

Anganwadi has become a beacon of hope, a place where children's futures are nurtured and shaped with care and dedication. The upgraded infrastructure and modern learning resources have provided a level playing field for children's education, breaking down barriers and offering opportunities that were once out of reach.

Feedback from parents and community members indicated a high level of satisfaction with the quality of care and infrastructure provided by the Anganwadi. Respondents reported positive experiences and acknowledged the positive impact of the project on their children's development.

## Girl Child Education Interventions

Recognizing the importance of gender equality in education, Grasim has implemented girl-child education interventions aimed at improving school enrolment and reducing dropouts. By addressing barriers to education faced by girls, such as socio-economic factors and cultural norms, Grasim promotes inclusivity and equality in access to education.



Girl child in Harihar school



Students from Kharach School



## CASE STUDY- HARIHAR



### Background:

In the aftermath of a tragic road accident, three families in Davanagere found themselves grappling with the loss of their primary breadwinners. Among these families were the Ghorpade family, which tragically lost Mr. Anil Kumar, leaving behind his wife, Mrs Manjushree, and their daughter, Ms Sanvi Ghorpade. Without any compensations or substantial financial support, the Ghorpade family faced significant challenges in rebuilding their lives.

### Support Provided:

In response to the plight of these families, each of the three families, including the Ghorpade family, received financial assistance totalling Rs. 50,000 each from Grasim. Remarkably, 60% of this financial support was generously contributed by dedicated staff and workers, demonstrating a remarkable sense of solidarity and empathy within the organization.

### Impact on the Ghorpade Family:

For the Ghorpade family, this support proved to be a beacon of hope amid their darkest hours. With the assistance provided, Ms. Sanvi Ghorpade was afforded the opportunity to enroll in the esteemed Aditya Birla Public School, marking a significant milestone in her educational journey. The entire school fee for Ms. Sanvi was graciously borne through the CSR initiative, alleviating the financial burden on the grieving family.

### Outcome and Future Prospects:

Hailing from Tholahunse village, the Ghorpade family's journey towards healing and empowerment had begun. With Ms. Sanvi's enrollment in kindergarten at Aditya Birla Public School, she embarked on a path filled with possibilities and opportunities previously beyond reach. Through the compassionate intervention of the CSR initiative, the Ghorpade family, alongside others affected by the tragedy, received not only financial assistance but also a renewed sense of hope for a brighter future.

## CASE STUDY- KHARACH



Anup Das hails from a humble background, born into a lower-middle-class family in a rural area. His father, a hardworking farmer, and his mother, a dedicated homemaker, instilled in him the values of perseverance and determination from a young age.

### **Education at Aditya Birla Public School (ABPS):**

Anup's educational journey began at Aditya Birla Public School, where he received a holistic education that not only focused on academics but also nurtured his overall development. Despite coming from a financially constrained background, Anup's parents prioritized his education, seeing it as a pathway to a brighter future.

### **Transformation and Opportunities:**

Throughout his years at ABPS, Anup displayed exceptional academic prowess and a passion for learning. He actively participated in extracurricular activities, honing his leadership skills and expanding his horizons. The school's supportive environment and quality education empowered Anup to dream big and aspire for excellence.

### **Realizing Dreams:**




Upon completing his schooling at ABPS, Anup set his sights on a prestigious institution: the Indian Institute of Technology (IIT). Through unwavering determination and hard work, Anup secured admission to IIT Roorkee, one of the premier engineering institutes in India. His journey from a rural upbringing to the corridors of IIT stands as a testament to his resilience and the transformative power of education.

### **Impact and Inspiration:**

Anup's success story serves as an inspiration to countless students facing similar challenges. His achievement highlights the importance of providing quality education and equal opportunities to all, irrespective of their background. Through his perseverance and dedication, Anup has not only transformed his own life but has also become a beacon of hope for his community, proving that with the right support and determination, dreams can indeed become reality.

## Alignment with United Nations Sustainable Development Goals

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

SDGs	SDG Targets	Alignment with the SDGs
	<b>4. a.</b> Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non -violent, inclusive and effective learning environments for all.	The project interventions ensure equitable quality education n for children.
	<b>5.1</b> End all forms of discrimination against all women and girls everywhere. <b>5.5</b> Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision -making in political, economic, and public life.	The programme promotes quality education for all students irrespective of gender, caste, disability, and background. This ensures no gender discrimination among participants, in alignment with the SDG targets
	<b>10.2</b> By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.	The programme encourages the participation of students from all gender, caste, creed and religion. This ensures equal opportunity for all in alignment with the SDG targets.

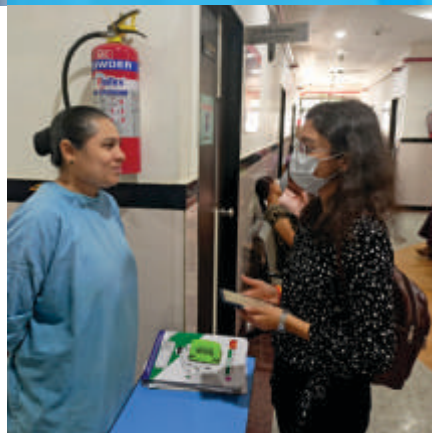


# GRASIM

Industries  
Limited

CSR IMPACT  
ASSESSMENT REPORT

## HEALTH CARE





## Executive Summary

In the face of ongoing healthcare challenges within rural communities, exacerbated by the COVID-19 pandemic, Grasim has undertaken a significant CSR intervention in the healthcare sector. With a focus on addressing the critical gaps in healthcare accessibility and provision, the company's initiatives have made a profound impact on the well-being of underserved populations.

Prior to the intervention, healthcare in the villages faced numerous challenges, including limited access to medical equipment, essential supplies, and specialized services. The onset of the pandemic further strained these already fragile healthcare systems, highlighting the urgent need for comprehensive interventions to safeguard community health.

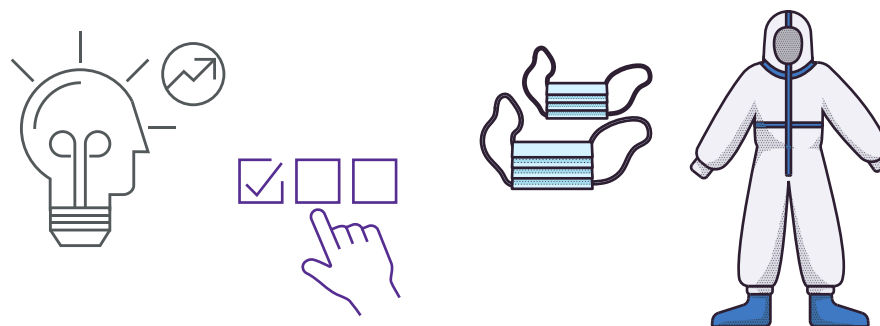
In response, Grasim stepped forward with a multifaceted CSR approach, providing essential medical equipment such as masks, oxygen cylinders, concentrators, and PPE kits to local hospitals and healthcare facilities. This timely support not only bolstered the capacity of healthcare providers to respond to the pandemic but also ensured that critical resources were available to those in need.

Moreover, the Company went beyond immediate relief efforts by organising medical health camps and establishing MMUs to deliver essential healthcare services directly to rural communities. The execution of 22 Multi-Specialty Camps, benefiting over 3700 patients, has significantly improved healthcare accessibility and affordability for underserved populations, addressing a longstanding barrier to quality healthcare.

Furthermore, the company's engagement in awareness and healthcare camps has empowered individuals with knowledge and resources to proactively manage their health and prevent diseases. The implementation of specialized medical interventions, including cataract surgeries and multi-specialty camps, underscores Grasim's commitment to addressing complex health issues comprehensively, thereby improving health outcomes and quality of life.

During the height of the pandemic, Grasim demonstrated its unwavering commitment to public health by distributing over 500 oxygen concentrators to various districts of Gujarat, ensuring that critical care resources reached those most in need.

Additionally, through its initiative "M Power," Grasim has established a comprehensive suite of subsidised mental health services, delivered by a world-class multidisciplinary team of psychiatrists and counsellors. This initiative reflects the company's holistic approach to healthcare, recognising the importance of addressing both physical and mental health needs within communities.







## Grasim's CSR initiatives in the field of healthcare

Grasim's initiatives encompass a diverse range of interventions aimed at improving access to affordable healthcare services and fostering long-term health and well-being within the communities we serve. Through strategic investments, proactive support measures, and community engagement, the Company have undertaken a comprehensive approach to address prevalent health challenges and drive positive healthcare outcomes.

From providing essential equipment to hospitals to supporting pandemic response efforts, Grasim's initiatives are designed to enhance the resilience and sustainability of healthcare ecosystems. Additionally, the Company's engagement in awareness and healthcare camps has empowered individuals with knowledge and resources to take control of their health and prevent diseases proactively.

The execution of specialized medical interventions, such as cardiac surgeries and multi-specialty camps, reflects the Company's commitment to addressing complex health issues comprehensively.

Through these initiatives, Grasim aims to not only improve immediate health outcomes but also contribute to the long-term well-being of individuals and communities.





The Healthcare Impact Assessment Report is divided into following parts

**01** *General aid  
provided  
to the hospital*

**02** *Support provided  
during the  
pandemic*

**03** *M Power*



## About the program

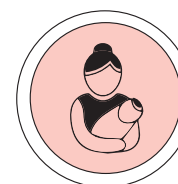
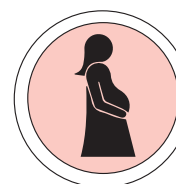
Rural India grapples with a myriad of healthcare challenges, rooted in systemic inadequacies and longstanding disparities. The healthcare infrastructure in rural areas is often rudimentary, marked by a scarcity of hospitals, clinics, and trained medical personnel. This scarcity is exacerbated by geographical remoteness, which renders healthcare facilities inaccessible to many. Consequently, rural residents face formidable barriers to accessing essential healthcare services, leading to a cycle of poor health outcomes and entrenched poverty.

Moreover, prevalent health issues such as communicable diseases, malnutrition, maternal and infant mortality, and inadequate sanitation further compound the healthcare burden in rural India. Limited awareness about preventive healthcare practices, coupled with socio-economic factors, perpetuates the cycle of poor health outcomes, exacerbating the health divide between urban and rural populations.

Against this backdrop of entrenched healthcare challenges, Grasim embarked on a journey to catalyze positive change and improve healthcare access in rural India. Through a multifaceted approach, Grasim implemented a range of initiatives aimed at addressing the root causes of healthcare disparities and uplifting the overall health and well-being of rural communities.



Hospital in Nagda





The onset of the COVID-19 pandemic brought forth a myriad of challenges, exacerbating existing vulnerabilities and straining healthcare systems worldwide. In India, the pandemic unfolded against the backdrop of an already burdened healthcare infrastructure, particularly in rural areas. As the crisis unfolded, Grasim swiftly mobilized its resources and expertise to provide critical support to frontline healthcare workers and communities grappling with the devastating impact of the virus.

Grasim's COVID-19 relief efforts were comprehensive in scope, encompassing various initiatives aimed at mitigating the spread of the virus, safeguarding healthcare workers, and providing essential support to communities in need.

*In the financial year 2021-2022, a total expenditure of ₹208.82 lakh was incurred, with the predominant allocation of funds amounting to ₹174.19 lakh dedicated by the company towards the establishment of three oxygen plants in Gujarat.*

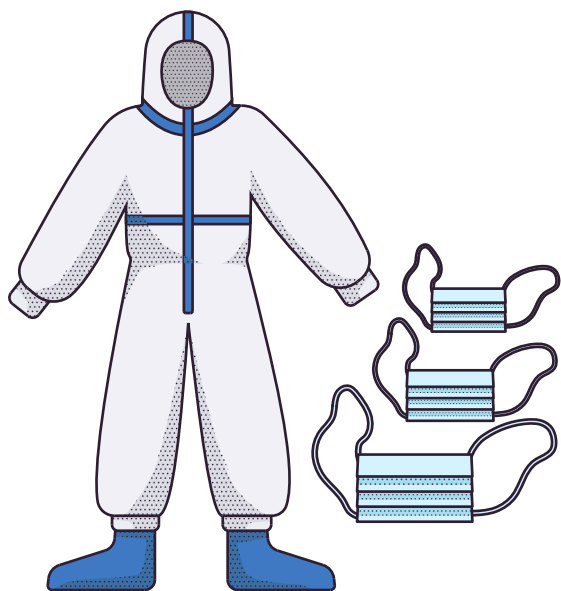




## Key initiatives included

- **Distribution of Personal Protective Equipment (PPE) Kits and Masks:**  
Recognizing the critical need for protective gear, Grasim procured and distributed PPE kits and masks to healthcare workers, ensuring their safety while delivering essential services amidst the pandemic.

By providing these crucial resources, Grasim not only ensures the protection of frontline workers but also contributes significantly to the collective effort to control the spread of the virus and mitigate its impact on communities.



***Grasim has demonstrated its commitment to supporting healthcare professionals and combating the pandemic by distributing a total of 396 Personal Protective Equipment (PPE) kits across hospitals in Nagda, Kharach, and Veraval between April 21 and March 22. These essential kits play a pivotal role in safeguarding the well-being of healthcare workers, allowing them to carry out their duties with maximum safety and efficiency amidst the challenges posed by the ongoing health crisis.***





- **Provision of Oxygen Cylinders:** Amidst the surge in COVID-19 cases and subsequent strain on healthcare infrastructure, Grasim provided essential support by supplying oxygen cylinders to hospitals in rural areas, augmenting their capacity to treat critically ill patients.



Oxygen cylinder for the hospital in Nagda

***During the FY 21-22, Nagda hospitals were able to treat ~ 1,33,502 patients (OPD 1,26,585 and remaining IPD).***

During the peak of the COVID-19 crisis, when the scarcity of oxygen became the most critical hurdle in saving lives, Grasim swiftly responded to the urgent needs of hospitals. Through direct engagement with healthcare professionals, it was revealed that patients were forced to endure dire conditions, including lying on hospital floors or even on roads outside due to the severe shortage of oxygen beds during the devastating second wave.

Grasim's intervention proved instrumental in addressing this crisis. Across various locations, the company extended generous support to hospitals by facilitating the procurement of essential supplies, including medications, oxygen cylinders, concentrators, and other crucial medical equipment.

By ensuring the availability of these critical resources in hospitals, Grasim empowered healthcare professionals to expand their capacity to treat patients beyond the limits of conventional hospital capacity, thereby enhancing their ability to provide more effective care even amidst overwhelming demand.





The impact of Grasim's assistance is reflected in the significant quantities provided:

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In Veraval, ~

**1000** injections, medicines, oxygen cylinders and concentrators donated to alleviate the strain on healthcare facilities.

**72** units of oxygen concentrators were distributed in Nagda, Kalyan, Ganjam, Rehla and Renukoot.

**84** oxygen cylinder regulators were provided in Veraval, Rishra, Rehla, Renukoot and Madhya Pradesh.

**506** oxygen cylinders were supplied in Kharach, Ganjam, Karwar, Rehla and Kalyan

**7** Oxygen plants were setup in strategic locations including Nagda, harihar, Veraval and Vilayat.



- **Infrastructure Support:** Grasim extended support to healthcare facilities by facilitating the establishment of temporary medical infrastructure, including COVID-19 care centres and isolation wards, to accommodate the rising caseload and ensure adequate care for patients.



Aditya Birla Hospital in Kharach

During the fiscal year 2021-2022, the company allocated funds as follows to strengthen hospital infrastructure:

- ~₹56.10 lakh were utilized for establishing an Oxygen Generator COG30 with Standard Accessories in Nagda.
- ₹12.50 lakh were utilised for providing Remdesivir injection in Ujjain Hospital.
- ₹16.27 lakh were designated for ambulance services.
- ~₹29.30 lakh were dedicated towards acquiring Oxygen Concentrators (5 ltr), NEO Respiro Plus ICU Ventilators, Life Pap, and Bubble Cpap.



To address the difficulties, hospitals have adopted preventative measures to stop the spread of the Coronavirus. To contain the pandemic, with the help of Grasim, the hospital could establish ~ 34 isolation centres with a capacity of 178 beds to treat patients. Further, a separate area of the Hospital was reserved and marked as the quarantine area where patients were kept under observation who had recently recovered from the infection and could not be discharged.

**34 isolation centres**

**178 beds capacity**

*An additional 203 beds in total were arranged in Gujarat and Madhya Pradesh to treat the patients during the pandemic. In Veraval, in addition to the AB Hospital, facilities have been extended at two other locations to treat more patients and accommodate extra beds. There has been mutual support between AB Hospital and government hospitals to facilitate patients.*





- Facilitation of Vaccination Drives:** In alignment with national vaccination efforts, Grasim played a pivotal role in facilitating vaccination drives in rural areas, ensuring equitable access to vaccines and bolstering immunity within vulnerable communities.



- Health camps:** Grasim has been busy hosting various health and awareness events, like blood donation and HIV/AIDS camps. One important initiative is the thalassemia testing camps held in Harihar, Vilayat, and Veraval. These camps have helped over 4000 people, making a big difference in their health and awareness.

Through our interactions, we discovered that ~ 3,46,500 vaccine doses are being administered to villagers throughout the pandemic, covering the period from April 21 to March 22.





## Purpose and objectives of the study

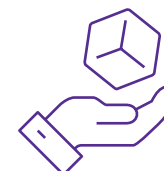
*The overall aim of our impact assessment is*

### Impact assessment objectives



- To study the overall health scenario/major ailments in the area and the availability and functionality of health infrastructure in the area.
- To study the level of awareness and accessibility of primary health care services in Nagda, Kharach, Veraval and Vilayat.
- To study the change in the level of awareness about preventive healthcare practices for
  - communicable and non-communicable diseases.
- To understand community perceptions of health care services rendered under the project.
- To understand the change in incidences of general illnesses among the community from operational villages.
- To identify the scope of improvement in the existing operational/ services structures.
- To assess the efficiency of the initiative implementation in achieving the desired outputs, and inclusion of emergent best practices.
- To evaluate the effectiveness of the initiative in achieving the planned initiative outcomes and impacts.

The study is expected to provide evidence-based findings which would inform the Company in making operational and strategic decisions while planning and funding its partner organizations for such programmes. The evaluation was also an opportunity to learn about the relevance of the programmes implemented and their effectiveness.





## Sample size and distribution

### Quantitative sampling methodology

#### *Stage 1 – Selection of villages*

Villages were carefully chosen from among the areas where the Company had intervened. Special attention was paid to ensuring that a significant portion of the sample was drawn from villages that had received the highest number of interventions, thus ensuring comprehensive coverage of all program components. A simple random sampling technique was employed to select samples from each village.

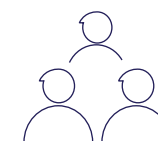
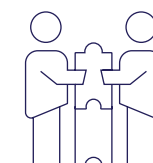
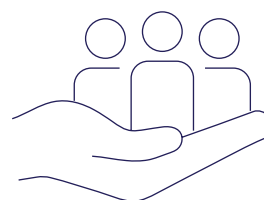
#### *Stage 2 – Selection of beneficiaries*

Since beneficiary selection was undertaken independently for each programme, selecting more than one beneficiary from a single household was probable. Also, there have been instances where a single beneficiary received multiple support for the intervention. The quantitative sampling covered the primary stakeholders, i.e., the patients visiting the hospitals and doctors.

Secondary data was captured from project completion reports, baseline surveys & need assessment reports, etc.



Discussion with the respondents







### Qualitative sampling methodology

Qualitative tools of in-depth interviews (IDI) and FGDs were administered to obtain information about the remaining themes and enrich the household survey information with a deeper understanding. The recall method was used in the household survey to assess the change that has happened over time. For this purpose, the respondents were asked to recall the value of critical indicators at the start of the program. The sample size covered during the field is as follows:

Location	Mode of collection data	Tool	Stakeholders	Sample size achieved
Kharach	Physical	Survey	Medical camps patients	27
			Hospital patients	6
Nagda	Physical	Survey	Patients	150
		Survey	Doctors	4
Veraval	Physical	Survey	Medical camps patients	42
			Hospital patients	161

A team of local enumerators, with requisite education and experience, was hired for data collection.





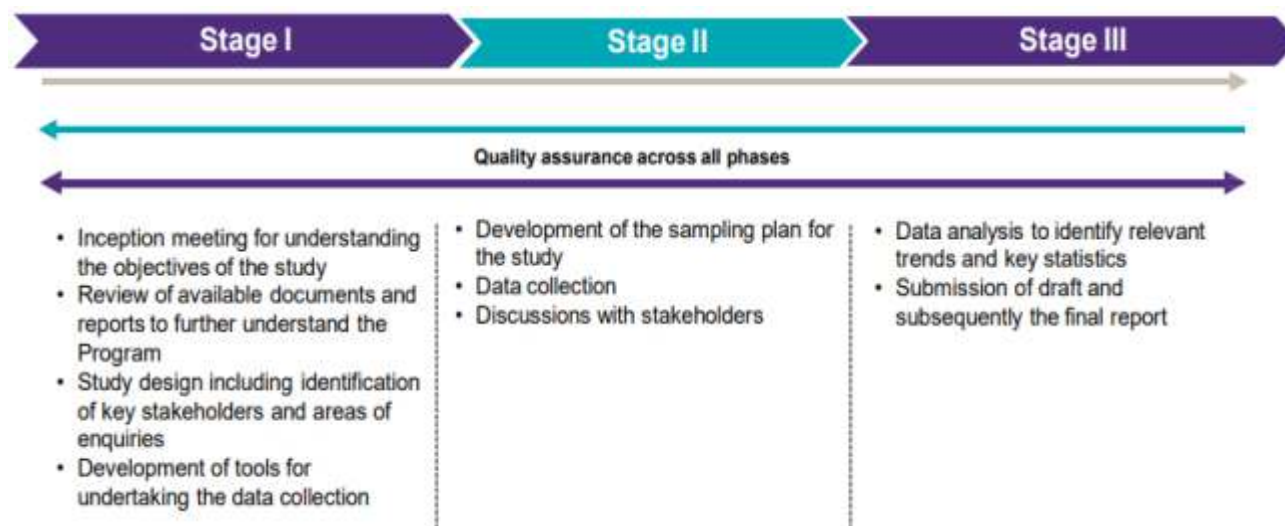
## Approach & Methodology

The study adopted a mixed methodology approach to collect primary and secondary data, as detailed in the table below, using qualitative and quantitative methods. Quantitative data was collected through structured surveys, questionnaires, and statistical analysis to measure key performance indicators such as the number of beneficiaries reached, the improvement in health outcomes, and the efficiency of healthcare services provided.

Qualitative data was gathered through IDIs, FGDs, and case studies to capture the experiences and perceptions of stakeholders, including beneficiaries, healthcare professionals, and community leaders. This qualitative data helped

us contextualize the quantitative findings and gain insights into the broader socio-economic impact of our initiatives.

By employing a multi-dimensional approach to data collection and analysis, we were able to assess the tangible and intangible impacts of the CSR interventions, inform strategic decision-making, and draft the report.



Adopting dual objective of undertaking process evaluation and impact evaluation to answer the **What's, Why's and How's** of the intervention.



## Evaluation Framework

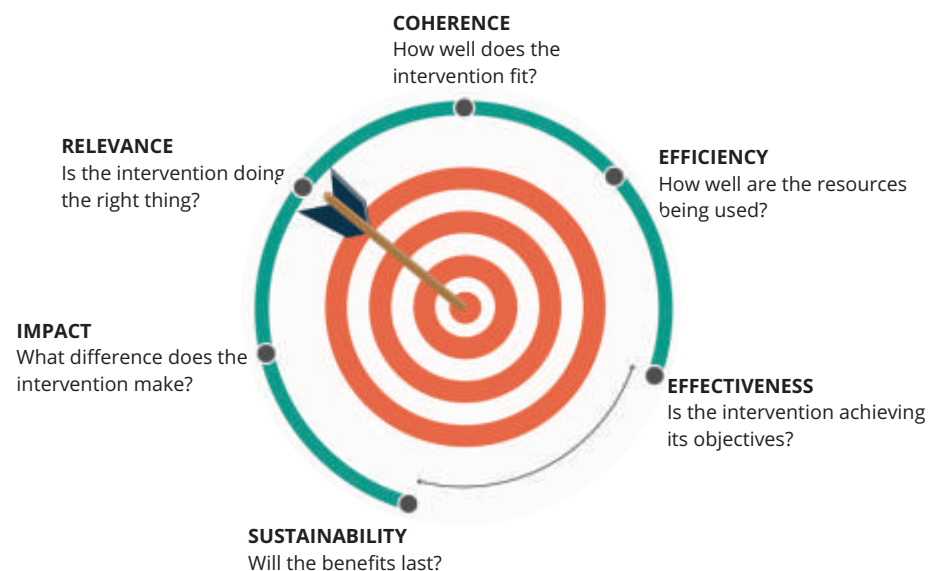
Given the objectives of the study were to determine the inclusiveness, relevance, and outcomes, of the project, the evaluation used the OECD framework. The OECD framework has defined six evaluation criteria –Relevance, Effectiveness, Efficiency, Coherence, Impact and Sustainability. These criteria provide a normative framework which is used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgements are made.

## OECD

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

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

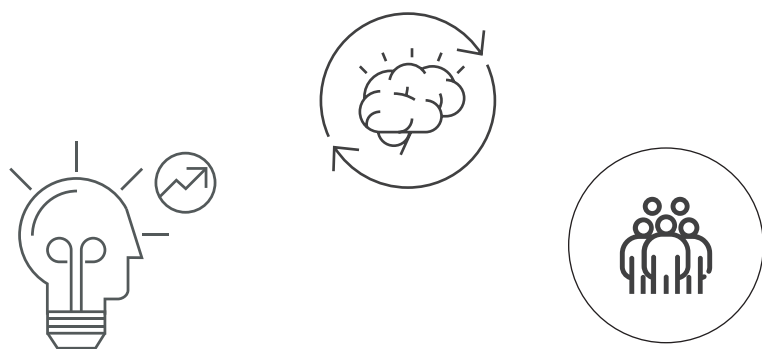
*These criteria provide a normative framework used to determine the merit or worth of an intervention (policy strategy, programme, project or activity). They serve as the basis upon which evaluation judgements are made.*





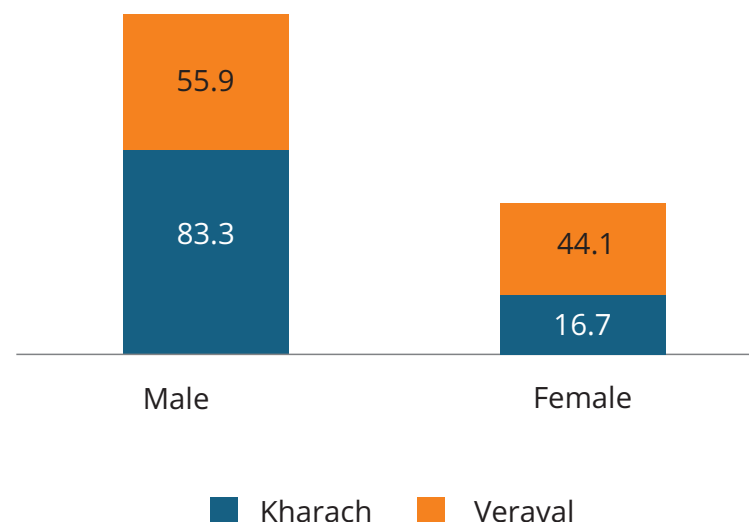
## Research tools

- **Survey with beneficiaries:** Quantitative surveys were created based on a review of the baseline report of the programme as well as discussions with the Grasim team. The purpose was to gather demographic particulars, and chart changes in program-specific indicators.
- **Key Informant Interviews (KII):** In-depth interviews were conducted with school personnel in locations where the school was the site of the sessions.
- **Focus Group Discussions (FGDs):** FGDs were conducted with chief stakeholder groups such as the program teams of each location, teachers, parents etc.
- **Desk research:** Annual project reports, sanction documents, review documents and other documents provided by Grasim were reviewed, along with publicly accessible online resources.



## Demographic profile

Respondents' Gender



We endeavoured to engage with diverse individuals across the surveyed villages, seeking a broad spectrum of opinions. In Kharach, 83.3% of respondents were male, while 16.7% were female. In contrast, in Veraval, 55.9% of respondents were male, with 44.1% being female.



In the earlier part of the report, we outlined the essence of the OECD and its constituent elements.. Now, we delve into analyzing the impact of the program based on this section of the report, dissecting it principle by principle within the OECD framework.

## RELEVANCE

Relevance measures how effectively a programme is relevant to the needs of the beneficiaries.

Due to the dense rural population and inadequate healthcare infrastructure in rural areas, access to affordable and timely healthcare services is often limited. This diminishes the quality of life for rural residents who also face challenges such as a lack of healthcare facilities and medicines. Additionally, there is a lack of awareness about common illnesses like diabetes, hypertension, fungal infections, and water-borne diseases in these remote communities.

These issues strain the Country's healthcare system, necessitating increased initiatives and investments to extend healthcare services to the most remote areas.

By addressing gaps in healthcare access and relieving pressure on existing healthcare systems, this project offers a cost-effective approach to healthcare delivery. Feedback from respondents indicates that the project effectively meets the community's needs by providing necessary, convenient, and affordable healthcare services.



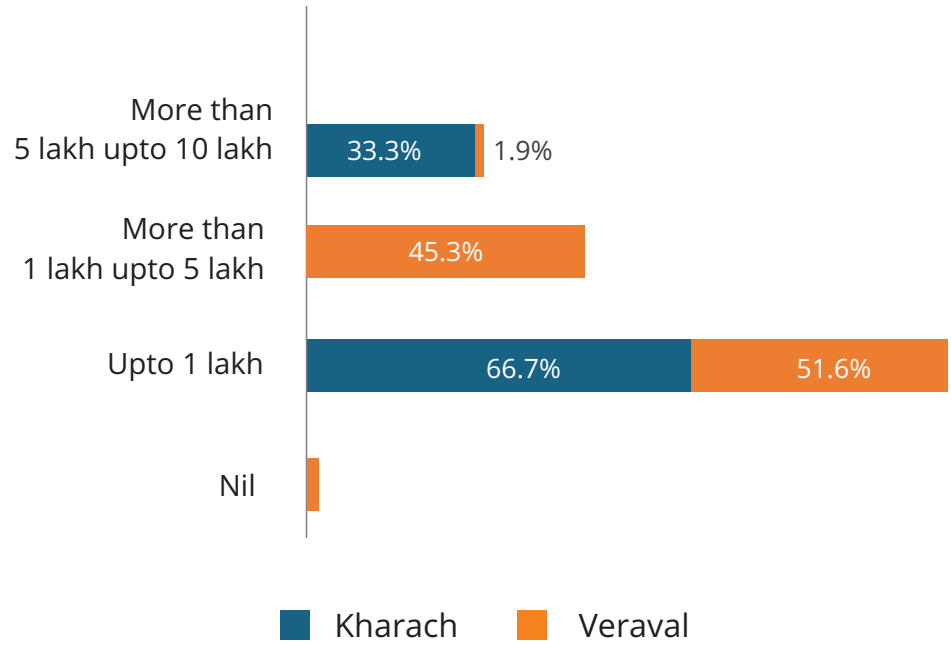
Waiting room in Kharach hospital

***Grasim conducted around 443 medical camps, benefiting over 32,000 patients. These camps aimed to offer essential healthcare services to underprivileged communities with limited access to public healthcare facilities. They focused on providing basic medical assistance, raising awareness about health issues, and supplying essential medications.***





### Yearly Family Income



Through our engagement with the respondents, it was revealed that 66.7% of respondents from Kharach and 51.6% from Veraval have an annual income of up to one lakh rupees. This indicates that a significant majority of individuals in these areas fall within or below this income bracket. Due to their limited financial means, many are unable to afford specialized medical treatments offered at distant facilities.

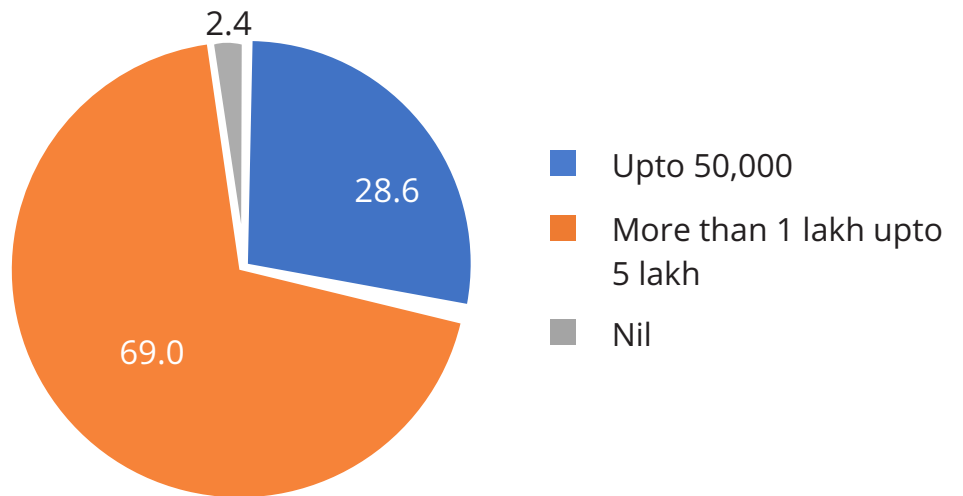


During our interactions, it emerged that ~ 70% of the respondents from Nagda fall within the income bracket of Rs 1 lakh, while the remaining 30% fall within the income bracket of up to Rs 50,000. This statistic underscores the financial constraints faced by many, making it challenging for them to afford treatment at reputable hospitals. It's not uncommon for individuals to forego necessary medical care due to financial limitations, compromising their health in the process.

This situation highlights the importance of the health camps organized by Grasim. By providing accessible healthcare services at lower costs, these camps serve as a lifeline for villagers. They bridge the gap between affordability and quality healthcare, ensuring that individuals can receive the treatment they need without sacrificing their well-being.

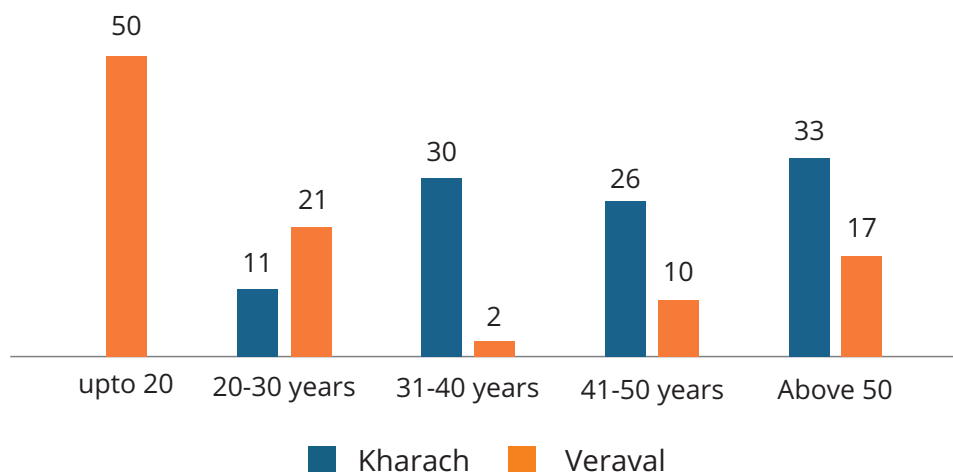
Recognizing this need, Aditya Birla Hospital provides medical services at minimal rates, ensuring that economically disadvantaged patients can access high-quality treatment without financial burden

Yearly Family Income of Respondents





### Age range of attendees at the health camps



Furthermore, these medical camps serve as platforms to raise awareness among beneficiaries regarding their health and hygiene practices. Among the individuals we engaged with who had attended these camps, 50% of respondents from Veraval were aged up to 20 years, while 33.3% of respondents from Kharach were in the age bracket of above 50 years.

A common observation among respondents from both locations was their lack of awareness about basic health issues and hygiene habits before attending the camps, which led to frequent illnesses. However, following their visits to the health camps, respondents reported being informed about health issues and receiving treatment for various ailments. They were also educated about health requirements and practices.

### Ratings for increased health awareness

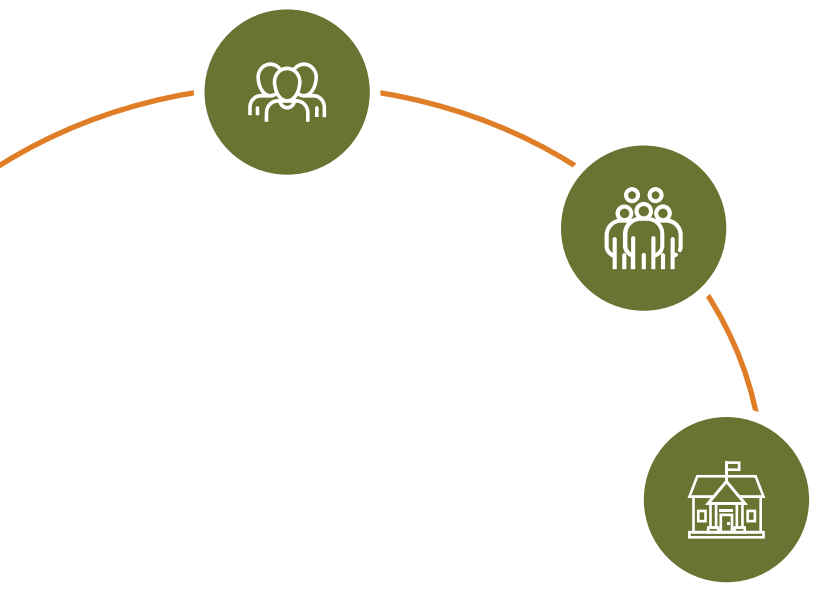


Respondents rated the increased health awareness post-camp visitation positively, with an overall score of 4.75 out of 5.



Doctors in these medical camps must be well-equipped to handle patients with a variety of illnesses, as patients with different medical conditions seek treatment there. In addition to providing treatment, doctors are expected to educate patients about self-care practices, especially during challenging times like the COVID-19 pandemic.

*When asked to rate the doctors' performance in raising awareness about the Coronavirus, its effects, and the vaccine, respondents provided a positive rating of 4.2 out of 5*



Nagda Hospital





## COHERENCE





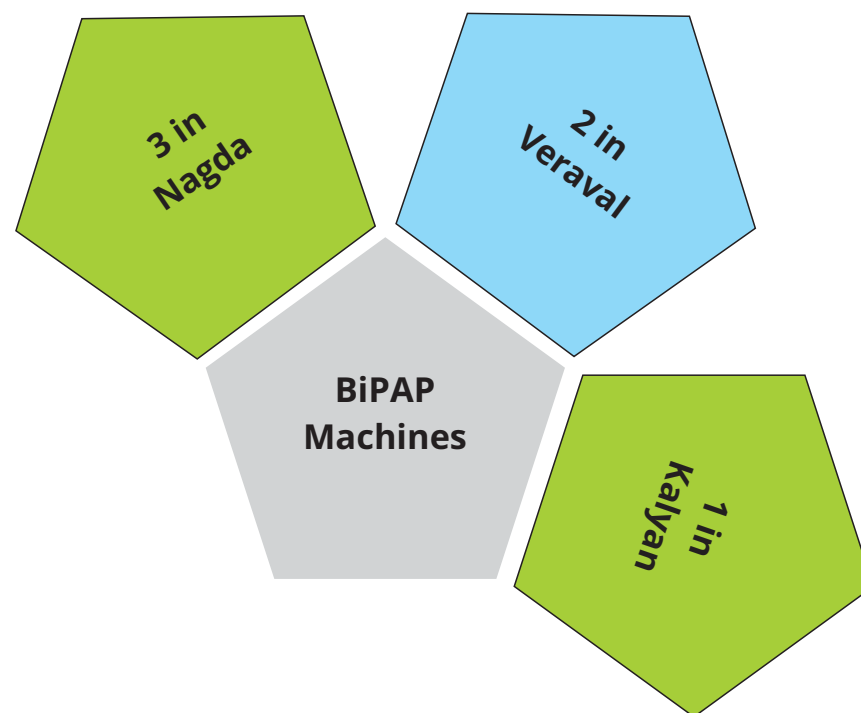
## EFFECTIVENESS

Effectiveness within the scope of our CSR impact assessment entails a comprehensive analysis of the variables influencing progress toward stakeholder outcomes, coupled with the validation of system robustness and procedural efficacy. The efficacy of the initiatives is measured by evaluating the seamless execution of activities and the efficiency of the operational systems and processes.

Grasim's endeavor to enhance healthcare infrastructure and accessibility through the provision of medical facilities at hospitals exemplifies its commitment to societal well-being. This initiative aimed not only to bolster the overall healthcare system but also to address the medical needs of a broader patient demographic.



***Through this project, Grasim equipped hospitals with over 530 diverse medical devices, including 5 BiPAP machines distributed strategically during the pandemic with notable installations of 532 steam inhalation machines, among others.***





Reports from hospital staff and administrators underscore the transformative impact of the interventions, highlighting the challenges they previously faced due to inadequate medical infrastructure. The absence of essential equipment, such as generators and proper storage facilities, posed persistent obstacles to delivering quality care. However, with Grasim's initiatives, these concerns have been effectively addressed, enabling healthcare professionals to fulfil their duties in a secure environment. Consequently, patients now express heightened confidence in the healthcare services provided, fostering greater accessibility and inclusivity within the community.

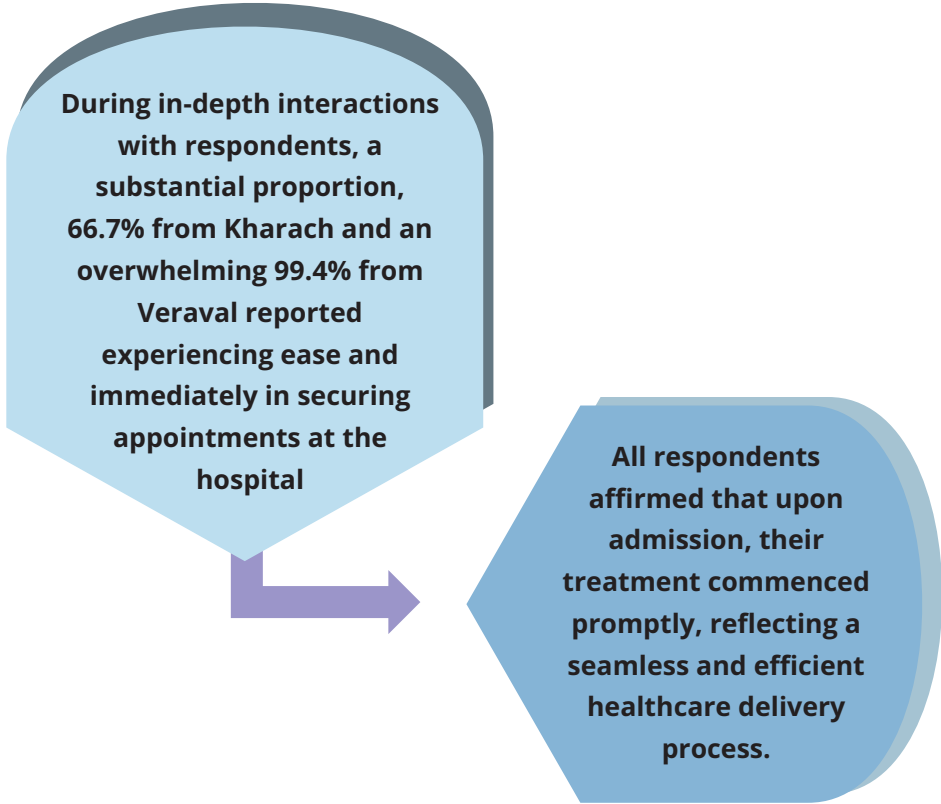
Patients expressed satisfaction and gratitude towards the hospital for the exceptional quality of services provided. Before the intervention, accessing healthcare was not only arduous but also time-consuming for respondents, as the hospital was located far from their residences. Even upon reaching the hospital, they encountered extensive waiting times due to the scarcity of resources.



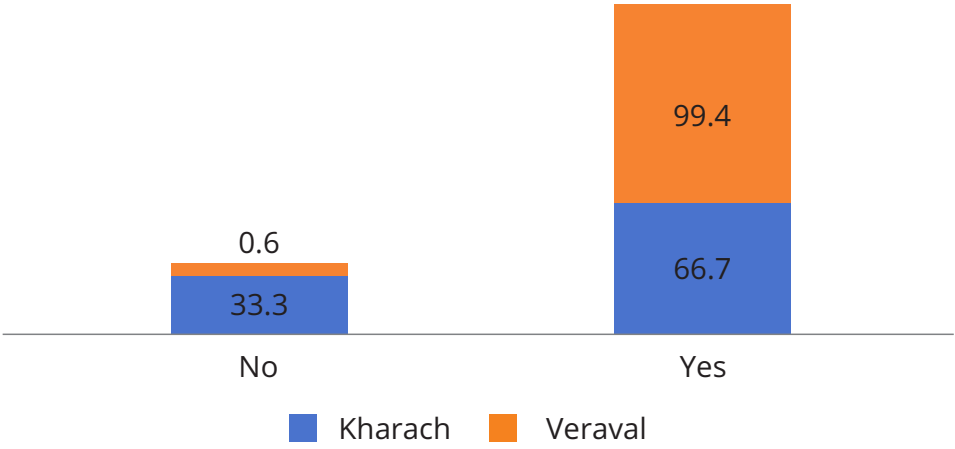
*Feedback from conversations with the Chief Medical Officer, patients, and their families attests to the project's effectiveness, with responses consistently meeting expectations. Notably, crucial equipment such as generators proved indispensable in safeguarding vaccine storage and transport, contributing significantly to public health efforts. Official records corroborate substantial enhancements in child and maternal healthcare indicators, further validating the positive impact of the Company's interventions. During the height of the COVID-19 crisis, the provision of medical equipment proved pivotal in augmenting patient care capacities within the hospitals, evident in the substantial surge in outpatient department (OPD) visits, reaching 2200 during the pandemic, and exceeding 3300 in family welfare centres.*



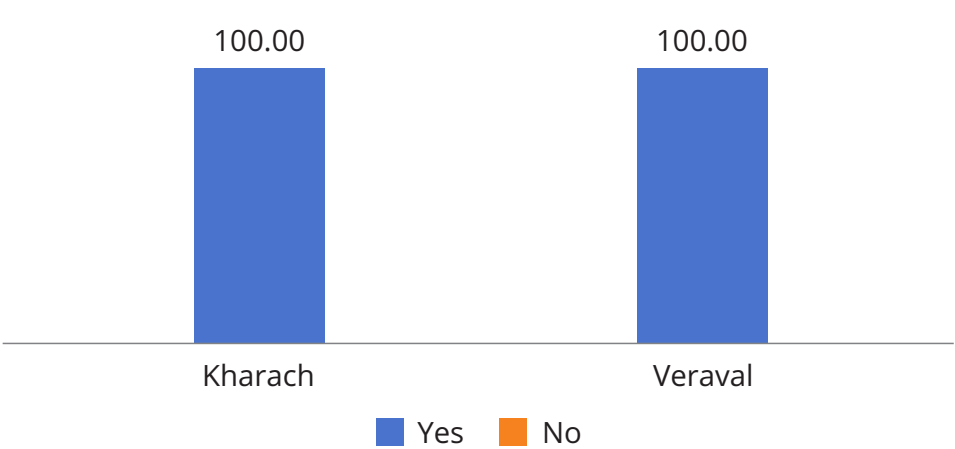
During our visit to Ujjain Hospital, we observed that there are areas where enhancements could greatly benefit the facility. The hospital's present condition was observed to not quite meet the anticipated standards. A notable deficiency lies in the availability of essential equipment necessary for patient care, which consequently contributes to a notably low number of patients. Additionally, the physical structure of the hospital exhibits signs of neglect, signalling the necessity for renovations and upkeep to restore it to a satisfactory state.



Impact on immediate appointments



Impact on immediate treatment



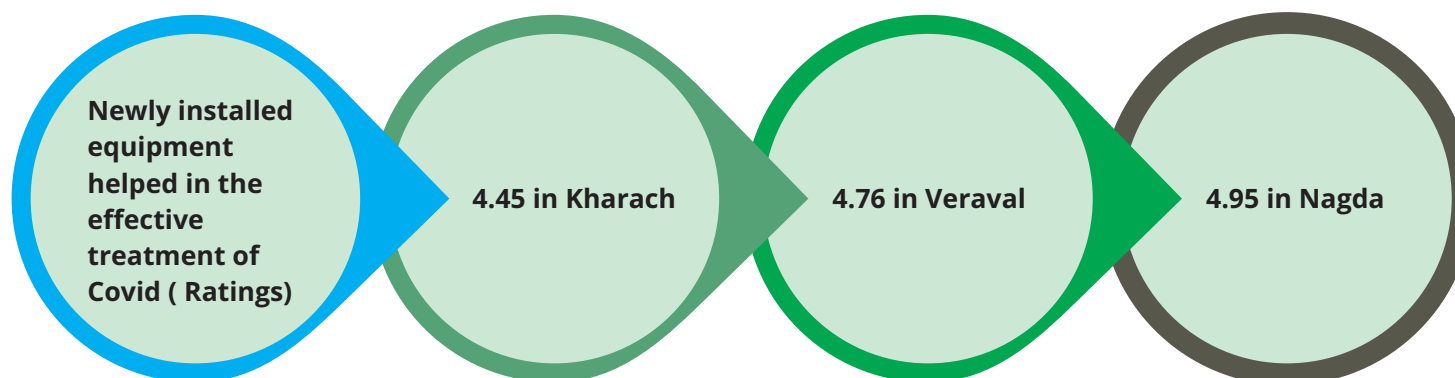


## EFFICIENCY

The interventions undertaken by the Company as part of its CSR obligations have demonstrated remarkable efficiency in improving access to affordable healthcare services and enhancing the ease of appointment for individuals.

**Providing Equipment for Hospital Treatment:** By supplying essential equipment to hospitals, the Company has enhanced the efficiency of healthcare delivery. This ensures that medical facilities are adequately equipped to handle a diverse range of cases promptly, leading to reduced waiting times for patients and improved treatment outcomes.

In our discussions, respondents offered their evaluations of the recently installed equipment at the hospital. Without exception, all respondents voiced unanimous agreement regarding the commendable quality of the provided equipment. Moreover, respondents noted that healthcare professionals utilized these tools during the challenging times of the COVID-19 pandemic





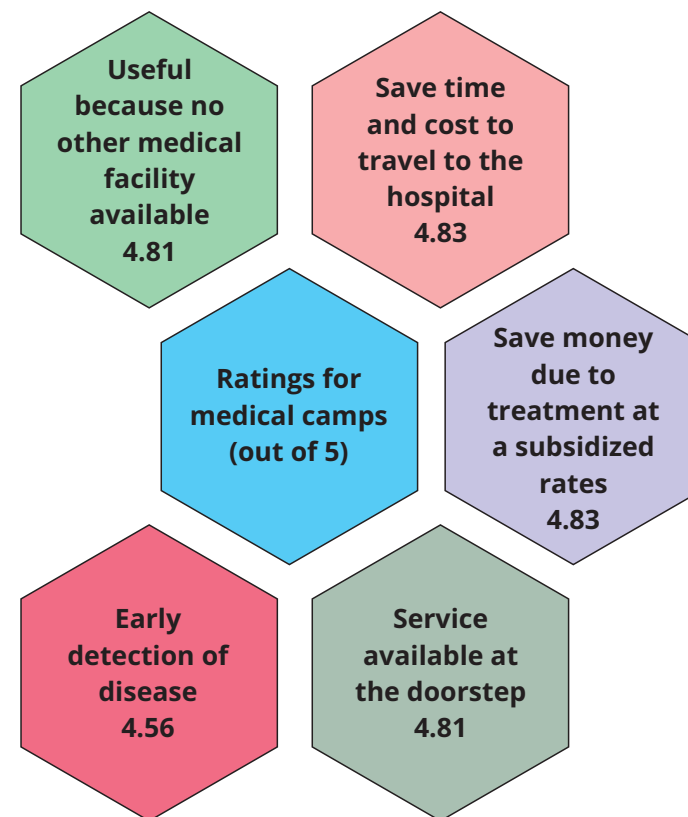


**Support during the Pandemic:** During the challenging times of the pandemic, the Company's support measures have significantly bolstered healthcare infrastructure and services. This aid has expedited the response to medical emergencies, facilitated the timely distribution of medical supplies, and ensured uninterrupted access to critical healthcare services amidst disruptions.

**Awareness and Healthcare Camps:** The Company's initiatives, such as HIV-AIDS awareness, Homeopathy Camps, Thalassemia Testing Camps, and Haemoglobin Testing Camps, have played a pivotal role in promoting preventive healthcare measures and early disease detection. By conducting these camps, the Company has decentralized healthcare services, reached underserved communities, and reduced the burden on urban healthcare facilities.



Kharach Hospital



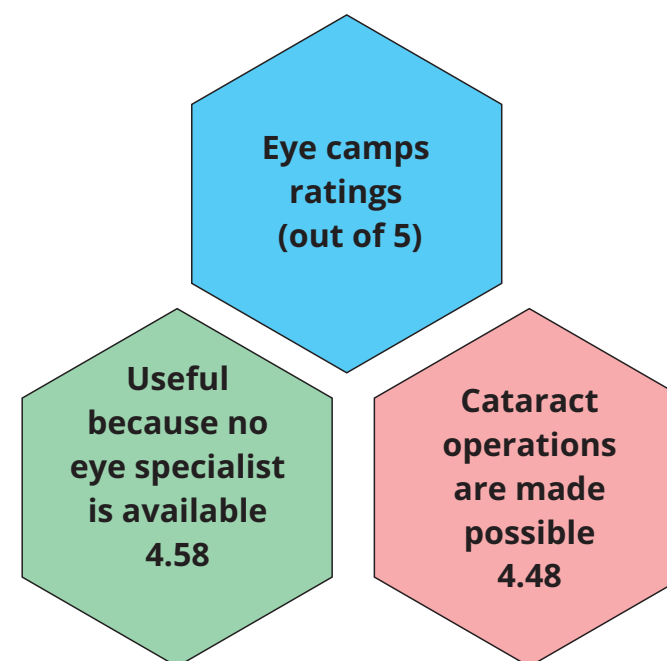
*Our interactions with respondents yielded remarkable feedback. Participants expressed profound appreciation for the medical camps, deeming them invaluable given the absence of alternative medical facilities in their vicinity. Furthermore, they bestowed a favourable average rating of 4.9 on a scale of 1-5, underscoring the significant impact and effectiveness of these initiatives in meeting their healthcare needs.*



**Cataract Surgeries:** Conducting 204 cardiac surgeries and benefiting over 1600 patients through their treatment underscores the Company's commitment to addressing prevalent health issues efficiently. By providing specialized medical procedures, the Company has alleviated the strain on public healthcare institutions, shortened waiting lists, and improved the overall quality of life for patients suffering from cardiac ailments.

**Multi-Specialty Camps:** The organization's initiative to organize 22 Multi-Specialty Camps benefiting more than 3700 patients has significantly enhanced accessibility to comprehensive healthcare services. These camps offer a one-stop solution for individuals seeking medical attention, streamlining the process of diagnosis, consultation, and treatment, thereby reducing logistical challenges and financial burdens associated with seeking healthcare from multiple providers.

**Dental Camps:** The Company's commitment to oral healthcare is evident through the organization of 3 dental camps, benefiting more than 200 patients. By focusing on dental health, the Company addresses a critical yet often overlooked aspect of overall well-being. These camps not only provide essential dental services but also raise awareness about the importance of oral hygiene, thus preventing future dental complications.



*In our discussions with respondents, it became evident that the eye check-up camps organised by Grasim together with the hospitals were immensely beneficial. Many expressed gratitude, noting the scarcity of nearby eye specialists in their area. Furthermore, they appreciated the convenience of accessing multiple treatments directly at the health camps, sparing them the need to make additional trips to the hospital. Impressively, respondents awarded an average rating of 4.56 out of 5, reflecting their satisfaction with the quality of the eye camps organised.*



## SUSTAINABILITY



Nagda Hospital

Grasim's initiatives exemplify a steadfast commitment to fostering long-term health and well-being within the communities it serves. Through a comprehensive approach encompassing healthcare infrastructure enhancement, pandemic resilience, preventive healthcare promotion, and specialized medical interventions, Grasim has demonstrated its dedication to sustainable societal impact and resilience.

The provision of essential equipment to hospitals represents a strategic investment in healthcare infrastructure sustainability. By ensuring that medical facilities are adequately equipped to meet evolving healthcare needs,

the Company contributes to the resilience and adaptability of healthcare systems. This proactive approach not only enhances immediate patient care but also lays the foundation for long-term healthcare sustainability by bolstering institutional capacity and resilience to future challenges.

Amidst the unprecedented challenges posed by the pandemic, the Company's swift and decisive support measures have underscored its commitment to societal resilience and well-being. By providing medical assistance, logistical support, and essential medical supplies, the Company has played a pivotal role in maintaining healthcare services amidst crises. This proactive stance towards pandemic resilience reflects the Company's dedication to safeguarding public health and ensuring the sustainability of healthcare infrastructure in the face of adversity.

Furthermore, the Company's engagement in awareness and healthcare camps signifies a commitment to preventive healthcare promotion and community empowerment. Initiatives such as HIV-AIDS awareness campaigns, Homeopathy Camps, Thalassemia Testing Camps, and Haemoglobin Testing Camps empower individuals with knowledge and resources to prevent and manage health conditions proactively. By fostering a culture of preventive healthcare, the Company contributes to long-term health outcomes and reduces the burden on healthcare systems through early disease detection and management.



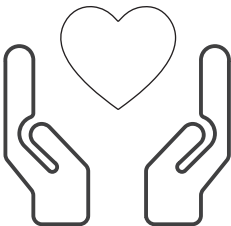
The execution of specialized medical interventions, including cardiac surgeries and multi-specialty camps, reflects the Company's dedication to addressing prevalent health challenges comprehensively. By providing specialized treatments and medical interventions, the Company improves the quality of life for individuals while alleviating the strain on healthcare systems. This proactive approach towards addressing healthcare needs not only enhances immediate health outcomes but also contributes to long-term health and well-being within the community.

Moreover, the Company's commitment to oral healthcare through dental camps highlights its holistic approach to health promotion. By addressing dental health disparities and promoting preventive care, the Company fosters

sustainable improvements in oral health outcomes within the communities it serves. This proactive stance towards oral health not only enhances immediate dental care but also contributes to long-term health and well-being by preventing future dental complications and improving overall quality of life.



Checking room in Kharach hospital





## IMPACT

Grasim's initiatives have yielded a substantial impact in driving positive healthcare outcomes, as evidenced by their multifaceted approach and tangible results across various parameters.

The provision of essential equipment to hospitals has significantly **enhanced the quality and efficiency of healthcare delivery**. By ensuring that medical facilities are equipped to handle a diverse range of medical conditions, the Company has facilitated timely diagnosis and treatment, resulting in **improved patient outcomes and reduced mortality rates**. Moreover, this investment in healthcare infrastructure has led to increased patient satisfaction and confidence in the healthcare system.

Amidst the challenges posed by the pandemic, the Company's support measures have had a profound impact on healthcare resilience and response capabilities. Furthermore, the Company's engagement in awareness and healthcare camps has resulted in a significant impact on preventive healthcare and disease management.



Patient in Nagda hospital





Patient in Nagda hospital

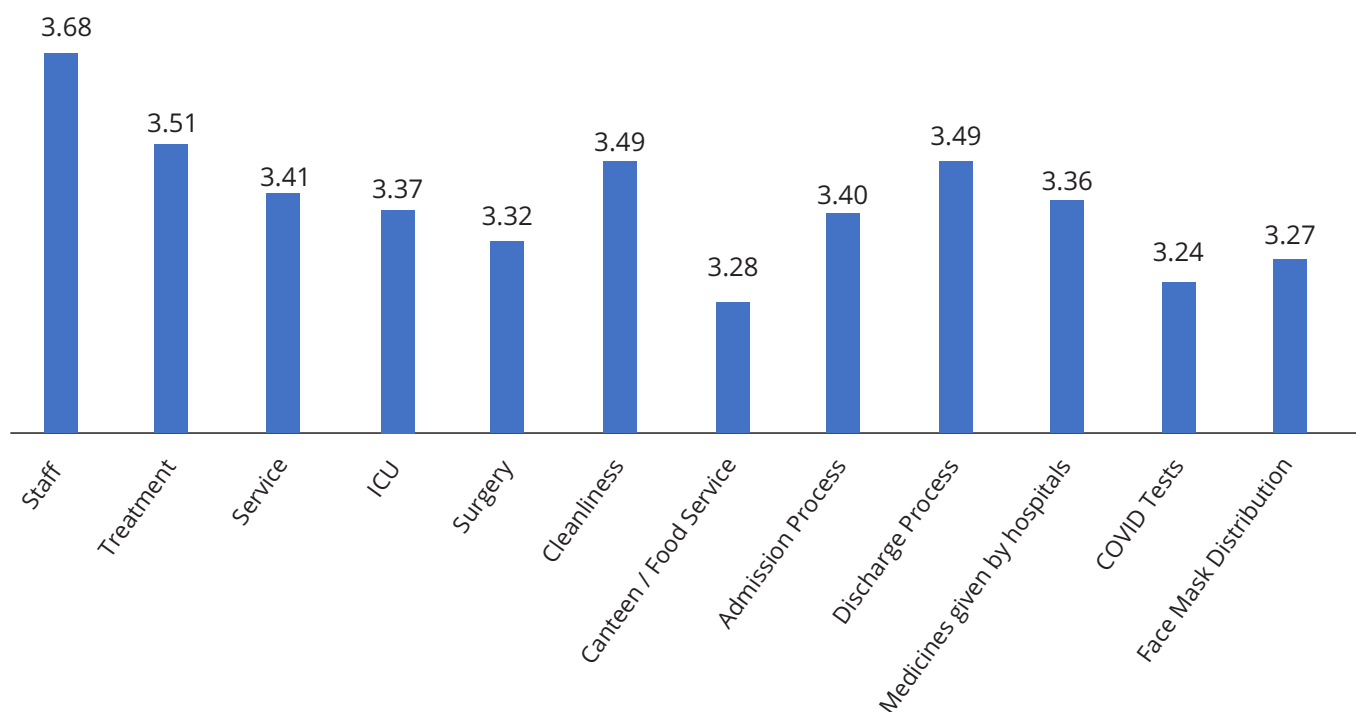
***Initiatives such as HIV-AIDS awareness campaigns, Homeopathy Camps, Thalassemia Testing Camps, and Haemoglobin Testing Camps have not only raised awareness about important health issues but have also facilitated early detection and treatment, leading to improved health outcomes and reduced disease burden within communities. Additionally, these initiatives have empowered individuals with the knowledge and resources to take control of their health, thereby promoting a culture of proactive healthcare-seeking behaviour.***

Respondents unanimously confirmed that the medical camps have played a pivotal role in enhancing health awareness among villagers, prompting them to adopt more vigilant habits and actions. Notably, respondents from Kharach awarded a commendable rating of 4.56, while those from Veraval and Nagda bestowed an even higher rating of 4.88, underscoring the profound impact of the health camps in fostering a culture of heightened health consciousness within their communities.

In recent interactions, respondents have consistently given positive ratings for the services offered at the hospital. These ratings not only reflect high levels of satisfaction among patients but also contribute significantly to the positive impact generated by the hospital. The comprehensive facilities available enable patients to access a wide range of high-quality services conveniently in one location.



Ratings (out of 5) for quality of services



The execution of specialized medical interventions, such as cardiac surgeries and multi-specialty camps, has had a transformative impact on individuals' lives and the broader healthcare landscape. By providing access to specialized treatments and services, the Company has **alleviated suffering, improved quality of life, and reduced disability rates** among patients with complex medical conditions. Moreover, these interventions have helped alleviate the burden on healthcare systems by reducing the backlog of cases and improving overall system efficiency.

From enhancing healthcare infrastructure and response capabilities to promoting preventive healthcare and facilitating access to specialized treatments, the Company's interventions have significantly improved health outcomes and quality of life for individuals within communities.



## Support during the Covid-19

***To strengthen the burdened healthcare amidst the second wave of COVID-19, Grasim provided more than 500 oxygen concentrators to various districts of Gujarat.***

In moments of crisis, such as during the COVID-19 pandemic, ensuring a continuous and reliable supply of medical oxygen is paramount for the effective treatment of patients. When the primary source of medical oxygen becomes depleted, hospitals face critical challenges in sustaining oxygen therapy for COVID-19 patients in need. In such circumstances, oxygen concentrators emerge as lifesaving devices, offering hospitals the capability to generate their oxygen supply on-site.

In a demonstration of their philanthropic commitment, Grasim has stepped forward to aid communities grappling with the far-reaching impacts of the COVID-19 pandemic. Through their CSR initiative, the company has orchestrated a multifaceted response aimed at alleviating the burden of the crisis on vulnerable populations.

At the heart of this program lies a concerted effort to provide essential medical equipment and supplies to healthcare facilities on the frontline of the battle against COVID-19. Grasim has played a pivotal role in enhancing the capacity of medical professionals to deliver quality care to those in need.







Amidst the unparalleled challenges posed by the COVID-19 pandemic, the Government took decisive action, implementing lockdown measures to stem the spread of infection and safeguard lives. While these restrictions proved crucial in containing the virus, they also exacted a heavy toll on livelihoods and economic activity, leaving many in a precarious position. Faced with the daunting prospect of survival, individuals and communities found themselves grappling with unprecedented uncertainty.

In this critical juncture, Grasim emerged as a beacon of hope and resilience, responding swiftly and decisively to the unfolding crisis. Recognizing the urgency of the situation, Grasim demonstrated a strategic and concerted approach, leveraging its resources and expertise to address the multifaceted challenges posed by the pandemic.



***Through meticulous planning and proactive preparedness, Grasim laid the groundwork for an effective response, deploying a range of initiatives aimed at mitigating the impact of the crisis on vulnerable populations. From devising comprehensive strategies to mobilizing essential resources, Grasim exhibited a steadfast commitment to supporting communities in their time of need.***



## Key findings of the program

Availability and use of oxygen concentrators during the pandemic resulted in strengthening in public health system.

During the pandemic, the availability of oxygen concentrators greatly supplemented treatment by providing oxygen to a greater number of patients compared to oxygen masks.

India faces a great disparity in unequal distribution of healthcare facilities in urban and rural areas. Due to this support, communities residing in remote locations would continue to benefit hugely & it would save them time which is often lifesaving.

The adoption of oxygen concentrators in healthcare facilities has had long-term benefits beyond the pandemic and can be used to improve healthcare delivery for a range of patients in different settings.

The use of oxygen concentrator has led to the saving of many lives. Hypoxia (low oxygen supply in the body) is a serious condition that can lead oxygen damage and even death if left untreated.





## OECD Evaluation

### 1. Relevance

The first criterion of the OECD framework, relevance, examines the alignment of intervention objectives and organizational design with the needs, priorities, and contexts of beneficiaries, as well as those of relevant stakeholders at national, international, and partner levels. It also evaluates the intervention's adaptability to evolving conditions while remaining responsive to identified needs.

In Gujarat's remote districts, a critical shortage of medical oxygen infrastructure posed significant challenges during the peaks of the COVID-19 pandemic. Grasim's provision of oxygen concentrators played a pivotal role in fortifying public health infrastructure, addressing this pressing need head-on.

Grasim demonstrated astute sensitivity to the potential impact on local communities while assessing the strengths and limitations of the existing healthcare system. Relief measures were meticulously tailored to address the primary needs of the community, including raising awareness, simplifying medical terminology, and combating misinformation. A targeted campaign reached over 26,680 beneficiaries in the early stages of the pandemic, fostering widespread awareness.





At the systemic level, Grasim emerged as a key ally to local administration, recognizing critical gaps in health infrastructure and equipment such as ventilators, oximeters, and beds. By mobilizing resources in this direction, Grasim played a pivotal role in ensuring timely and effective healthcare delivery.

The initiative's design reflects Grasim's multidimensional expertise, spanning social, political, medical, business, and innovation domains. This comprehensive understanding enabled Grasim to discern the nuanced on-the-ground impact of COVID-19, informing strategic decision-making and optimizing intervention outcomes.





## 2. Coherence

The coherence criterion evaluates the compatibility of the intervention with other interventions in the sector by the same/other organization(s), State or Central Governments.

The effects of the COVID-19 pandemic have been felt across the world, affecting every aspect of life, making it the largest humanitarian crisis in recent times. In India, the national lockdown from March 2020 to curb the spread of the virus, continued in stages through a large part of the year, to curb the spread of the virus. Relief measures were provided by the government to support marginalised communities.

Given the far-reaching impact of the pandemic, there was an urgent need for coordinated efforts on several fronts from the government, the social sector and private partners.

- Recognising the pressure on the public health system, Grasim strengthened India's health infrastructure, building new treatment and quarantine facilities and drawing on its existing healthcare initiatives.
- Rural communities were equipped with information and support to guard against the virus as people returned to villages. This was done by working closely with local institutions such as Gram Panchayats.

- Grasim understood that people from vulnerable communities were facing a major challenge in finding enough income to feed their dependents and fulfil their daily needs even after the panic situation was over. As a result, the Company shifted its attention to economic issues and began initiatives to strengthen economically vulnerable communities.







*All the initiatives implemented were seamlessly supportive of the government's efforts to create COVID-19 relief. The collaborative efforts with the institutions from the social, administrative, and supply-chain spheres ensured Grasim's aid reached remotely based communities*



### 3. Effectiveness

The effectiveness criterion assesses the intervention's capacity to achieve its stated objectives. The deployment of oxygen concentrators proved indispensable in meeting the escalating healthcare demands, effectively providing critical treatment to save numerous lives.

In evaluating the effectiveness of the intervention, it is imperative to scrutinize its ability to meet predetermined objectives and its inclusivity. In this context, Grasim's proactive response aptly addressed the demands and challenges posed by the unprecedented pandemic crisis.

During the vaccination phase, Grasim acknowledged the imperative of promoting widespread vaccination and raising awareness about its importance.





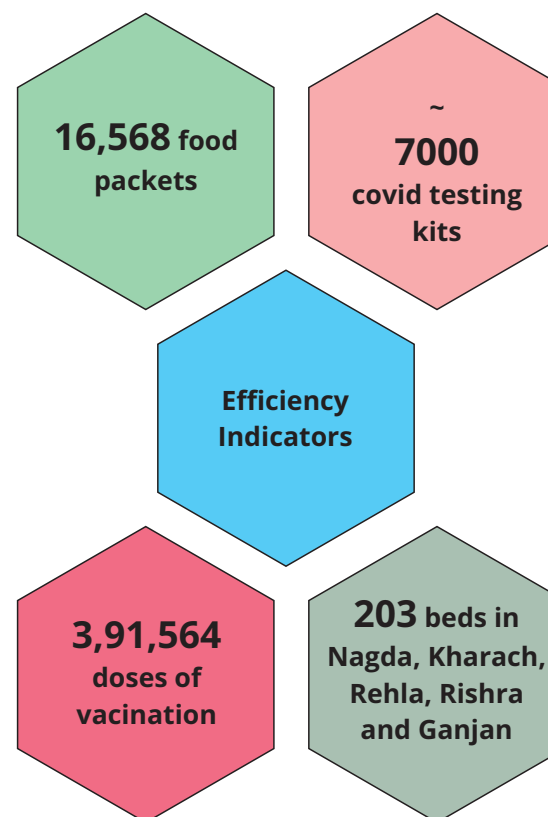
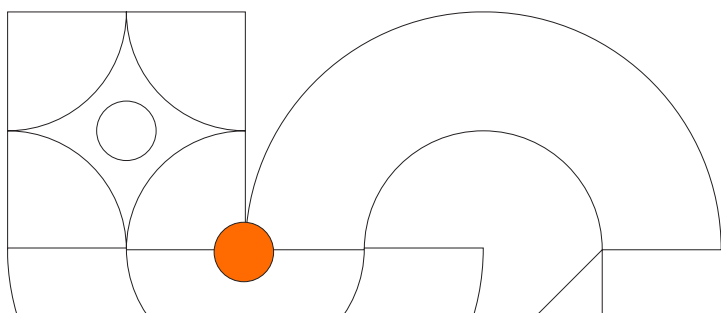


## 4. Efficiency

The efficiency criterion evaluates the extent to which intervention delivered results in an economical and timely way.

Moreover, the investments made to strengthen the health system had a remarkable impact on people's lives. The pandemic situation was uncertain and dynamic.

*Initiatives undertaken by Grasim primarily concentrated on enhancing the capacity of public health systems, meeting the deficits in medical equipment, and creating economic and other opportunities to address the sociological impacts of the pandemic. Within the service period, Grasim was able to distribute around 66,950 potlis (camphor, carom seed and clove). Grasim helped the communities navigate the unprecedented times that COVID-19 created and addressed the emerging pain points.*





## 4. Sustainability

The sustainability criterion assesses the enduring nature of the intervention's benefits. Concentrators are being used after COVID-19 for patients with other illnesses who need Oxygen support.

The oxygen concentrators which were provided during the COVID waves are currently being used for the treatment of other pulmonary ailments. Additionally, a network of mobile medical units is ready for deployment in similar situations.



## 5. Impact

- **Confidence of frontline workers:**

In the initial stages, a critical shortage of supplies, ranging from masks and PPE kits to oxygen cylinders and regulators, presented significant challenges. Feedback from medical personnel indicated a sense of apprehension, with some expressing caution about attending to patients without adequate protective gear and oxygen support.

However, upon receiving the necessary supplies, including cylinders and regulators, their confidence in fulfilling their duties was restored organically. This underscores the transformative impact of timely support in bolstering morale and enabling frontline workers to carry out their responsibilities with greater assurance and effectiveness.

- **Alleviating sense of panic amongst masses:**

During times of uncertainty, having ample supplies on hand proved instrumental in enabling hospitals to disseminate reassuring messages to the public, thereby mitigating panic and instilling a sense of calm. In such situations, what mattered most to the public was not the precise quantity of supplies, but rather the assurance that provisions were available when needed.

The timely CSR support provided by Grasim played a pivotal role in providing this much-needed reassurance, underscoring the invaluable



impact of collaborative efforts in fostering resilience and confidence during challenging times.

As the Company distributed supplies, a palpable sense of relief permeated both the public and frontline workers. The emotional toll of the COVID outbreak had left people feeling understandably vulnerable, but the knowledge that the hospital was actively distributing medical supplies provided a much-needed source of reassurance. In times of crisis, such assurance serves as a beacon of hope, fostering a collective sense of resilience and confidence amidst uncertainty.

- **Economic respite for Government:**

The surge in demand during the crisis led to significant supply constraints, causing prices to skyrocket, even for essential items like masks. Procuring supplies in large quantities swiftly became a formidable challenge amidst the urgency of the situation. Therefore, the arrival of supplies from Grasim came as a tremendous relief, providing much-needed support in alleviating the pressure on Hospitals and medical staff. This collaboration underscored the vital role of public-private partnerships in augmenting resources and addressing critical needs during times of heightened demand and scarcity.





- **Timely distribution of quality supplies across districts:**

Maintaining a sufficient inventory of supplies enabled the Hospitals to promptly address requests from various districts without delay, streamlining the response efforts. Leveraging the fleet of mobile medical units, coupled with support from Grasim in procuring additional units, proved instrumental in facilitating swift transportation of supplies to all districts via road networks.

The positive feedback we've received regarding the quality of the equipment further reinforces our confidence in Grasim's ability to effectively meet the needs of communities in times of crisis.







## Case Study - KHARACH



### Patient Background:

Amrut Sachin Chavan, a 9-year-old male child, presented at Janakalyan Hospital of Kharach on March 14, 2024, at 11:00 am, with complaints of high-grade fever, throat pain, cough, cold, and poor appetite persisting for 4-5 days. Initially, he sought treatment from a private practitioner in Kosamba, where he received intravenous antibiotics for three days without relief. Subsequently, he was brought to Janakalyan Hospital for further evaluation and management.

### Clinical Assessment:

Dr. Meghana Bhalerao, Chief Medical Officer, examined Amrut and noted a high-grade fever accompanied by severe throat congestion and tonsillar infection. Blood investigations revealed leucocytosis and elevated C-reactive protein levels, indicative of severe infection. A diagnosis of Acute Follicular Tonsillitis was made, necessitating hospitalization at Janakalyan Hospital.

### Treatment Plan:

Amrut received intravenous antibiotics, analgesics, and fluid therapy along with supportive care. Consultation with Paediatrician Dr. Surpal Solanki was sought to optimize treatment. Parents were counselled regarding the importance of supportive measures during hospitalization.

### Clinical Progress:

Following five days of inpatient treatment, Amrut's fever subsided, and his symptoms improved significantly. He regained his appetite and showed signs of recovery. He was discharged on March 18, 2024, with oral medications and scheduled for a follow-up on March 22, 2024.

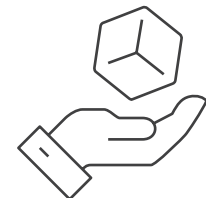
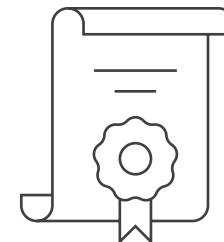
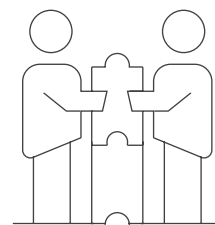
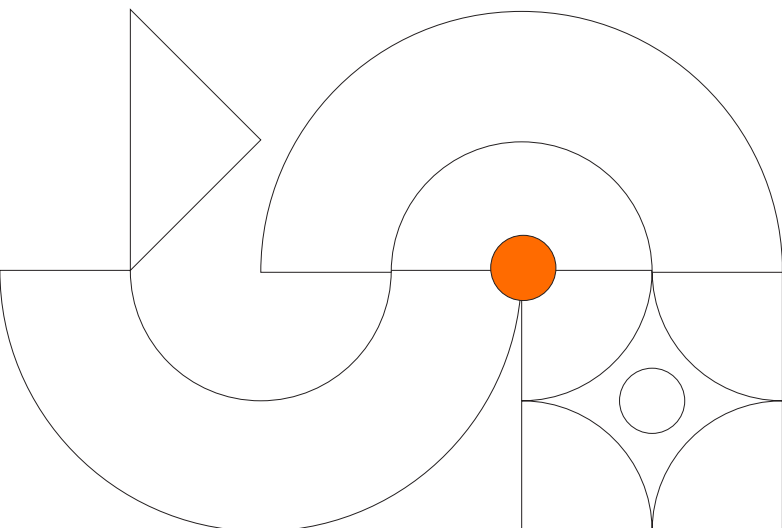


### Follow-up Assessment:

On March 22, 2024, Amrut was re-evaluated, and he exhibited complete resolution of symptoms, indicating successful recovery. The comprehensive clinical management provided at Janakalyan Hospital contributed to his swift recovery.

### Conclusion:

Amrut Sachin Chavan's case underscores the importance of prompt diagnosis and effective clinical management in paediatric patients with Acute Follicular Tonsillitis. The coordinated efforts of the medical team, including thorough evaluation, appropriate treatment, and patient education, facilitated Amrut's rapid recovery and ensured a favourable outcome. Such cases emphasize the critical role of healthcare facilities like Janakalyan Hospital in providing quality care to paediatric patients, thereby promoting better health outcomes in the community.





## Case Study - VERAVAL



### Background:

In the midst of the second wave of the COVID-19 pandemic, there was a sudden surge in the demand for transportation services, particularly ambulances, to safely convey patients to hospitals. However, a shortage of ambulances coupled with the fear of infection posed significant challenges in ensuring timely access to conveyances for hospital visits and testing.

### Initiative:

Recognizing this critical need, Project Sarthi was initiated. This project aimed to address the transportation gap by harnessing the services of a small group of five auto drivers, dubbed "Sarthi." These drivers were equipped with the necessary resources and infrastructure to provide 24/7 transportation services to individuals in need during medical emergencies.

### Implementation:

The Sarthis were provided with essential supplies including uniforms, PPE kits, hand gloves, masks, and sanitizers. Additionally, their auto rickshaws were upgraded with protective shields between the passenger and driver seats to minimize the risk of transmission.

To maximize the reach of the initiative, a comprehensive publicity campaign was launched. This included designing posters, banners, pamphlets, pocket cards, flyers, and WhatsApp messages in both Gujarati and English languages. These materials were strategically placed and distributed in hospitals, laboratories, public places such as bus stands, railway stations, temples, shopping complexes, and through newspapers and shops.



### Impact:

The response to Project Sarthi was overwhelmingly positive, with individuals from diverse backgrounds benefiting from the affordable and accessible transportation services provided by the Sarthis. Voice of Customer testimonials highlighted the significant cost savings compared to traditional ambulance services, with fares as low as Rs. 100/-.

### Voice of Customer:

**Kiritbhai Ratandhayra**, a businessman from Veraval, expressed gratitude for the affordable service, stating that he was able to access transportation at a fraction of the cost of an ambulance. He further commended the initiative and booked a Sarthi in advance for future needs.

**Vimalbhai Vaghela**, a laborer from Veraval, praised the accessibility and professionalism of the Sarthi service. He emphasized the importance of spreading awareness about the initiative within his community to ensure more people could benefit from it.

### Conclusion:

Project Sarthi exemplifies the power of collaboration between corporate entities and grassroots initiatives to address pressing societal needs. By leveraging the skills and resources of auto drivers, this initiative not only provided a vital service during a public health crisis but also fostered a sense of community solidarity and empowerment. Moving forward, sustained support and awareness-building efforts will be essential to ensure the continued success and expansion of such initiatives.





## Transformation of Medical Care in Veraval: Before and After Support

### Prior Situation:

**Emergency Care Challenges:** Veraval lacked a dedicated hospital for emergencies, forcing residents to scramble for proper medical attention during critical situations.

**Limited Doctor Availability:** Doctors were scarce during holidays and weekends, exacerbating the difficulty in accessing timely medical care.

**Nighttime Medical Assistance:** Night hours posed a challenge as medical professionals either provided limited treatment or directed patients to distant centres, spanning 200 kilometres away.

**Quality Compromises:** The absence of a quality healthcare facility meant compromising on treatment standards, impacting patient outcomes.

**Diagnostic Hurdles:** Patients faced inconvenience navigating between different diagnostic centres scattered across the area, lacking credibility and comprehensive services.

**High Mortality Rates:** The absence of a trauma centre and specialized care for heart ailments contributed to high mortality rates, particularly during critical situations like the COVID-19 pandemic.

### Post-Intervention Situation:

**Enhanced Emergency Services:** With support, Veraval now boasts round-the-clock critical care and trauma services, ensuring immediate attention to emergencies.

**Improved Specialist Availability:** Specialists are now accessible even during nights and festivals, ensuring consistent medical care for residents.

**Elevated Care Standards:** The hospital has achieved NABH entry-level certification, setting a benchmark for quality healthcare delivery in the district.

**Comprehensive Diagnostic Facility:** A state-of-the-art diagnostic centre under one roof offers advanced services, including radiology and pathology, enhancing convenience and reliability.

**Employee Wellness Initiatives:** Special provisions such as priority appointments, subsidies, and home blood sample collection support employees' healthcare needs.

**Holistic Healthcare Approach:** The hospital conducts health awareness programs, first aid training, and wellness initiatives, emphasizing proactive healthcare practices.



**Expansion of Medical Services:** From primary and baseline care to tertiary-level services, including specialized surgeries like urology and cardiac angioplasty, the hospital now provides comprehensive healthcare solutions.

**Focus on Maternal and Child Health:** Introduction of services catering to maternal and child health needs, including female health support, vaccination programs, and newborn care.

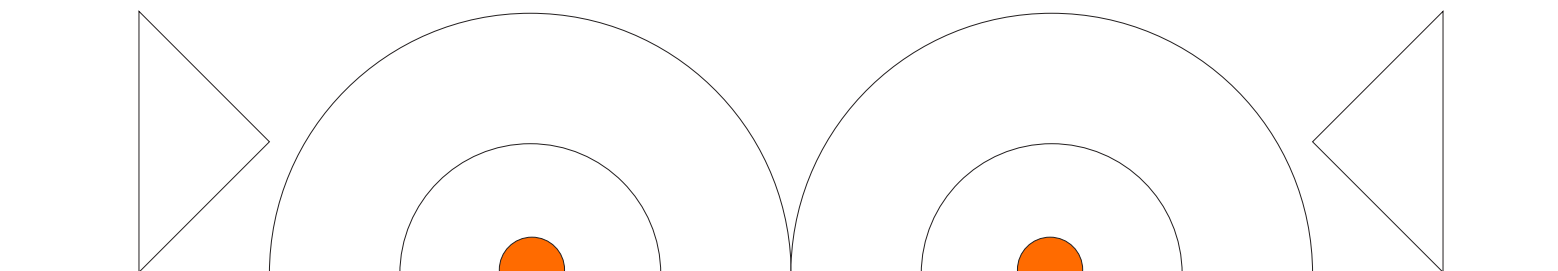
**Successful Treatment Milestones:** Notable achievements include the treatment of acute heart attacks, paralysis, kidney failure, and major burns,

demonstrating the hospital's capacity to handle diverse medical cases effectively.

**Preventive Screening Programs:** Regular screenings using advanced diagnostic tools help identify health risks early, contributing to the prevention of mortality and morbidity.

**COVID-19 Response:** During the pandemic, the hospital established dedicated facilities for COVID-19 patients, conducted testing, and facilitated vaccination, showcasing its adaptability and responsiveness to public health crises.

*The transformation of medical care in Veraval reflects a significant improvement in accessibility, quality, and scope of healthcare services, empowering residents with comprehensive and reliable medical support during both routine and crises.*





ADITYA BIRLA EDUCATION TRUST



Mental health, an often-overlooked aspect of healthcare, holds profound significance in shaping individual well-being and societal progress. In India, a country brimming with diversity and complexity, mental health issues have long been shrouded in stigma and misconceptions. Despite the prevalence of mental illness affecting millions, societal attitudes often perpetuate silence and shame, hindering individuals from seeking the support they desperately need. The pervasive stigma surrounding mental health not only impedes access to treatment but also perpetuates cycles of suffering and isolation.

Addressing mental health requires a multifaceted approach encompassing awareness, advocacy, and accessible resources. It necessitates fostering environments where individuals feel empowered to prioritize their mental well-being without fear of judgment or discrimination. Against this backdrop, initiatives aimed at destigmatizing mental health play a pivotal role in reshaping societal attitudes and fostering a culture of acceptance and support.

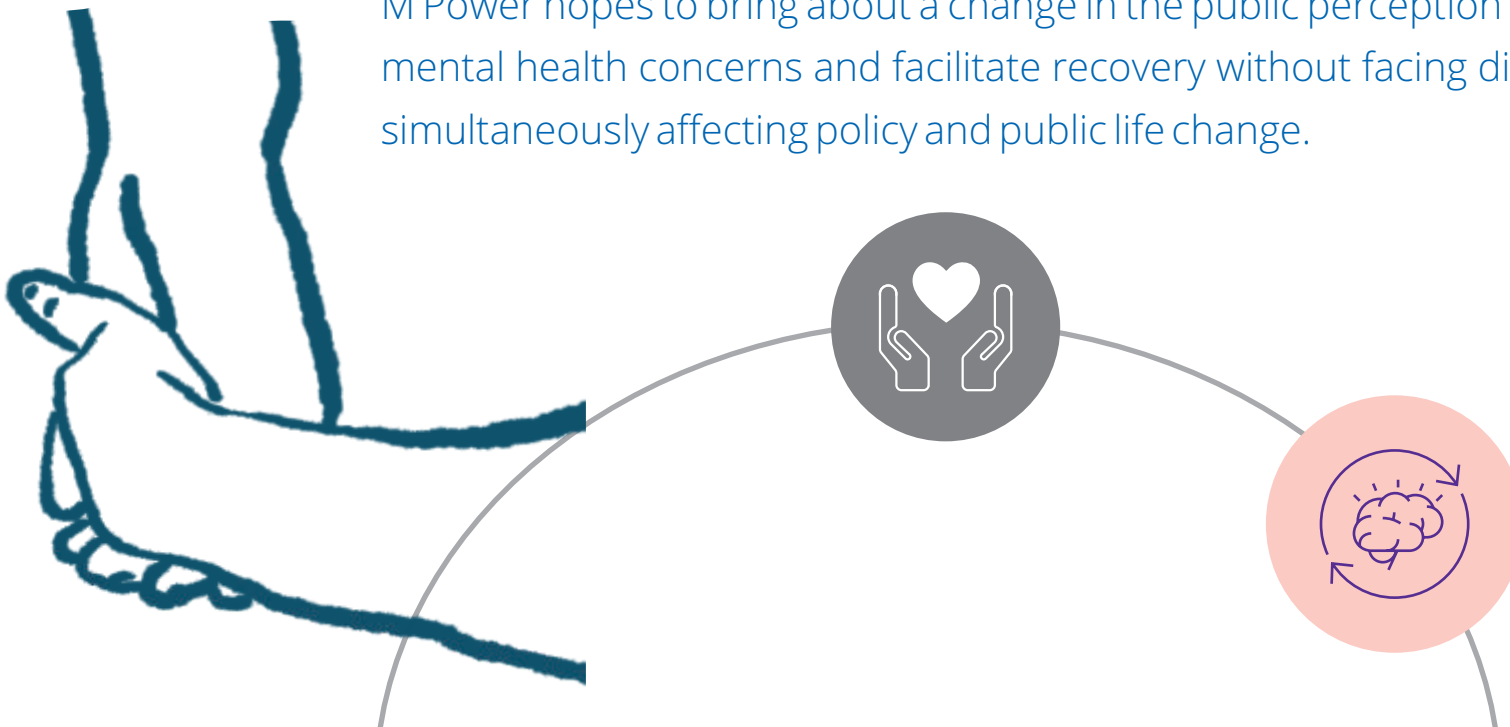
Through its commitment to addressing mental health challenges among underprivileged communities, M Power has established a comprehensive suite of subsidized services, delivered by a world-class multidisciplinary team of psychiatrists and counsellors.



## M Power Vision

M Power was born with the aim to #stampoutstigma and encourage open dialogue around mental health, so that individuals could have the right to a fulfilled life, sans any bias, discrimination, or shame - regardless of socioeconomic boundaries.

M Power hopes to bring about a change in the public perception regarding people coping with mental health concerns and facilitate recovery without facing discrimination or shame, while simultaneously affecting policy and public life change.





## M Power Mission

M Power's Mission: is to empower individuals and their families with mental health concerns by creating awareness and alleviating stigma; advocating prevention, fostering education, and providing world-class holistic services so that they may lead meaningful and productive lives with respect and dignity. We achieve this by creating awareness, fostering education, advocating prevention, and providing services.

During the financial year April 2021 to March 2022, M Power facilitated a total of 4,207 sessions, encompassing a wide range of services aimed at promoting mental health and well-being within underprivileged communities. Of these sessions, 1,933 were dedicated to counselling, with ~ 1,532 conducted between the months of April and November 2021 alone.

Additionally, various other services such as screening, occupational therapy, remedial therapy, and psychological testing with subsequent reporting were provided, contributing to the comprehensive support offered by M Power.

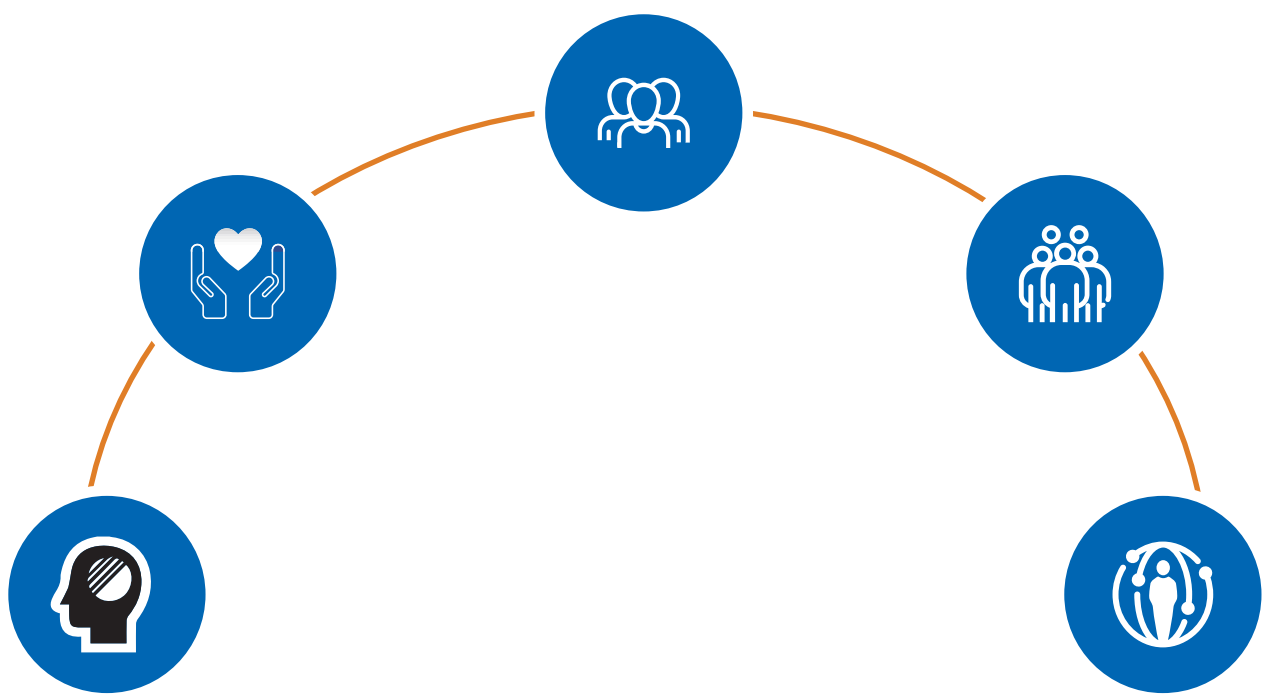




Below is a breakdown detailing the number of sessions conducted for each service category during the specified period:

Financial year	Screening	Counselling	Occupational Therapy	Remedial therapy	Psychiatry Consultation	Psychological Test & report	Speech therapy	Total
2021-22	247	2469	433	245	455	115	243	4207

[Table showing the number of sessions conducted for each service category from April 2021 to March 2022]





## OECD-DAC FRAMEWORK - ANALYSIS

### RELEVANCE

The prevalence of mental illness, coupled with pervasive stigma, underscores the critical need for interventions aimed at promoting mental well-being and eradicating societal taboos. By prioritising mental health advocacy and creative workshops, M Power aligns its efforts with a pressing societal issue, thereby demonstrating a commitment to addressing a pertinent and often overlooked aspect of public health.

M Power's interventions demonstrate a high degree of relevance by directly targeting the pressing mental health needs of underprivileged communities. The provision of psychiatric consultation services, individual counselling, psychological evaluation, occupational therapy, and speech therapy addresses a spectrum of emotional, mental, and behavioural disorders prevalent in these communities. By tailoring its services to the specific needs of vulnerable populations, M Power ensures that its interventions are contextually appropriate and responsive to the socio-economic realities of its beneficiaries.

### COHERENCE

Coherence refers to the alignment of CSR efforts with broader organizational goals and societal needs. M Power's focus on mental health advocacy and stigma reduction resonates with its overarching mission to create a positive mental health environment.

M Power's interventions exhibit coherence through their alignment with

overarching objectives and strategies for mental health promotion and treatment. By integrating psychiatric consultation, counselling, evaluation, and therapy services, the organization adopts a holistic approach to addressing mental health challenges. This coherence fosters synergy and collaboration among different stakeholders, including healthcare professionals, community organizations, and policymakers.

### EFFECTIVENESS

The effectiveness of M Power's interventions in combating mental health stigma hinges on their ability to catalyse meaningful change in societal attitudes and behaviours. Through its creative workshops and training programs, M Power endeavours to challenge mental illness misconceptions and empower individuals to seek support without shame or fear.

The effectiveness of M Power's interventions is evidenced by their ability to diagnose, prevent, and treat a wide range of mental health conditions. Through comprehensive psychiatric consultations, individuals receive personalized treatment plans aimed at addressing their unique challenges. Moreover, individual counselling sessions offer therapeutic support, while psychological evaluations provide insights into underlying psychological issues. Additionally, occupational and speech therapies empower individuals to achieve greater independence and communication skills, enhancing their overall well-being and quality of life.



## EFFICIENCY

M Power's commitment to destigmatizing mental health is reflected in the efficient allocation of resources towards targeted interventions that address key barriers to mental health access and acceptance.

M Power demonstrates efficiency by optimizing the allocation of resources to maximize the reach and impact of its services. By subsidizing the costs of mental health care, the organization ensures affordability for underprivileged communities while maintaining the quality and effectiveness of its interventions. Furthermore, the utilization of a multidisciplinary team enables M Power to provide holistic care, streamlining the delivery of services and minimizing redundancies. Through efficient resource management, M Power maximizes the value of its investments in mental health care.

## SUSTAINABILITY

M Power's commitment to destigmatizing mental health extends beyond short-term initiatives, encompassing ongoing advocacy efforts and community engagement initiatives.

M Power's interventions are designed to promote sustainability by building capacity and resilience within underprivileged communities. By empowering individuals with the skills and resources to manage their mental health, the organization fosters self-reliance and resilience, reducing reliance on external interventions over time. Furthermore, M Power leverages partnerships with local stakeholders and institutions to strengthen the sustainability of its initiatives, fostering community ownership and engagement. Through a

commitment to continuous learning and adaptation, M Power ensures that its interventions remain relevant and effective in the face of evolving mental health challenges and socio-economic dynamics.

## IMPACT



By destigmatizing mental health and promoting a culture of acceptance, M Power contributes to enhanced productivity, reduced absenteeism, and improved overall quality of life. Furthermore, by fostering an environment where individuals feel empowered to prioritize their mental well-being, M Power lays the groundwork for a more resilient and prosperous society.

The impact of M Power's interventions is profound, with tangible benefits accruing to individuals, families, and communities. Through timely diagnosis and treatment, individuals experience improvements in their mental health and overall quality of life. Families receive much-needed support and guidance, alleviating the burden of caring for loved ones with mental health issues. Moreover, communities benefit from enhanced social cohesion and resilience, as the stigma surrounding mental illness is reduced, and access to mental health care is expanded. The cumulative impact of M Power's interventions extends beyond immediate outcomes, contributing to long-term improvements in mental health outcomes and societal well-being.



## Alignment with United Nations Sustainable Development Goals

The Sustainable Development Goals (SDGs), commonly recognised as the Global goals, were established in the year 2015 by all United Nations members to eradicate hunger, and poverty, protect the environment, and ensure that everyone lives in peace and prosperity by 2030. India was a significant contributor to the development of the SDGs and is committed to achieving them by 2030.

SDG	Target	Sub – targets	Relevance
	Good health and well-being	3.8 – Achieve universal health coverage, including financial risk protection, access to quality essential health care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.	The programme aimed to improve access to healthcare services and generate awareness of key health issues in the community.
	Reduced inequalities	10.2 – By 2030, empower and promote social, economic and political inclusion for all, irrespective of their age, sex, race, disability, ethnicity, origin, religion, economic or other status.	The programme aimed at improving access to healthcare facilities for disadvantaged and remote communities. It also aimed at generating awareness among the communities related to various healthcare issues.

# GRASIM

Industries  
Limited

CSR IMPACT  
ASSESSMENT REPORT

## RURAL DEVELOPMENT





## Executive Summary

Grasim, in alignment with its commitment to rural development, has implemented a diverse array of initiatives aimed at uplifting communities in Nagda, Veraval, and Vilayat. These initiatives are not just standalone projects but are deeply integrated into the fabric of the company's Corporate Social Responsibility (CSR) endeavours. Each program is designed with a holistic approach to address various aspects of rural life, ranging from livelihood enhancement to environmental conservation and cultural enrichment.

### Pashudhan Vikas (Livestock Development):

The Pashudhan Vikas initiative stands as a cornerstone in Grasim's efforts to boost rural livelihoods. By prioritizing the enhancement of livestock productivity and management practices, this program seeks to empower local communities economically while ensuring environmental sustainability. Through the establishment of veterinary clinics in underserved areas, Grasim provides essential healthcare services for livestock, thereby improving their health and overall productivity.

*In the FY 21-22, as part of the commitment to sustainability and livelihood improvement, the Company provided multiple services such as a Veterinary Camp, Fodder demonstration, Pregnancy Diagnosis, artificial insemination etc. in the villages. In Harihar, a total of 684 livestock were treated and tested, directly benefiting 156 farmers and villagers. On the other hand in Nagda, till March 2022 a total of 187 AIs are being conducted in 35 villages.*

### Water Conservation Efforts:

Water conservation holds paramount importance in Grasim's CSR framework. Through targeted programs aimed at preserving this invaluable resource, the company not only mitigates its environmental footprint but also contributes to the resilience of ecosystems and communities dependent on clean water. Investments in water-saving technologies and support for local conservation projects further reinforce Grasim's commitment to sustainable development.

*Direct access to potable water has been facilitated for communities surrounding Harihar, benefiting a total of 7,500 individuals. This vital resource has been delivered through bore wells and overhead tanks. In sum, the drinking water program has positively impacted 20,500 people in the region.*

*Grasim has been actively committed to water conservation efforts, consistently undertaking initiatives for water harvesting. Throughout the financial year, The company has implemented a range of measures aimed at conservation, including farm well recharging, installation of underground water tanks, deepening of existing water ponds, roof water harvesting, and hand pump recharge through soak pit construction. Over the course of the year, in Harihar, Grasim has completed 3 soak pits, 5 farm well-recharging projects, 86 underground water tanks installations, 93 roof water harvesting structures, and 1 pond deepening project in and around the city of Veraval, contributing significantly to water conservation in these areas.*

## Organic Farming Support:

Embracing organic agriculture within its CSR initiatives underscores Grasim's dedication to ethical and environmentally friendly practices. By endorsing organic farming, the company actively participates in the preservation of natural resources and biodiversity, while also promoting healthier food production systems. This support not only empowers local communities but also fosters a more sustainable agricultural ecosystem.

*During the financial year, in Harihar, Grasim embarked on an initiative to distribute various saplings including Coconut, Mango, Lemon, Mahogany, Indian Beech Tree, Guava, Silver Oak, Teak, Malabar, Neemwood, and Pomegranate to farmers for cultivation on their lands. This farm forestry project has yielded positive results, benefiting a total of 71 farmers. In total, 4801 saplings have been distributed, promising future gains for these agricultural communities.*

*In Nagda, 30 units with worms were supported in villages in collaboration with Government and Panchayat. In Veraval trainings and sessions have been organised for more than 350 farmers.*

## Women's Empowerment Programs:

Grasim recognizes the pivotal role of women in driving societal progress and economic growth. Through targeted initiatives focused on skill enhancement and awareness-building, the company endeavors to break down barriers

hindering women's advancement in rural areas. By empowering women, Grasim not only champions fundamental human rights but also unlocks a reservoir of innovation and potential for social development.

*Tailoring skill training centres in and around Nagda, Kharach, Veraval and Harihar have been operating successfully, empowering a total of 59 women in Harihar, 18 in Veraval and nearby villages who have acquired valuable tailoring skills through these initiatives.*

## Aadyam - Promotion of Art and Culture:

Aadyam's CSR initiative transcends conventional boundaries by nurturing artistic and cultural expression within rural communities. By channeling resources into the promotion of diverse artistic endeavors, Aadyam enriches cultural discourse while providing a platform for local artists to showcase their talents. This initiative not only enhances community cohesion but also fosters a vibrant creative ecosystem, contributing to the overall well-being of rural areas.

*The strength of the weaver community has surged to 313, marking an impressive 30% increase. Moreover, Grasim achieved a notable improvement in quality standards, with only 8% of our total inventory categorized as seconds, surpassing benchmarks set by industry leaders like Raw Mango. These accomplishments reflect our commitment to excellence and adherence to stringent standards across our operations.*

## Grasim's CSR initiatives in the field of rural development

Grasim's commitment to CSR extends deep into the heart of rural India, where it channels its efforts into comprehensive programs aimed at uplifting communities and fostering sustainable development. Through a range of impactful initiatives, Grasim contributes significantly to the well-being and prosperity of rural areas.



## About the program

### Pashudhan Vikas Project:

One of Grasim's flagship endeavours is the Pashudhan Vikas Project, dedicated to the betterment of livestock through innovative techniques like Artificial Insemination. By focusing on cattle breed improvement, Grasim aims to enhance agricultural productivity and improve the livelihoods of rural farmers.

*Throughout the financial year 2021-2022, the Company administered vaccinations to over 24,000 cattle and initiated the establishment of 5 cattle artificial insemination project centres across 72 villages, directly benefiting ~ 4,300 villagers.*



### Organic Farming:

Grasim recognizes the importance of sustainable agricultural practices and supports farmers in adopting organic farming methods. Through training sessions on Zero Budget Farming and Vermicompost, the company empowers farmers to cultivate healthy, chemical-free produce while preserving the environment.



*Throughout the financial year, the company distributed 5,900 bags, each weighing 50 kg of Vermi Compost Fertilizers to 13 farmers. Grasim also took the initiative to establish 478 vermicompost units and set up kitchen gardens for 278 farmers. Moreover, the company planted over 45,000 saplings of both fruits and vegetables. Additionally, training sessions on zero-budget farming were conducted, leading to a transformation in farming practices for 390 farmers during the financial year.*

## Women Empowerment:

Grasim is deeply committed to empowering women in rural communities. Through various initiatives, it provides opportunities for skill development, education, and entrepreneurship, enabling women to become agents of change and economic contributors in their communities.



*During the financial year, Grasim played a pivotal role in establishing ~ 353 SHGs, positively impacting over 3,700 women. These SHGs engaged in various income-generating activities such as face mask stitching, handicrafts, dairy farming, jewellery making, garment and bag making, goat and sheep rearing, beautician services, agarbatti making, loom weaving, and cosmetic items production. As a result of these initiatives, women were empowered to leverage their acquired skills, with individual earnings averaging between Rs. 3,000 to Rs. 5,500, thereby contributing significantly to their financial independence and overall well-being.*

## Water Conservation:

Recognizing the critical importance of water conservation in arid regions, Grasim undertakes projects to construct and renovate check dams. These efforts not only conserve water but also help recharge groundwater levels, ensuring long-term sustainability for agriculture and local communities.



*During the financial year 2021-2022, Grasim embarked on pond deepening and construction initiatives across 3 villages, resulting in significant benefits for over 3700 residents. Additionally, the company actively participated in the renovation of check dams across five locations, positively impacting ~ 3900 villagers.*



## Aadyam - Supporting Handicraft Heritage:

In line with its commitment to preserving cultural heritage, Grasim's Aadyam initiative supports the handicraft industry, providing artisans with the resources and platform to showcase their skills and sustain traditional craftsmanship.

*Throughout the financial year, an allocation of 762 lakh has been dedicated to Aadyam, contributing significantly to the revitalization and advancement of traditional crafts in the country, thereby fostering positive impacts and benefits.*



Through these multifaceted programs, Grasim not only fulfils its CSR obligations but also catalyses positive change in rural communities, fostering sustainable development and empowering individuals to build better futures for themselves and their families.

## Purpose and Objectives of the study

The impact assessment aims at understanding the overall process undertaken by Grasim in implementing the program activities, key milestones achieved, the impact created by these activities, challenges faced, and how such challenges were handled. The guiding philosophy behind this study is to add value by showcasing successful initiatives and recommending possible ways to address existing challenges.

### The IA aims to evaluate:

- The implementation and performance critically and objectively,
- To determine the reasons why certain results were achieved or not,
- To draw lessons, and to derive good practices and lessons learned.

The study aims to furnish evidence-based insights to assist the Company in making informed operational and strategic decisions regarding the planning and funding of its partner organizations for programs.

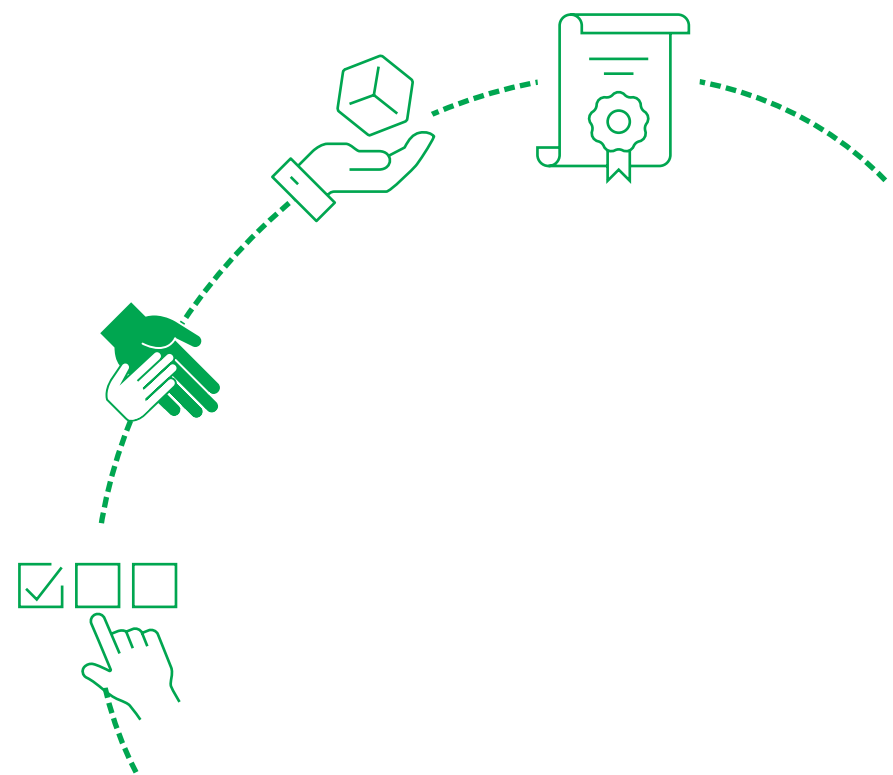
### The overall aim of our impact assessment is:



## Data collection

The primary data was collected to understand the impact of the project from the direct beneficiaries. In addition, to understand the programme holistically, farmers, family members and other villagers were consulted to get an overview of the programme.

Farmers and other beneficiaries for the primary data collection were selected through random sampling, to avoid biases and prejudices.



## Sample size and distribution

### Quantitative sampling methodology

#### *Stage 1 – Selection of villages*

Villages were carefully chosen from among the areas where the Company had intervened. A simple random sampling technique was employed to select samples from each village. Special attention was paid to ensuring that a significant portion of the sample was drawn from villages that had received the highest number of interventions, thus ensuring comprehensive coverage of all program components.

#### *Stage 2 – Selection of beneficiaries*

Since beneficiary selection was undertaken independently for each programme, selecting more than one beneficiary from a single household was probable. Also, there have been instances where a single beneficiary received multiple support for the intervention. The quantitative sampling covered the primary stakeholders, i.e., the students coming to schools, Anganwadi and primary schools.

Additionally, interactions were conducted with indirect beneficiaries of the intervention, namely parents and teachers.

Secondary data was captured from project completion reports, baseline surveys & need assessment reports, etc.



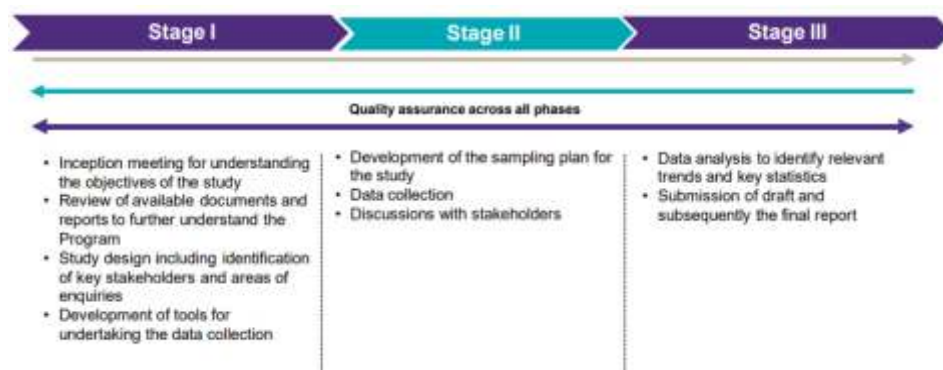
### Qualitative sampling methodology

To gain insights into the program, we conducted one-on-one discussions and focus group discussions (FGDs). These sessions delved into the experiences of beneficiaries, offering a comprehensive understanding of the intervention's long-term effects.

A team of local enumerators, with requisite education and experience, was hired for data collection.

## Approach & Methodology

The study adopted a mixed methodology approach to collect primary and secondary data, as detailed in the table below, using qualitative and quantitative methods. Primary data was collected through in-person, individual surveys with the children and interactions with secondary stakeholders of the programme, as detailed in the sections below. Secondary data on programme-related aspects was gathered through existing programme data and publicly available literature on relevant domain areas.



Adopting dual objective of undertaking process evaluation and impact evaluation to answer the **What's, Why's** and **How's** of the intervention.



## Evaluation Framework

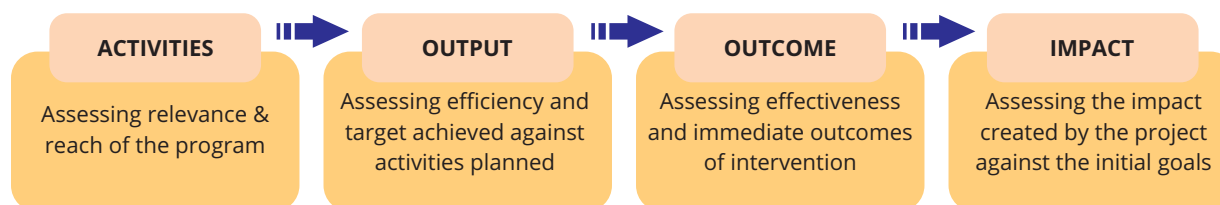
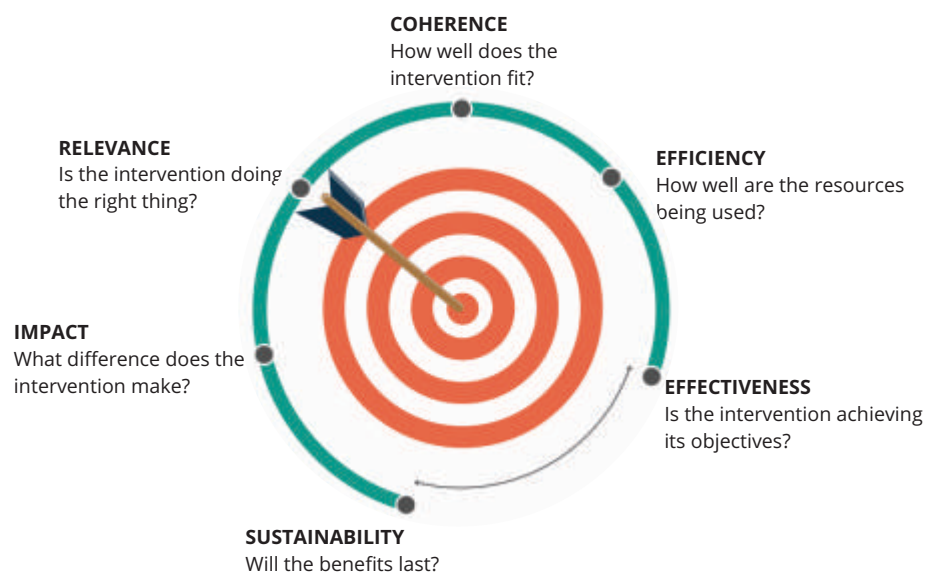
Given the objectives of the study were to determine the inclusiveness, relevance, and outcomes, of the project, the evaluation used the OECD framework. The OECD framework has defined six evaluation criteria –Relevance, Effectiveness, Efficiency, Coherence, Impact and Sustainability. These criteria provide a normative framework which is used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgements are made.

### OECD

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

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

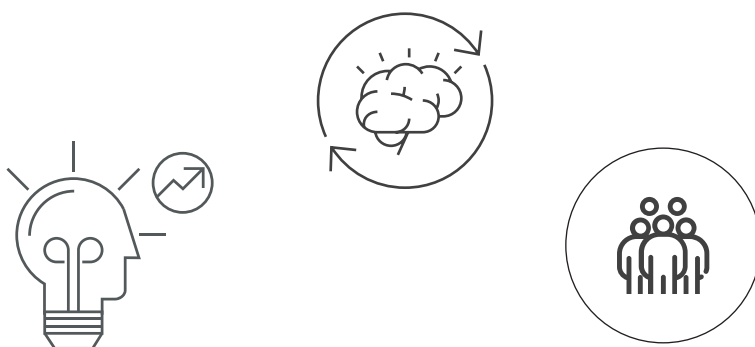
*These criteria provide a normative framework used to determine the merit or worth of an intervention (policy strategy, programme, project or activity). They serve as the basis upon which evaluation judgements are made.*





## Research tools

- **Survey with farmers:** Structured surveys were created based on a review of the baseline report of the programme as well as discussions with the Grasim team. The purpose was to gather demographic particulars, and chart changes in program-specific indicators. The indicators tracked for impact had been divided into categories corresponding to the broad objectives of the program such as zero-budget farming, income opportunities specifically for women, organic farming awareness etc. Within these, data on several sub-indicators relating to knowledge, perception, attitudes, and practice were recorded.
- **Key Informant Interviews (KII):** In-depth interviews were conducted with respondents to gather insights.
- **Focus Group Discussions (FGDs):** FGDs were conducted with chief stakeholder groups such as the program teams of each location, family members etc.



## Demographic profile

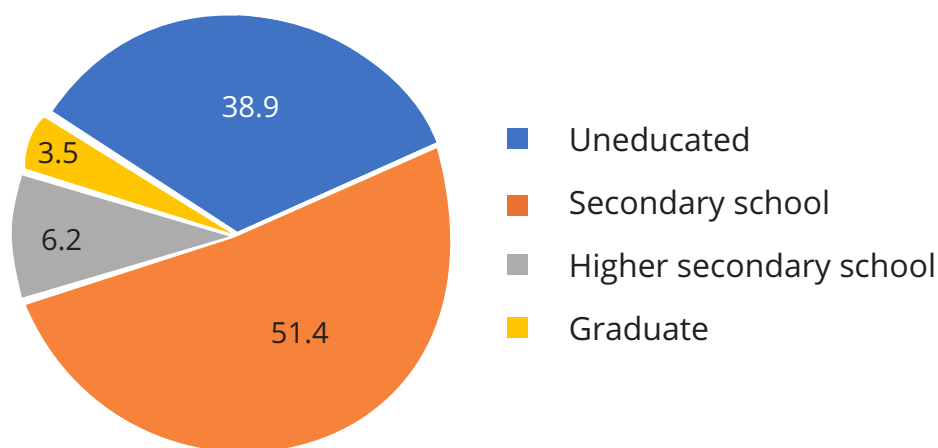
In the course of our interactions, it became evident that a considerable portion of the farmer respondents lacked formal education. Specifically, ~ 38.9% of them reported having no education at all. Conversely, another significant portion, accounting for 37.2% of the respondents, had completed their education up to the 10th standard. These findings underscore the diverse educational backgrounds within the farming community, highlighting the need for tailored support and resources to ensure equitable access to opportunities and information.

recognizing the correlation between family size and water demand, a modern RO plant was installed to provide 1500 litres of water per hour.

Specifically, 60.98% of the respondents reported having more than five family members, signifying a substantial demand for water within their households. Furthermore, 36.7% of the respondents indicated having more than two and up to five family members, highlighting the prevalence of medium-sized households with significant water needs.

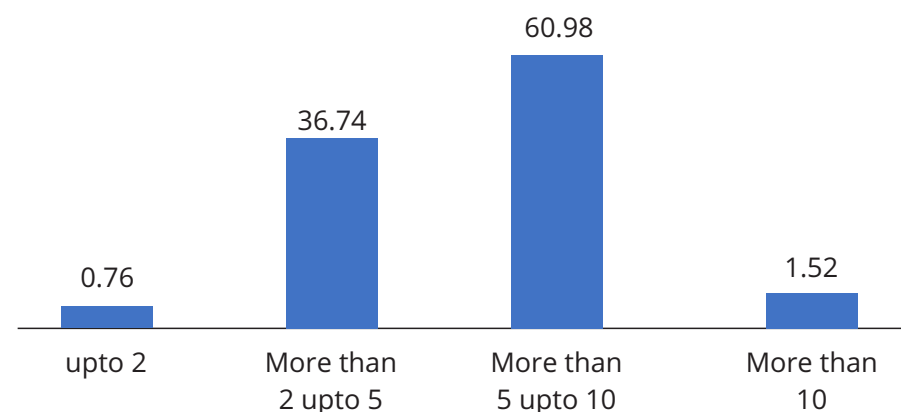
These insights underscore the importance of understanding the demographic dynamics and household compositions within the community to effectively implement interventions that cater to their specific requirements. By aligning initiatives with the identified needs, Grasim aims to ensure sustainable access to clean water for all residents of Parmarkhedi village.

Farmers' qualifications



During our interactions, it appeared that a significant portion of the respondents had larger family sizes, indicating higher water requirements. Keeping this crucial aspect in mind, Grasim undertook a water conservation intervention tailored to address the needs of Parmarkhedi village. Additionally,

Number of family members



## Project A: Pashudhan Vikas

In India, the condition of livestock, referred to as "pashus," varies across regions but commonly faces significant challenges. Access to veterinary services is often limited, particularly in remote rural areas, leading to untreated illnesses and poor health management among animals. Many livestock owners lack awareness of modern husbandry practices, impacting the overall well-being and productivity of their animals.

Additionally, inadequate infrastructure such as roads and transportation facilities can hinder the delivery of veterinary care and access to markets for livestock products. Insufficient availability of quality feed and clean water further exacerbates health issues and reduces productivity among livestock. Disease outbreaks pose a constant threat, causing economic losses and food insecurity in rural communities dependent on livestock.

Addressing these challenges through targeted interventions, including improved veterinary services, training programs, infrastructure development, and market linkages, is essential for enhancing the condition of livestock in India and improving the livelihoods of those reliant on them.

Recognizing the importance of livestock for rural livelihoods, Grasim has implemented several initiatives to improve the condition of pashus. The Company has established veterinary clinics to provide essential healthcare services where access to veterinary care is limited. These clinics ensure that livestock receive timely treatment and preventive care, ultimately improving their health and productivity.

Additionally, Grasim has conducted extensive training programs for livestock owners, educating them on modern animal husbandry practices to enhance the well-being of their animals.





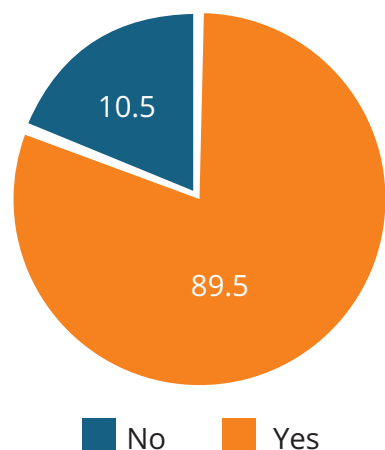
## Findings and analysis (Relevance, Coherence, Effectiveness, Efficiency, Impact, Sustainability)

### Evaluation criterion 1: Relevance

Livestock plays a crucial role in rural economies, providing livelihoods to millions across the globe. Before the intervention, there was a clear gap in addressing the needs of livestock-dependent communities. Livestock rearing was often a primary source of income yet lacked proper support systems. The Pashudhan Vikas initiative was designed to address these gaps by providing veterinary care, improving animal husbandry practices, and facilitating market access for livestock products.

Livestock play a crucial role in ensuring food security and nutrition, as they provide not only meat and dairy products but also contribute to crop production through manure and draught power.

Increase in the number of cattle post PVK



According to feedback gathered from respondents in Nagda, an overwhelming 89.5% acknowledged a noticeable increase in the cattle population following our intervention.

Furthermore, the relevance stems from the pressing need to address the persistent challenges faced by livestock, including inadequate access to veterinary services, poor nutrition, and vulnerability to diseases. These challenges not only hinder the potential of the livestock sector but also contribute to the perpetuation of poverty and food insecurity in rural areas. By targeting these issues directly, the interventions align with the broader goals of sustainable development, including poverty reduction, food security, and rural empowerment.

During our interactions with respondents, they rated the increase in farmers' income post-intervention with a highly positive score of 4.63 out of 5. Remarkably, there were instances where incomes surged to levels exceeding ₹7,000 per month.



## Evaluation criterion 2: Coherence

Grasim's CSR initiative within the PVK project aligns seamlessly with the company's CSR policy, which underscores key areas like rural development, health, sanitation, and hygiene. Moreover, these initiatives are in harmony with the Nationwide Artificial Insemination Programme (NAIP) Phase-IV initiated by the Ministry of Fisheries, Animal Husbandry & Dairying.

In India, the agricultural community heavily relies on cattle for their livelihood, predominantly through milk sales. Traditionally, indigenous and nondescript cattle breeds are perceived as low milk yielders. However, their productivity can be substantially enhanced by employing appropriate breeding techniques, with artificial insemination (AI) playing a pivotal role.

In this context, regular vaccinations are imperative to maintain the health and well-being of cattle. During discussions with stakeholders, they expressed a commendable satisfaction rating of 4.44 on a scale of 1-5 regarding the accessibility of vaccination and de-worming services for their cattle.

Notably, respondents have reported a significant reduction in travel time and effort following the implementation of these interventions, as they can now conveniently access healthcare services for their cattle within proximity.



## National Animal Disease Reporting System (NADRS)

पशुपालन और डेयरी विभाग

Department of Animal Husbandry & Dairying

मत्स्यपालन, पशुपालन और डेयरी मंत्रालय

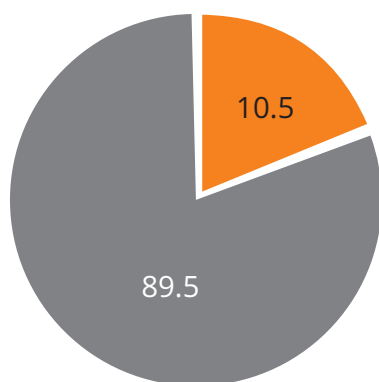
Ministry of Fisheries, Animal Husbandry & Dairying



### Evaluation criterion 3: Effectiveness

The effectiveness of the program, assessed through various criteria, notably includes the increased capacity of farmers in monthly milk production per cow. This metric directly correlates with income generation for the respondents.

Increase in income due to PVK



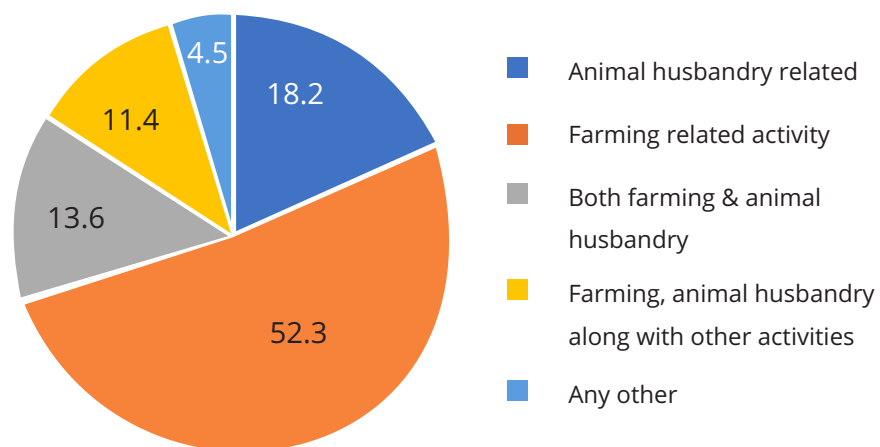
■ Yes ■ No

In our interactions with respondents, a significant 89.5% from Nagda confirmed experiencing a boost in their monthly income attributable to the PVK program. This increase stems from the program's positive impact on cattle health, subsequently enhancing milk production among their livestock.



Furthermore, during these interactions, numerous respondents highlighted instances where improved cattle health facilitated the development of additional income streams. This newfound income avenue enables respondents to invest further in activities related to animal husbandry or farming, thereby fostering holistic agricultural development within the community.

## Use of additional source of income



In our interactions, it was revealed that 52.3% of respondents from Nagda allocate additional income towards various farming-related activities. Additionally, 18.2% of respondents stated that they are redirecting the extra income earned from animal husbandry activities towards other aspects within the same domain. This diversification of income utilization underscores the program's multifaceted impact, empowering respondents to invest in both their immediate farming needs and broader agricultural ventures.



#### Evaluation criterion 4: Efficiency

Continuing with the evaluation of the program's effectiveness, efficiency is gauged through various parameters, one of which involves assessing how the additional income from increased milk production is utilized.

During discussions, respondents confirmed that the extra income generated from enhanced milk productivity has been directed towards planting additional crops. Specifically, in interactions with respondents from Nagda, 70% indicated that they are utilizing this surplus income for crop cultivation.

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Moreover, farmers have embraced the AI services provided, noting their utility and cost-effectiveness. Respondents rated the AI services highly, with an average rating of 4.49 out of 5, highlighting their perceived usefulness and affordability.

As previously highlighted, prior to the PVK intervention, farmers faced considerable challenges accessing medical assistance for their cattle, often requiring long journeys and resulting in loss of income. However, with the PVK intervention, medical aid became readily accessible in nearby locations, significantly reducing both the time and effort required. Respondents rated this improvement at an average of 4.11 out of 5, indicating a substantial enhancement in service accessibility and quality.



## Evaluation criterion 5: Impact

The PVK program has significantly improved the livelihoods of farmers and the well-being of cattle, with Grasim administering a total of 24,457 vaccination shots across ~ 72 villages, benefiting 4,355 individuals.

### Here are some key impacts of the program:

- **Reduced Disease Frequency:** Through deworming and vaccination efforts, respondents rated the program highly, scoring it 4.51 out of 5 for effectively reducing the frequency of diseases in cattle during interactions.
- **Economic Benefits of Green Fodder:** Farmers expressed satisfaction with the provision of green fodder for cattle, giving it a rating of 4.42 for its role in enhancing economies of scale and serving as a cost-effective source of nutrients for livestock.
- **Increased Productivity with Mineral Mixtures:** The mineral mixture provided to farmers received a rating of 4.46, indicating its positive impact on increasing cattle productivity. This intervention has contributed to healthier and more productive livestock.
- **Improved Milk Quality:** A unanimous 100% of respondents attested to the improvement in milk quality following the PVK intervention. This outcome highlights the program's success in enhancing the quality of dairy products, benefiting both farmers and consumers alike.



## Evaluation criterion 6: Sustainability

Sustainability lies at the core of the capacity-building efforts, where Grasim has empowered farmers with the knowledge and skills to adopt sustainable agricultural practices. Through training programs, workshops, and educational campaigns, a culture of self-reliance and resilience within communities, enables them to sustainably manage their livestock resources.

Engagement with stakeholders revealed compelling evidence of the positive impact of Grasim's PVK initiatives on cattle numbers and farmer income. Through targeted interventions and ongoing support, we have witnessed a significant increase in cattle populations, contributing to enhanced productivity and improved livelihoods for farmers. This success underscores the sustainability of the program and reflects the company's commitment to fostering long-term prosperity within communities.



## Impact on Productivity and Income:

The increase in cattle numbers directly correlates with heightened productivity, as larger herds yield greater quantities of milk, meat, and other dairy products. This surge in productivity translates into increased income for farmers, as they are able to capitalize on the surplus resources generated by their expanded livestock holdings. By bolstering farmer income, PVK initiatives not only alleviate poverty but also contribute to the economic sustainability of rural communities, fostering resilience against external shocks and market fluctuations.

## Contribution to Program Sustainability:

The symbiotic relationship between increased cattle numbers, productivity, and farmer income underpins the sustainability of PVK initiatives. By fostering self-reliance and economic empowerment among farmers, the program cultivates a sense of ownership and investment in its long-term success. Furthermore, the integration of scientific techniques and ongoing training programs ensures the continued relevance and effectiveness of PVK interventions, enabling farmers to adapt to evolving challenges and capitalize on emerging opportunities.





## Project B: Water conservation

Water, the elixir of life, sustains ecosystems, nourishes crops, and quenches thirst. Yet, in the vast expanse of rural India, this precious resource often remains elusive, a distant dream for millions who traverse great distances to secure even the most necessities of life. The scarcity of water in these regions isn't merely a logistical inconvenience; it is a harsh reality that shapes the daily existence of countless individuals and communities.

In the rural parts of the country, where the rhythms of life are dictated by the land and its seasons, access to clean and potable water isn't just a matter of convenience; it is a determinant of health, education, and economic opportunity. For too long, villages have grappled with the burden of water scarcity, contending with dwindling wells, erratic rainfall patterns, and inadequate infrastructure. The consequences of this scarcity ripple through every aspect of rural life, impacting agriculture, livelihoods, and social cohesion.

Recognizing the urgency of this issue, Grasim has embarked on a transformative journey to alleviate water scarcity and catalyze sustainable development in rural India. Its commitment to water conservation is grounded in a deep understanding of the multifaceted impacts of water scarcity on rural communities.

Beyond the physical hardships of fetching water from distant sources, villagers face a myriad of challenges, from compromised health due to waterborne

diseases to limited opportunities for education and economic advancement. By addressing the root causes of water scarcity and investing in sustainable solutions, the company aim not only to alleviate immediate suffering but also to foster long-term resilience and prosperity.



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

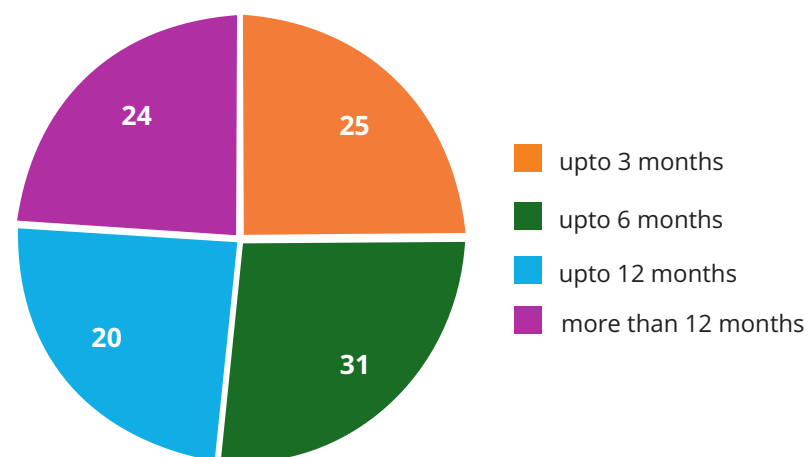
### Evaluation criterion 1: Relevance

In rural villages heavily reliant on agriculture, the lifeline of farming livelihoods is often dictated by the capricious whims of the weather. Rainfall becomes the pivotal determinant of crop success.

Before Grasim's intervention, villagers found themselves at the mercy of the skies, eagerly awaiting the arrival of the monsoon rains as their sole source of water for crop cultivation. The precariousness of this reliance became painfully evident during our interactions with the villagers. They recounted tales of uncertainty and anxiety, where the rhythm of their lives was dictated by the unpredictable patterns of rainfall.



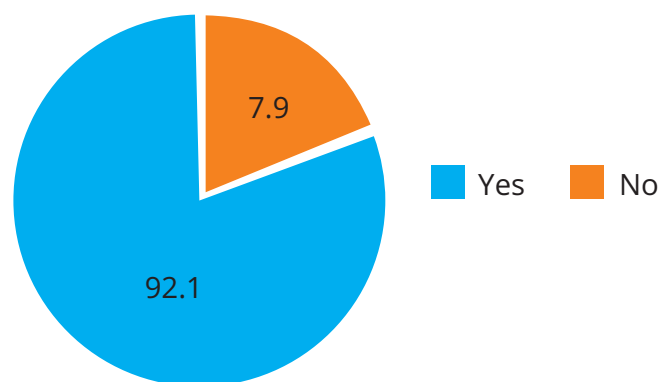
Availability of water from natural water bodies



Before the intervention, a staggering 56% of respondents from Nagda shared that water availability from natural water bodies for their crops was restricted to up to 6 months of the year. The remaining months were fraught with desperation as they grappled with the harsh reality of insufficient water resources. In these dire times, they were left with stark choices: wait in hopeful anticipation for the elusive rains, scour the surroundings for alternative water sources—a quest often fraught with futility—or bear witness to their crops withering away under the merciless sun.

However, the narrative of despair underwent a profound transformation post-intervention. With the implementation of underground water tanks, as well as the construction and renovation of dams, a new dawn of hope emerged for these villages. The once-distant dream of access to water for crops became a tangible reality, breathing life into parched lands and revitalizing agricultural landscapes.

Check dams have increased the availability of water



In our conversations with the villagers, an overwhelming 92.1% of respondents enthusiastically affirmed that following the intervention, the newly constructed and refurbished check dams had significantly bolstered the availability of water for their communities.



Now equipped with a reliable water supply, farmers no longer find themselves at the mercy of nature's whims. The introduction of underground water tanks and the restoration of dams have heralded a new era of agricultural resilience, empowering villagers to take control of their destinies. No longer shackled by the constraints of seasonal rainfall, they can cultivate their crops with confidence, knowing that their efforts will be sustained by the steady flow of water.

## Evaluation criterion 2: Coherence

Grasim's CSR intervention, aimed at ensuring the availability of safe drinking water, is in alignment with the company's overarching CSR policy objectives. Moreover, these initiatives resonate harmoniously with the broader imperatives of sustainable development, echoing Grasim's commitment to responsible corporate citizenship.

At the heart of these interventions lies a holistic approach to water resource management, epitomized by the construction and renovation of dams and check dams, Rainwater and Roof Water Harvesting, Soak Pit Construction, bore wells, and an array of complementary measures. These multifaceted endeavours not only address immediate water scarcity challenges but also lay the groundwork for long-term resilience and sustainability.

Additionally, incorporating environmental awareness into Grasim's CSR interventions adds a crucial layer of coherence to the overarching objectives of sustainable development.

Through targeted awareness campaigns, capacity-building workshops, and community engagement initiatives, Grasim endeavours to instil a culture of environmental consciousness within rural communities. By educating villagers about the importance of water conservation, watershed management, and sustainable agricultural practices, Grasim empowers them to become active participants in safeguarding their natural resources.





### Evaluation criterion 3: Effectiveness

In the endeavour to address water scarcity and bolster agricultural livelihoods, the Company has undertaken the construction of check dams across 5 villages, collectively benefitting a population of 3900 individuals. This initiative takes on added significance considering that 79.3% of respondents from Nagda rely on farming as their primary source of income, indicating a substantial demand for water to sustain their agricultural endeavours.



During our interactions with residents of Nagda, a striking consensus emerged: the presence of these check dams has significantly augmented water availability, culminating in notable improvements in crop quality. With a steady and reliable water supply, farmers have witnessed a transformation in their yields, producing crops of superior quality that command higher market value.

This uptick in crop quality not only ensures food security for the community but also presents an opportunity for economic empowerment. Respondents expressed their satisfaction with the prospect of generating additional income by selling surplus produce—a testament to the tangible benefits brought about by the intervention.

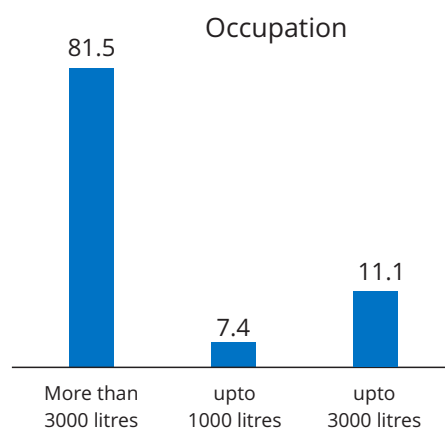
Remarkably, respondents bestowed a commendable rating of 4.24 on a scale of 1-5 in recognition of the substantial reduction in water scarcity facilitated by these check dams. This resounding endorsement underscores the efficacy of the programs in mitigating a critical challenge faced by rural communities.

The impact of these interventions extends far beyond mere statistics; it is palpable in the tangible improvements witnessed in Nagda and Veraval. Villagers no longer endure arduous journeys in search of water; instead, they enjoy the convenience of clean and reliable water sources within proximity. Moreover, the ripple effects of water conservation measures have manifested in heightened agricultural productivity, enriched biodiversity, and elevated sanitation standards, fostering holistic well-being across the communities.



#### Evaluation criterion 4: Efficiency

The meticulous engineering behind the construction of dams and underground water tanks is paramount to the success of water conservation initiatives. Deciding on the appropriate size and design of these structures requires a keen understanding of local hydrology, soil conditions, and community needs.



During our engagements with villagers, respondents concurred that the implementation of water tanks had significantly augmented water availability and provided a positive rating of 4.30 on a scale of 1-5 for the same. What's even more impressive is that within this group, a staggering 81.5% noted that these tanks boasted a capacity exceeding 3000 litres. This underscores not only the effectiveness of the interventions

but also the foresight in designing infrastructure capable of meeting the substantial water demands of rural communities.

In a concerted effort to address water scarcity, the Company undertook the construction of ponds and the renovation of dams across 4 villages, directly benefiting ~3500 farmers. Despite the substantial scope of the endeavour, the prudent allocation of resources ensured that the project remained cost-effective. With an investment of ~ ₹32 lakh, the Company demonstrated a



commitment to maximizing the impact of each rupee spent.

Efficiency in resource allocation is paramount, especially in projects of this scale, where the stakes are high, and the potential benefits are immense. The success of these dams and water tanks is a testament to the strategic foresight and meticulous planning employed by the Company. By leveraging engineering expertise and community insights, the Company ensured that these infrastructure projects not only met but exceeded the expectations of villagers, delivering tangible improvements in water availability and agricultural productivity.

Indeed, the construction and renovation of dams and water tanks represent more than just engineering feats; they symbolize a commitment to sustainable development and community prosperity. Through judicious resource management and strategic execution, the Company has transformed potential wastelands into thriving reservoirs of hope, enriching the lives of rural communities and paving the way for a more water-secure future for all.

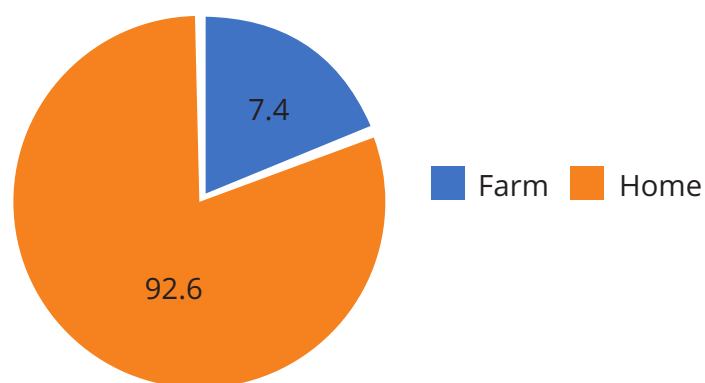
## Evaluation criterion 5: Impact

The water conservation initiative spearheaded by Grasim has yielded a multitude of impactful outcomes, underscoring its significance in addressing water scarcity challenges and fostering sustainable development.

### Here are some of the key highlights:

- Through insightful interactions with villagers, an overwhelming 92.6% attested to the installation of underground water tanks near their residences. This strategic placement enhances water security, particularly during periods of scarcity or drought, ensuring a reliable water supply for households.

Where are the underground water-tanks installed



- Respondents from Veraval lauded the initiative, awarding an impressive rating of 4.93 out of 5 for the tangible increase in income attributed to the

availability of water in farms or at home. This underscores the transformative impact of access to water resources on agricultural productivity and economic well-being.

- Villagers echoed their appreciation through a high rating of 4.85 for the reduction in dependency on erratic rainfall, a direct result of the intervention. This reduction in reliance on rainfall fluctuations enhances resilience and stability in agricultural practices, fostering sustainable livelihoods.
- The initiative's reach extends beyond individual households, with a substantial increase of 4 million cubic feet (mcft) in water conservation capacity observed in downstream villages. Additionally, over 50 hectares of agricultural land have been effectively irrigated, enhancing agricultural productivity and food security for local communities.
- The construction of borewells in 6 villages has had a transformative impact, benefiting ~ 10,600 respondents. These borewells serve as vital lifelines, providing access to clean and reliable water for drinking, irrigation, and domestic use.
- Dams and check dams play a pivotal role as reservoirs for storing rainwater, offering a sustainable solution for irrigation during dry spells. This innovative approach ensures water availability for agricultural activities, mitigating the adverse effects of water scarcity on crop yields and livelihoods.
- Furthermore, the check dams serve as agents of groundwater recharge, slowing down the flow of rainwater and allowing it to percolate into the soil. This replenishment of aquifers is essential for sustaining agriculture, particularly in regions with limited surface water resources, promoting long-term water security and ecological balance.

The impact of Grasim's water conservation initiatives transcends mere statistics; it is reflected in the transformed lives of individuals and communities. Testimonials from villagers attest to the profound changes brought about by our interventions.

For instance, Mrs. Devi from Nagda shares, "With the construction of the check dam, we now have water throughout the year for irrigation, which has increased our crop yield and income." Such testimonials underscore the tangible difference our initiatives have made in improving the socio-economic conditions of rural households.

#### **Evaluation criterion 6: Sustainability**

The establishment of water tanks and check dams is poised to have a lasting impact, ensuring a steady water supply for the villagers over an extended period. These infrastructural developments have effectively mitigated or significantly alleviated water scarcity issues in the region. Through the construction and refurbishment of check dams, water availability has been notably enhanced, bolstering sustainable agricultural practices in Nagda and Veraval.

Complementing these physical interventions, the company has conducted awareness workshops and sessions aimed at educating villagers on environmental conservation and responsible water management practices. By empowering the community with knowledge of efficient water usage and conservation methods, the initiative seeks to foster a culture of sustainability and resilience in the region.

Nestled within the Nagda tehsil of the Ujjain district in Madhya Pradesh, lies Parmarkhedi village, spanning a total geographical area of 624.44 hectares and home to a population of 837 souls.

Over recent years, the residents of Parmarkhedi have longed for a basic necessity: access to clean drinking water. Their plight, at times, sparked protests, underscoring the gravity of the situation.

In response, Grasim Industries Limited took proactive steps to enhance the well-being of Parmarkhedi's residents. Addressing the pressing need for clean water, the company implemented a transformative solution: a cutting-edge Reverse Osmosis (RO) plant. This modern facility, capable of producing an impressive 1500 litres of purified water per hour, has given the village a new era of hope and health.

Grasim's initiative stands as a testament to its commitment to social responsibility and community welfare. By providing a sustainable source of clean drinking water, the company has not only alleviated a significant hardship but has also empowered the residents of Parmarkhedi, enabling them to lead healthier and more fulfilling lives.





## Project C: Organic Farming

Farmers labour tirelessly to nurture the very essence of life in the verdant landscapes of India, where the earth whispers tales of abundance and resilience. Yet, behind the idyllic facade lies a reality ruined by adversity and uncertainty.

Conventional farming methods, reliant on chemical inputs and intensive practices, exacted a heavy toll on both the land and those who tended to it. Soil degradation, water contamination, and the burden of escalating input costs conspired to erode the very foundation of agricultural livelihoods.

Amidst this backdrop of despair, Grasim embarked on a transformative journey to rewrite the narrative of rural farming communities. Through the initiatives focused on promoting organic farming practices, The company sought to breathe new life into the land and uplift the spirits of those who toiled upon it.

Gone were the days of reliance on synthetic fertilizers and pesticides; in their place, farmers embraced vermicomposting, crop rotation, and natural pest management strategies. The transition to organic farming brought about a renaissance in agricultural practices, nurturing a harmonious relationship between humans and the land.

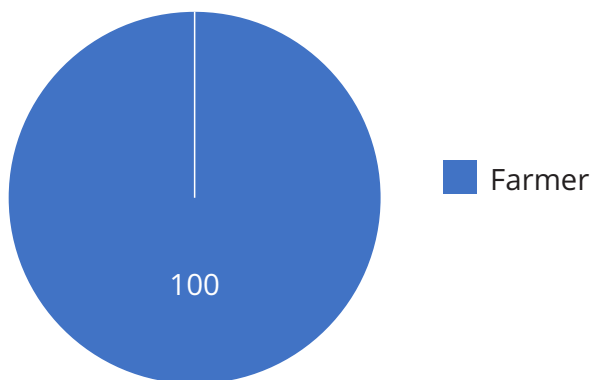


## Findings and analysis (Relevance, Coherence, Effectiveness, Efficiency, Impact, Sustainability)

### Evaluation criterion 1: Relevance

The community of Veraval and Nagda region is involved in agriculture, horticulture & dairy activities. Most of the farmers practice green revolution-based agriculture characterized by the intensive use of chemical fertilizers, agrochemicals, controlled irrigation and newer methods of cultivation, including mechanization.

Profession of Veraval's respondents



In our engagements with the residents of Veraval, a remarkable pattern emerged: every respondent we encountered identified themselves as dedicated practitioners of agriculture. From the seasoned elders to the young, aspiring farmers, there was unanimity in their commitment to the land.

People in these regions are struggling on several fronts – poverty (considering that a large section of the people here is landless), caste, illiteracy, poor returns from agriculture, indebtedness, high incidence of farmers' suicides, inadequate access to water etc.



The excessive use of synthetic nitrogen fertilizers and pesticides without using any safety precautions or by ignoring instructions has led to pollution of soil and water apart from the risk to the community's health. Excessive extraction of groundwater due to irrigation pumps has led to depleting groundwater levels; the canal systems in the area too are performing below optimum and are mismanaged leading to over-dependence on tube wells.



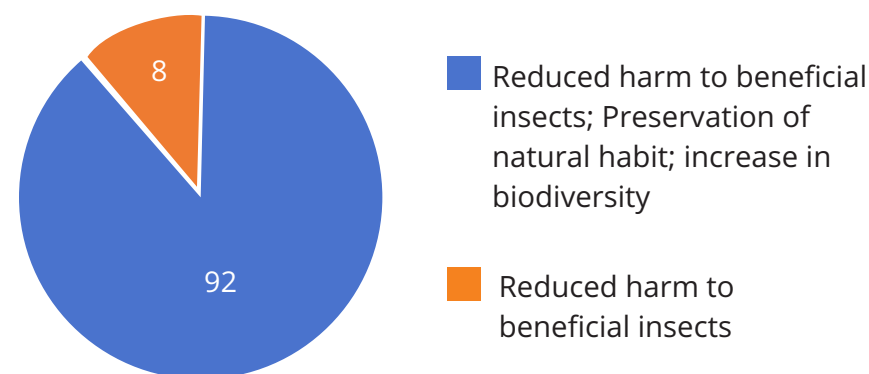


The nutrients in the soil were depleted by repeated crop cycles meant to ensure higher crop yield. Farmers used more fertilizer to fulfil the need for new varieties of seeds. The use of these alkaline compounds caused the pH level of the soil to rise. Beneficial pathogens were eliminated by toxic chemicals in the soil, which further decreased production.

The farmers face problems covering their monthly expenses after paying for the labour, fertilizers, pesticides, irrigation, seed, and transportation costs. Meanwhile, the landless community members have very limited livelihood options.

In our discussions with respondents hailing from Veraval, a striking consensus emerged: a resounding 100% of participants advocated for the merits of organic farming in nurturing a healthier ecosystem. Impressively, 92% of these individuals highlighted the tangible benefits of organic practices in mitigating harm to beneficial insects, preserving natural habitats, and fostering biodiversity.

Whether organic farming support a healthier ecosystem



## Evaluation criterion 2: Coherence

Grasim's CSR endeavours, particularly in rural development and agriculture, epitomize a harmonious alignment with the company's overarching CSR policy. Moreover, these initiatives seamlessly integrate with key policies and schemes set forth by the Government of India, further amplifying their impact and reach.



One such synergy is evident in Grasim's engagement with the Paramparagat Krishi Vikas Yojana (PKVY), a flagship initiative promoting cluster-based organic farming fortified by the Participatory Guarantee System (PGS) certification. This collaborative endeavour nurtures the cultivation of organic produce within clustered communities, fostering sustainable agricultural practices while empowering farmers with essential training, certification, and avenues for marketing their yields.



Similarly, Grasim's commitment to rural development finds resonance with the Capital Investment Subsidy Scheme (CISS) under the Soil Health Management Scheme. This strategic partnership extends vital support to state governments and government agencies in establishing mechanized facilities for fruit and vegetable market waste and agro-waste compost production.



The interventions are also aligned with the Subhash Palekar Natural Farming scheme which aims to follow the Hon'ble Prime Minister, vision of increasing agriculture production and double the farmer income.

In essence, Grasim's CSR interventions not only uphold the company's ethos of responsible corporate citizenship but also serve as catalysts for positive change, synergizing seamlessly with government policies and schemes. By leveraging collective resources and expertise, these collaborative efforts propel sustainable development forward, enriching lives and ecosystems alike.

### Evaluation criterion 3: Effectiveness

The company has been actively engaging farmers through a series of awareness sessions and continuous training programs aimed at equipping them with the knowledge and skills needed to implement vermicomposting and zero-budget farming techniques. These initiatives serve as invaluable tools for sustainable agricultural practices, offering a plethora of benefits to both farmers and the environment.

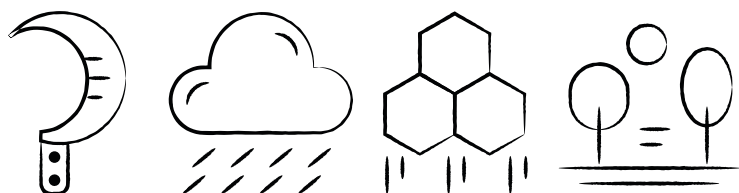
Vermicomposting, for instance, harnesses the power of earthworms to decompose organic matter, resulting in nutrient-rich compost that enhances soil fertility and improves crop yields. This natural fertilizer not only reduces the reliance on chemical inputs but also promotes soil health, increases water retention, and mitigates greenhouse gas emissions.



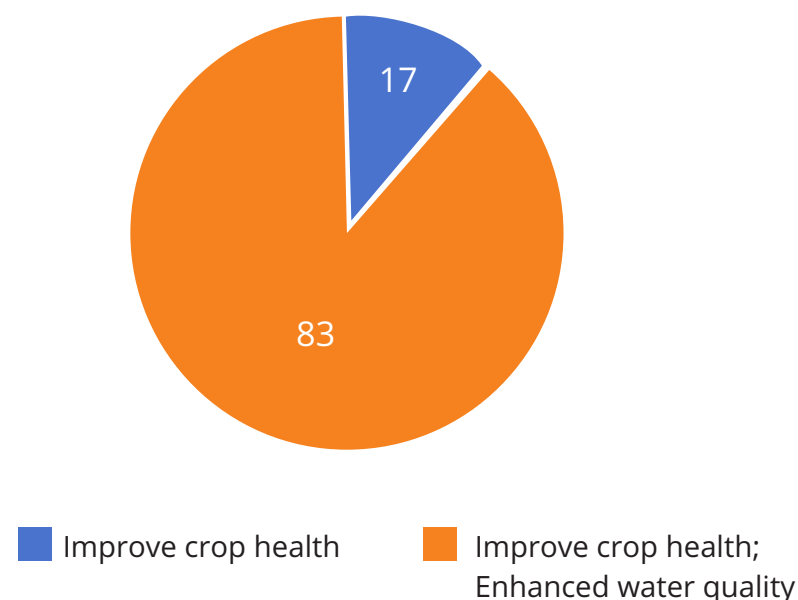
Similarly, zero-budget farming, championed by visionary Subhash Palekar, emphasizes minimal external inputs and maximum utilization of local resources. By incorporating traditional farming wisdom and agroecological principles, zero-budget farming fosters resilience to climate change, reduces production costs, and enhances biodiversity. Moreover, it promotes self-sufficiency among farmers while safeguarding the natural environment for future generations.

To transition an entire village to organic farming within the next three years, the company has facilitated farmer exchanges and interactions with model practitioners in the region. This collaborative approach not only fosters knowledge-sharing but also inspires farmers to adopt sustainable practices tailored to their local context.

In partnership with Subhash Palekar Natural Farming, renowned for its mission to enhance farm income in harmony with nature, the company has facilitated the registration of 101 farmers from the targeted villages into the Farmer Producer Organization (FPO) of Gir Somnath district. This strategic alliance empowers farmers to access markets, resources, and support networks, thereby bolstering their capacity to thrive in a sustainable agricultural ecosystem.



Whether reduction in chemical pesticides & fertilizer affect the farm



The impact of these interventions is palpable, as evidenced by the feedback from respondents in Veraval. A resounding 100% of participants attested to the positive effects of reducing chemical pesticides and fertilizers on farms. Notably, 83% of them highlighted the improved crop health and enhanced water quality resulting from this shift towards sustainable practices.

#### Evaluation criterion 4: Efficiency

Under the umbrella of its organic farming initiative, the company facilitated the establishment of 30 vermicompost beds using HDPE bags. This involved creating designated areas where organic waste materials could be decomposed by earthworms to produce nutrient-rich compost. The use of HDPE bags provided a practical and scalable solution, ensuring efficient management of the composting process while minimizing environmental impact.

Furthermore, comprehensive training and support were provided to women participants, covering various operational aspects such as vermicompost bed setup, maintenance, and monitoring. Input training sessions equipped them with the knowledge and skills necessary to effectively manage the composting process, from selecting suitable organic materials to ensuring optimal conditions for earthworm activity. Additionally, packaging and marketing strategies were discussed to help women entrepreneurs effectively market their vermicompost products and capitalize on market demand.



As a result of these initiatives, beneficiaries were able to produce an impressive 6000-7000 kilograms of compost per unit per year, distributed across six cycles. This translated to a substantial income of 18000-21000 rupees annually for each participant, providing a significant source of livelihood and economic empowerment for women in the community.

To further bolster market demand and promote the benefits of vermicompost, the company conducted promotional programs in nearby villages. These outreach efforts aimed to raise awareness about the advantages of organic farming practices and encourage more women to become involved in agriculture entrepreneurship. By fostering a supportive ecosystem for women agri-entrepreneurs, the company seeks to create sustainable livelihood opportunities and drive positive socio-economic change in rural communities.



## Evaluation criterion 5: Impact

The implementation of the training and knowledge obtained from the intervention has ushered in a transformative wave of change within the agricultural landscape, directly addressing the multifaceted challenges faced by the community in the Veraval and Nagda regions. Through strategic initiatives and targeted interventions guided by Grasim via its CSR program, the company has yielded tangible benefits, offering a ray of hope amidst the prevailing adversity.

First and foremost, the intervention has tackled the root causes of poverty by empowering landless individuals with sustainable livelihood opportunities. By providing vocational training, access to microfinance initiatives, and support for income-generating activities, the program has enabled marginalized community members to break free from the cycle of poverty, fostering economic empowerment and social inclusion.

Moreover, the CSR initiative has played a pivotal role in promoting sustainable agricultural practices, thereby mitigating the adverse impacts of chemical-intensive farming. Through awareness campaigns, training workshops, and the provision of organic farming inputs, farmers have been incentivized to adopt eco-friendly cultivation methods, reducing reliance on synthetic fertilizers and pesticides. As a result, soil and water pollution have been curtailed, safeguarding both environmental integrity and public health.

In parallel, the company has addressed the pressing issue of water scarcity by promoting efficient irrigation techniques and water conservation measures. By investing in modern irrigation infrastructure, promoting rainwater

harvesting, and facilitating community-led watershed management initiatives, the program has helped replenish groundwater reserves and mitigate the risk of water shortages, ensuring long-term sustainability for agricultural activities.

Furthermore, organic farming practices have revitalized soil health and fertility through targeted interventions aimed at restoring nutrient balance and enhancing microbial diversity. By promoting organic soil amendments, crop rotation practices, and integrated pest management strategies, the program has rejuvenated degraded soils, improving crop productivity and resilience to environmental stressors.





### Evaluation criterion 6: Sustainability

Grasim's commitment to organic farming has been instrumental in providing invaluable support to farmers. By embracing organic farming practices, the farmers have been empowered to enhance their yields within their existing farm boundaries. This sustainable approach is poised to persist in the coming years.

Through techniques like vermicomposting and organic cultivation, soil fertility has markedly improved, owing to reduced pesticide and chemical usage, thereby ensuring the long-term sustainability of the land.

Moreover, the provision of training and awareness initiatives has catalysed a significant increase in farmers' knowledge and consciousness. Armed with this enhanced understanding, farmers are adeptly leveraging their newfound knowledge to yield superior results from their farms.



Grasim has been actively committed to water conservation efforts, consistently undertaking initiatives for water harvesting. Throughout the financial year, The company has implemented a range of measures aimed at conservation, including farm well recharging, installation of underground water tanks, deepening of existing water ponds, roof water harvesting, and hand pump recharge through soak pit construction. Over the course of the year, in Harihar, Grasim has completed 3 soak pits, 5 farm well-recharging projects, 86 underground water tanks installations, 93 roof water harvesting structures, and 1 pond deepening project in and around the city of Veraval, contributing significantly to water conservation in these areas.

### A few benefits of adopting organic farming practices for farmers include:

- **Enhanced Soil Fertility:** Organic farming methods bolster soil health, fostering improved fertility over time.
- **Reduced Input Costs:** By minimizing reliance on expensive chemical fertilizers and pesticides, organic farming helps farmers save on input expenditures.
- **Improved Crop Quality:** Organic produce often boasts superior taste, nutritional value, and shelf life, translating to higher market value for farmers.
- **Environmental Conservation:** Organic farming mitigates harmful impacts on ecosystems and biodiversity, contributing to a healthier environment.
- **Access to Niche Markets:** With growing consumer demand for organic products, farmers can tap into lucrative niche markets, commanding premium prices for their produce.

## Project D: Women Empowerment

In the vast expanse of rural India, where tradition mixes with modern life, lies a demographic often overlooked yet crucial to the fabric of society – women. Despite the nation's strides towards progress and development, women in rural regions continue to grapple with systemic challenges that impede their socio-economic advancement.

Life for many rural women is far from easy. Hindered by a lack of access to basic infrastructure and educational opportunities, women find themselves stuck in a web of socio-economic limitations. Inadequate schooling facilities and societal norms that prioritize domestic duties over personal development perpetuate a cycle of illiteracy and dependency. As a result, women are often deprived of the skills necessary for economic self-sufficiency and are relegated to the margins of society, their voices muted, and aspirations stifled.

These challenges manifest in various facets of their lives, from restricted mobility and limited employment prospects to diminished access to healthcare and legal recourse. Denied agency and autonomy, women in rural India grapple with a reality where their potential remains untapped, and their contributions undervalued. The absence of avenues for skill development and economic empowerment further exacerbates their vulnerability, leaving them susceptible to exploitation and marginalization.

Against this backdrop of adversity and inequity, Grasim has embarked on a journey to catalyze change and empower women in rural India. By leveraging

its resources and fulfilling its corporate social responsibility obligations, the company seeks to address the systemic barriers hindering the progress of women in these regions.

Through targeted initiatives aimed at skill enhancement and awareness-building, the Grasim endeavours to uplift women from the shackles of socio-economic deprivation and pave the path towards a more equitable and inclusive future.



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

### Evaluation criterion 1: Relevance

In rural areas, many women find themselves either unemployed or solely engaged in supporting their families through farming or household chores. Often, they lack the skills or opportunities to pursue independent endeavours, and sometimes, cultural norms restrict their ability to work outside the home.

As a result, a significant number of rural women remain unemployed, unable to contribute financially to their own needs or those of their families.

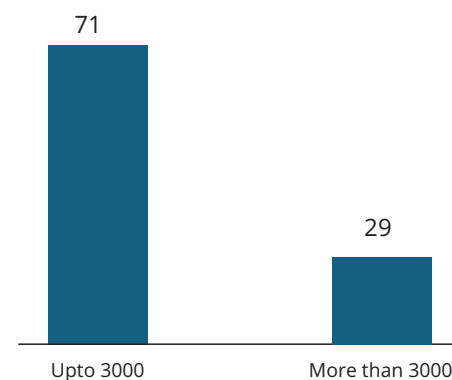
Recognizing this prevalent issue, Grasim has taken steps to empower women

and enable them to utilize their time in a meaningful and economically productive manner. To this end, Grasim initiated sewing training programs for these women.

Feedback gathered from participants in Veraval revealed promising outcomes. All respondents indicated that they had begun earning income through the training provided. Equipped with newfound skills, they are now capable of sewing various designs and selling their products.



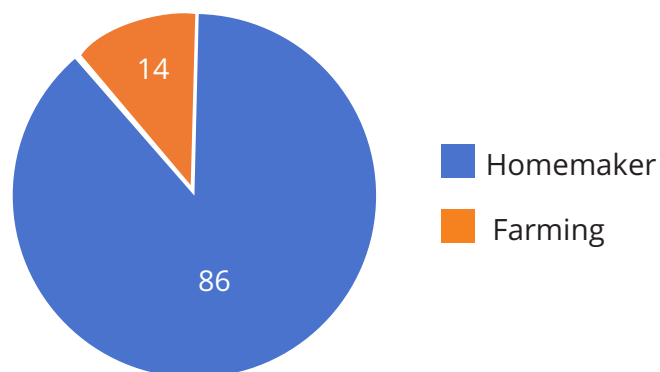
How much do you earn on monthly basis through training service?



Among these respondents, 29% reported monthly earnings exceeding 3,000 rupees, while 71% reported earning up to 3,000 rupees per month from the sewing training they received.

The intervention has undoubtedly brought about a positive transformation in the lives of women residing in rural parts of India. It not only addresses their economic needs but also provides them with a meaningful avenue to utilize their time and efforts effectively.

What were you doing before tailoring activities?

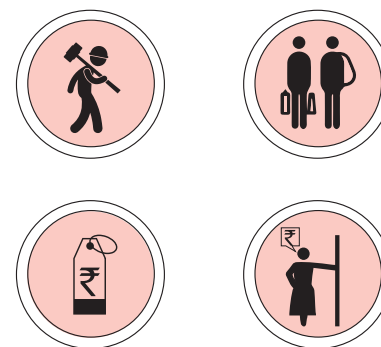


Prior to the intervention, a staggering 86% of the respondents identified themselves solely as homemakers, without any form of employment outside their households. For these women, the opportunity to engage in productive work represents a significant breakthrough.

By offering them avenues for employment and skill development, this intervention has ushered in a newfound sense of purpose and agency in their lives.

Empowering these women with the means to earn a livelihood not only enhances their financial independence but also elevates their social standing within their communities. Through gainful employment, they can contribute actively to the economic well-being of their families, thereby augmenting their overall quality of life.

Furthermore, by fostering a culture of self-reliance and entrepreneurship, this intervention instils confidence and resilience among these women, enabling them to navigate the challenges of rural life with greater efficacy. In essence, it catalyses holistic empowerment, equipping women with the tools and opportunities necessary to chart their path towards prosperity and fulfilment.





## Evaluation criterion 2: Coherence

Grasim's initiatives are deeply rooted in its CSR policy, which prioritizes the enhancement of people's living standards. A testament to this commitment is the certification of the training provided by Usha International, a recognition that not only validates the skills acquired but also opens avenues for financial support. With this certification, trainees can access loans from banks, empowering them to kickstart their entrepreneurial ventures and become self-reliant individuals.

In the fiscal year 2021-22, the company demonstrated its dedication by providing training to 65 girls in Nagda, a tangible demonstration of its commitment to empowering women through skill development and economic opportunity.

Moreover, the company's intervention aligns seamlessly with The Support to Training and Employment Programme for Women (STEP) scheme devised by the Government of India. This scheme, aimed at equipping women with skills that enhance their employability and foster an entrepreneurial spirit, resonates strongly with the company's mission to empower women through education and training.

By aligning its efforts with national schemes and standards, the company not only amplifies the impact of its interventions but also contributes to broader societal goals of women's empowerment and economic development. This synergy between corporate objectives and governmental initiatives underscores the company's role as a responsible corporate citizen, dedicated to making a meaningful and sustainable difference in the lives of women across India.



### Evaluation criterion 3: Effectiveness

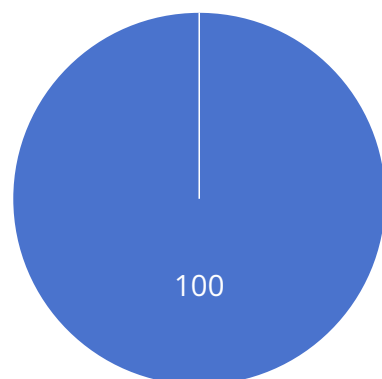
Grasim's assistance in empowering women through sewing has been multifaceted and impactful. Recognizing the importance of access to resources, the company has gone above and beyond by not only imparting training but also facilitating access to sewing machines.

In some cases, the company has directly provided sewing machines to participants, ensuring that they have the necessary tools to put their newfound skills into practice. Alternatively, for those unable to afford sewing machines, Grasim has extended financial support, enabling them to purchase their own equipment.



This comprehensive approach enhances the effectiveness of the intervention, as it ensures that all participants, regardless of their initial resources, are equipped to succeed. By addressing the barriers to access, the company enables women from diverse backgrounds to participate fully in the training program and leverage it to improve their livelihoods.

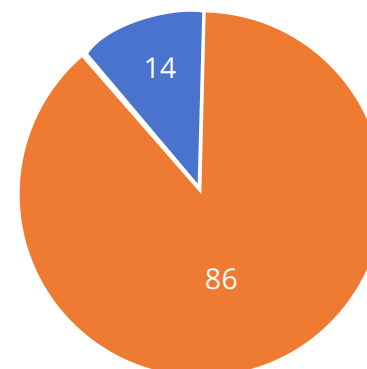
Do you own Sewing Machine?



■ Yes ■ No

Feedback from respondents in Veraval underscores the significance of this support. Remarkably, 100% of respondents reported owning a sewing machine, a testament to the tangible impact of the company's assistance.

How much financial support is provided to purchase the sewing machine?



■ 1000 to 3000 ■ 3001 to 5000

Of these, an impressive 86% indicated that they had received financial support ranging from 3,000 to 5,000 rupees to procure their sewing machines, further highlighting the company's commitment to equitable access and empowerment.

#### Evaluation criterion 4: Efficiency

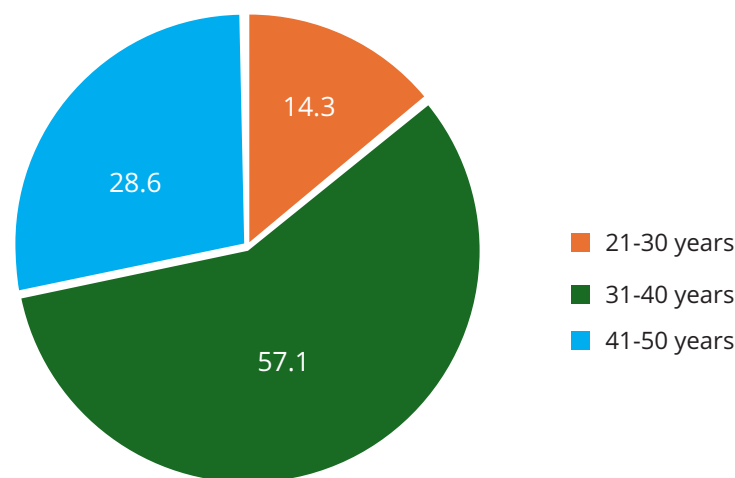
In addition to providing skill development training and awareness sessions, Grasim has demonstrated its commitment to celebrating and honouring women through various initiatives throughout the year. These efforts extend beyond traditional awareness sessions, incorporating innovative approaches to engage and empower communities.

Special days such as International Women's Day, World AIDS Day, World Hand Washing Day, Environment Day, World TB Day, De-addiction Day, and Malnutrition Awareness Day have served as platforms to raise awareness and celebrate important causes. Through these events, the Company has engaged with school children and community members, reaching a total of 1,903 individuals.

Notably, interactions with respondents revealed that 57% of them fell within the age group of 31-40 years. This demographic segment often finds themselves with some available time on hand, which the Company's interventions effectively harness. By targeting this specific age group, the Company ensures that its efforts are directed towards individuals who can meaningfully engage in and benefit from the initiatives provided.

In essence, the Company's multifaceted approach to empowerment not only equips women with valuable skills and knowledge but also fosters a culture of celebration, awareness, and community engagement. Through these collective efforts, Grasim endeavours to create a more inclusive and empowered society where women are valued, celebrated, and equipped to thrive.

Age group of respondents





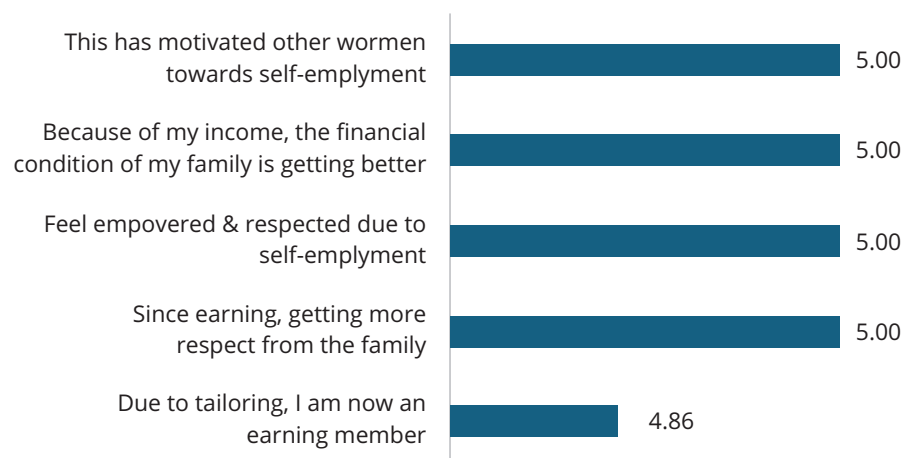
## Evaluation criterion 5: Impact



Grasim's CSR initiatives have left a profound impact on the lives of marginalized individuals, particularly women, showcasing the company's commitment to social responsibility and community empowerment.

During field visits, the team observed firsthand the positive reception and feedback from respondents regarding the interventions and support provided by the company. These testimonials underscore the tangible and meaningful changes brought about by Grasim's interventions.

Perception ratings



## Several key impacts of the intervention stand out:

In Veraval, respondents expressed overwhelming satisfaction, rating their experience at an impressive 4.86 out of 5. They attributed this high rating to the transformative effect of tailoring training, which has enabled them to become primary breadwinners for their families.

## Respondents also highlighted a range of positive outcomes, giving a perfect rating of 5 in several areas:

- The newfound ability to earn has not only improved their financial situation but has also garnered them increased respect within their families.
- Through self-employment, they have gained a sense of empowerment and dignity, fostering a greater sense of self-worth.
- By contributing to their family's finances, they have played a pivotal role in enhancing their family's economic stability and overall well-being.

These impactful outcomes illustrate the efficacy of Grasim's CSR interventions in uplifting marginalized communities and empowering women to lead more fulfilling and dignified lives. Through its continued efforts, Grasim remains dedicated to driving positive change and fostering sustainable development in the communities it serves.

### Evaluation criterion 6: Sustainability

Economically, the program aims to create self-sufficiency among the beneficiaries by equipping them with skills and resources to generate income independently. This involves providing training in sewing techniques, business management, and access to markets. Socially, the program should foster a supportive environment that encourages women's empowerment beyond mere economic gains.

This involves initiatives to promote gender equality, women's rights, and community engagement. Environmentally, the program strives for eco-friendly practices, such as using sustainable materials and minimizing waste in production processes. Additionally, partnerships with local organizations and communities can enhance the program's sustainability by ensuring continued support and relevance.

By providing women with sewing machines, this program not only offers them a source of income but also fosters independence and skill development. Sustainability is ensured through ongoing support mechanisms such as training sessions, access to markets, and technical assistance.

As these women gain financial stability, they can reinvest in their families and communities, creating a ripple effect of empowerment. Moreover, by focusing on women, the program addresses gender inequality, contributing to broader social and economic development.

Sustainable partnerships with local organizations and stakeholders further enhance the program's longevity, ensuring its continued success in empowering women and fostering sustainable communities.



## Project E: Aadyam - Promotion of Art & Culture

For numerous years, Aadyam Handwoven, an initiative of the Aditya Birla Group, has been dedicated to collaborating with weaver communities across India. Their overarching goal is to cultivate a self-sustaining ecosystem that empowers the nation's finest artisans while simultaneously ensuring their exquisite handicrafts reach a global audience. Launched in 2015, Aadyam embodies the group's commitment to nurturing artistic talent and promoting cultural enrichment.

At its core, Aadyam seeks to provide a platform for emerging and established artists to showcase their creativity across various performing arts and discipline. By fostering an environment that encourages experimentation and exploration, Aadyam has become synonymous with pushing the boundaries of traditional artistic expression.

Each season, Aadyam collaborates with top artisans to craft products that seamlessly blend global trends with traditional heritage. Its ethos lies in uniting age-old techniques with modern design, resulting in stunning pieces that resonate on a global scale while preserving the essence of these intricate crafts.

Aadyam Handwoven collaborates closely with three prominent weaving communities in India: Bhuj, Varanasi, and Pochampally, each renowned for its unique weaving techniques. During the challenging times of the pandemic, Aadyam Handwoven extended support to these weavers by placing orders and

offering essential business development guidance. This proactive intervention not only boosted the weavers' morale but also propelled their businesses forward, ensuring their sustainability amidst adversity.





### **BHUJ, Gujarat**

In the arid desert landscape of Kutch, vibrant fabrics stand out against the dry backdrop. Artisans meticulously hand-weave colourful threads, eschewing modern machinery, to produce textured, three-dimensional designs. This heritage technique, passed down through eleven generations, reflects their dedication and cultural legacy. Each piece, taking days to months to weave, reveals astonishingly intricate details up close, creating understated yet remarkable fabric.



### **VARANASI, Uttar Pradesh**

Banaras brocades, steeped in centuries of tradition, epitomize opulence and elegance globally, worn by nobility across cultures. Varanasi, formerly known as Banaras, situated along the sacred Ganges River, is not only a spiritual hub but also renowned for its diverse weaving techniques, from Tan Choi to brocade, Khinkhwab to Gyasar. The hallmark brocade fabric features intricate patterns created by weaving extra weft of coloured silk or metallic yarns into the warp and weft on a Jacquard loom.



### **POCHAMPALLY, Telangana**

Pochampally, nestled amidst green hills near Hyderabad, is renowned for its handloom industry. The town specializes in the ancient art of Ikat, where patterns are meticulously created on yarn through a process of tying and dyeing. This technique, known as tie & dye, results in mathematically precise motifs on the fabric, akin to magic crafted through colour and yarn manipulation.



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

### Evaluation criterion 1: Relevance

The Aadyam project stands as a beacon of significance within the realm of CSR, profoundly impacting communities and fostering sustainable development. Aadyam, with its multifaceted approach, not only addresses pressing social issues but also aligns with the ethos of responsible corporate citizenship.

The handloom sector stands out for its role in nurturing and preserving ancient weaving techniques, each unique to the diverse states and regions of our country. Moreover, it serves as a vital source of livelihood for numerous rural households, offering employment opportunities that are deeply intertwined with traditional craftsmanship. Despite its significance, the handloom industry faces challenges due to its reliance solely on manual weaving processes, and lack of mechanical support at production stages.

Aadyam's product lines, characterized by their slow output, present a stark contrast to the fast-paced dynamics of today's retail and e-commerce landscape. However, Aadyam distinguishes itself by prioritizing the creation of intricate and innovative designs, while simultaneously investing in enhancing the quality of raw materials and refining production processes. This dual focus not only elevates the artistic value of their offerings but also boosts efficiency and reduces wastage, contributing to the sector's sustainability and resilience amidst evolving market trends.

The handloom sector in our country faces a myriad of challenges, ranging from inadequate funding and low productivity to limited market access and a

fragmented production landscape. Additionally, factors such as low literacy rates, a dearth of market information, reliance on traditional designs, and insufficient guidance exacerbate the sector's struggles.

Moreover, there exists a palpable disinterest among the younger generation, coupled with high production costs and entrenched middlemen, further complicating matters.



## Evaluation criterion 2: Coherence

In rural and semi-rural areas of our country, the handloom industry is a significant source of livelihood and a representation of the diverse and rich cultural history of our nation. With more than 70% of all weavers and associated workers being women, it is also a sector that specifically addresses the empowerment of women. Nearly 19 per cent of the nation's total fabric production comes from this industry, which also significantly boosts export revenue. The flexibility and adaptability of the handloom are unique, allowing for experimentation and inspiring developments.

### Handloom development schemes from the Government of India:

**National Handloom Development Programme (NHDP)** – NHDP a central sector plan scheme has been developed for the financial years 2021–2022 through 2025–2026. For the integrated and comprehensive development of handlooms and the welfare of handloom weavers, the plan will adopt a need-based approach that will assist weavers with raw materials, design inputs, technology upgrades, and marketing assistance through exhibitions, and permanent infrastructure.

**Handloom Weavers' Comprehensive Welfare Scheme (HWCWS)** - The scheme seeks to offer handloom workers and weavers throughout the nation a Social Security that is both universal and reasonably priced. Insurance protection, this element protects against natural death, accidental death, and total and partial disability. For handloom weavers'/workers' children to attend textile institutes, financial assistance in the form of scholarships up to Rs. 2 lakh annually are provided.



### Evaluation criterion 3: Effectiveness

Through strategic interventions and sustainable practices, the project has revitalized traditional handloom weaving communities, empowering artisans and fostering socio-economic development in rural areas. By providing access to training, modern equipment, and market linkages, Aadyam Project enables weavers to enhance their skills, expand their reach, and attain fair remuneration for their craft.

Moreover, the initiative's emphasis on environmental sustainability and ethical production practices aligns with contemporary consumer demands, further enhancing its effectiveness and relevance in today's market landscape. As a catalyst for positive change, the Aadyam Project not only preserves centuries-old traditions but also ensures their viability and resilience in the face of modern challenges, thereby securing a brighter future for India's handloom sector.

Various social impacts are created by the project. This includes factors such as improvement in the livelihoods of handloom weavers, preservation of traditional crafts, empowerment of women artisans, and overall economic development in the communities where the project operates.

Throughout the COVID-19 pandemic, Grasim, via its Aadyam initiative, offered essential assistance and direction, including financial aid and relief, to artisans involved in handloom craftsmanship. Crafting handloom products demands significant time and effort, and achieving market-ready results can be a lengthy process.



Despite the challenges, many artisans persevered in their craft during the pandemic, reinforcing their commitment to this traditional profession rather than seeking alternative livelihoods.

*During the financial year 21-22, Grasim was able to operate 168 looms at the end of FY 22.*

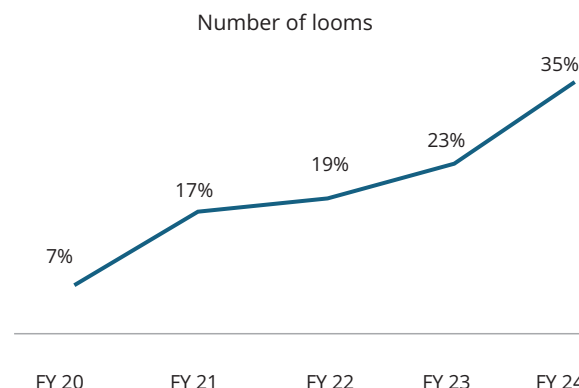


#### Evaluation criterion 4: Efficiency

The Aadyam Project, spearheaded by Aditya Birla, stands as a beacon of efficiency in promoting traditional handloom craftsmanship. This initiative exemplifies a harmonious blend of tradition and innovation, showcasing the meticulous skills of artisans while leveraging modern techniques for sustainable production. Through strategic partnerships and meticulous planning, the project ensures a streamlined process from yarn sourcing to weaving, resulting in high-quality handloom products that meet contemporary standards.

By prioritizing efficiency at every stage, from design conception to market distribution, the Aadyam Project not only preserves cultural heritage but also fosters economic empowerment within communities. This endeavour not only celebrates the rich tapestry of India's textile heritage but also serves as a testament to the efficacy of conscientious initiatives in revitalizing traditional crafts for the modern world.

The Weavers find contentment in seeing their products gain visibility in the market and the removal of middlemen has brought them additional advantages and transparency throughout the process. This has facilitated enhancements in their quality of life and provided assurance for future necessities. Although there was initially a notable turnover rate among artisans in the project, the project's resilience has instilled confidence in the weavers regarding their sustainable development in the future. Consequently, prudent management of funds and time has been ensured.



In the fiscal year 2024, there was a remarkable surge in the number of looms, marking a 35% increase from the previous year. This notable uptick contrasts sharply with the more modest growth rate of ~ 7% observed in the fiscal year 2020. This significant expansion in loom numbers during FY 2024 signals a considerable shift in the industry landscape, indicating potential advancements and increased productivity within the sector.





## Evaluation criterion 5: Impact

**Employment Generation:** Primary impacts of a handloom project are creation of employment opportunities, especially in rural areas where handloom weaving is a traditional craft.

**Preservation of Traditional Crafts:** Handloom projects often focus on reviving and preserving traditional weaving techniques and designs. By supporting artisans who practice these crafts, the project help safeguard cultural heritage and prevent the loss of traditional skills and knowledge.

**Income Generation:** Through the production and sale of handloom products, the project generate income not only for the artisans directly involved but also for other stakeholders in the value chain, such as suppliers of raw materials and retailers.



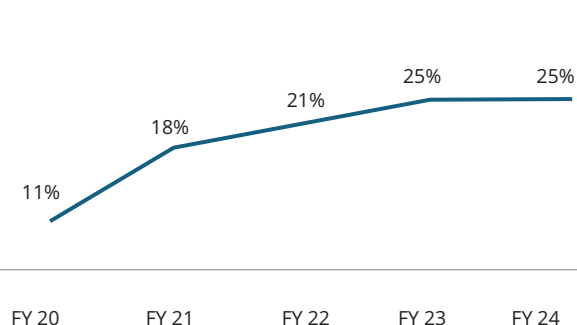
**Environmental Sustainability:** Handloom weaving is generally considered to be more environmentally sustainable compared to large-scale mechanized textile production. By promoting handloom weaving, the project contributes to sustainable practices in the textile industry, such as the use of natural fibres and dyes, and reducing energy consumption and carbon emissions.

**Market Access:** Through marketing and distribution efforts, the project help artisans access wider markets for their products, both domestically and internationally. This lead to increased sales and higher incomes for the artisans, enabling them to improve their standard of living and invest in education and healthcare for themselves and their families.

**Skill Development:** By providing training and capacity-building opportunities, the project help artisans develop their technical skills, business acumen, and market awareness. This enhances their long-term prospects for sustainable livelihoods and economic independence.

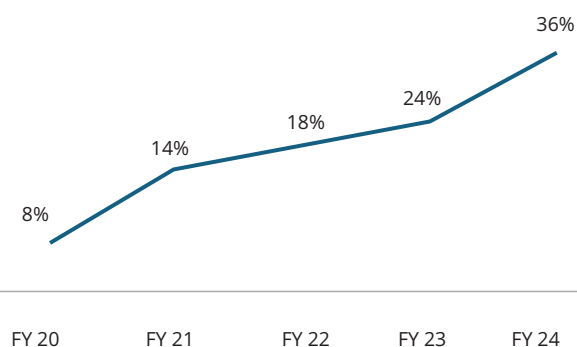


Number of Clusters



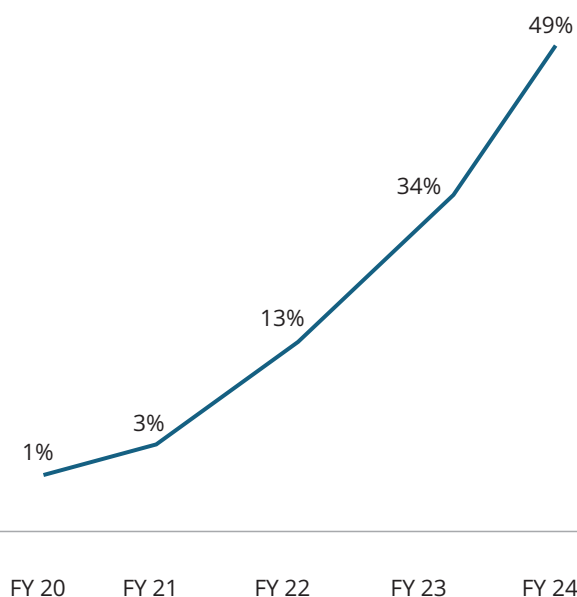
**Increase in the number of clusters,** where in the financial year 2020 there were only 11% clusters, the same has reached to 25% till the financial year 2024

Number of units produced



**Increase in the number of units produced,** in the financial year 2020, 8% units were produced whereas in the financial year 2024, number of units produced increased to 36%.

Number of Sales



**Increase in the sales of units,** in the financial year 2020, sales of 1% was observed while in the financial year 2024, due to the continuous support and efforts the sales of the units increased up to 49%.

## Evaluation criterion 6: Sustainability

Aadyam operates as a business model that not only fosters employment opportunities but also contributes to sustainable household incomes within the community. Moreover, the utilization of social media marketing by handloom industries plays a pivotal role in raising awareness about their products, thereby enhancing the skills of handloom weavers and creating fresh avenues for employment. This concerted effort aids in the development of new designs, amplifies product sales, and facilitates the economic empowerment of weavers, thus alleviating poverty and fostering economic sustainability.

Additionally, the consistent demand and orders for their products provide a sense of security to the weavers, ensuring the longevity and sustainability of their craft and business.

The traditional products market faces immense pressure due to intense competition, often compromising the fair pricing they deserve. However, thanks to the swift establishment of a strong brand image and visibility by Aadyam, artisans can now safeguard their products under its esteemed reputation.

Customers readily recognize and purchase Aadyam's products, trusting the inherent quality associated with the brand. By making traditional products accessible in the global market under its renowned name, Aadyam has significantly contributed to their sustainability, ensuring continued market presence and viability.



## Case study – Vilayat



### Background:

Patanvadia Ravjibhai Goradhanbhai, a resident of Saladra village, faced challenges with his traditional animal husbandry practices. In response, Grasim Industries, initiated a livestock development project. This endeavour aimed to support livestock-holding families by

encouraging the adoption of scientific management practices. The project enlisted the expertise of the BAIF Institute for Sustainable Livelihoods and Development Gujarat as the implementing agency.

### Implementation:

The establishment of the Livestock Development Centre at Vilayat marked the initiation of services extended to 25 neighbouring villages. These areas predominantly housed indigenous breeds, leading to suboptimal milk production due to conventional methods. The primary objective was to enhance breed quality through AI and subsequently increase the income of cattle holders. The centre provided doorstep services at minimal charges, including AI, animal husbandry training, certified fodder seeds, exposure tours, insurance schemes, vermicompost, and guidance on accessing government schemes.

### Case Study 1: Ravjibhai Gordhanbha Patanvadia

Ravjibhai, an uneducated but enterprising resident of Saladra, found hope in animal husbandry. Upon discovering the Livestock Development Centre, he engaged with its services and witnessed significant improvements in his indigenous breed's quality through AI. Subsequent calving affirmed the project's success, with notable increases in milk production. Ravjibhai's monthly income surged to Rs. 15,000, empowering him to construct a permanent residence and enhance his cattle infrastructure.

### Case Study 2: Sureshbhai

Sureshbhai, another beneficiary of Grasim's CSR initiative, found support in the Cattle Development Centre at Vilayat. With the center's interventions, he transitioned from frustration with unproductive animals to becoming a proud owner of productive livestock. Through AI services and other interventions, Sureshbhai optimized his herd and now enjoys a steady income from milk sales. He diversified his earnings by engaging in heifer rearing and successfully selling animals, recognizing its potential as a safety net during lean periods.

### Impact and Conclusion:

Ravjibhai and Sureshbhai's success stories highlight the transformative impact of the Livestock Development Initiative on cattle holders. Grasim's commitment to sustainable development ensures the long-term prosperity of rural communities by providing economic sustenance and employment opportunities through animal husbandry. Such holistic interventions not only improve livelihoods but also empower individuals to advocate for sustainable practices within their communities, fostering a cycle of prosperity and development.



## The Miyawaki forest

Grasim Industries Limited, Vilayat Bharuch, is pioneering the creation of "Grasim Van and Miyawaki Forest" beyond its factory premises, aimed at enriching the natural landscape. With over 68,000 trees already planted across two sites, the initiative targets planting 100,000 trees before the monsoon season. Utilizing the Miyawaki forest concept, more than 80 different species of trees, bushes, and small plants adorn a sprawling 2-acre area.

The Miyawaki forest method stands out as an exemplary approach for swiftly regenerating forest cover on degraded land, previously utilized for construction or agriculture. Developed by Japanese forester and botanist Akira Miyawaki, this method focuses on rapidly creating mini forests by densely planting a variety of locally available native plant species. These plants are strategically placed to optimize vertical growth, receiving only top-side sunlight. The planting follows a tiered approach, encompassing shrubs, sub-trees, trees, and canopy layers. Within three years, the plantation becomes self-sustaining, growing ten times faster and achieving a density thirty times greater than traditional methods.

The Miyawaki method offers several significant advantages over conventional forest plantation techniques, particularly shining in urban environments. Miyawaki-developed forest areas boast higher biodiversity and demonstrate an enhanced capacity for carbon sequestration compared to traditional forests. The approach aligns with multiple environmental objectives, including increased green cover, reduce air pollution, preservation of the water table, and improved overall biodiversity.



## Parmarkhedi – The Model Village

Parmarkhedi, a village near Nagda, faced a myriad of challenges including a lack of basic amenities such as drinking water, infrastructure deficiencies, healthcare access, and socio-economic struggles. Grasim, a socially responsible company, recognized the urgent need for intervention and embarked on a mission to revitalize Parmarkhedi, transforming it into a model village.

### Challenges Faced:

- 1) **Lack of Drinking Water:** The absence of a reliable source of clean drinking water posed a significant health risk to the villagers.
- 2) **Infrastructure Deficiencies:** Poor road connectivity and inadequate street lighting hindered mobility and safety, especially at night.
- 3) **Healthcare Access:** With no nearby medical facilities, villagers faced challenges in accessing timely healthcare services.
- 4) **Socio-economic Struggles:** Poverty and unemployment plagued the village, leaving many families without necessities and livelihood opportunities.

### Grasim's Intervention:

- 1) **Provision of RO Plant:** Grasim installed a state-of-the-art RO plant capable of producing 1500 litres of purified water per hour, addressing the

pressing need for clean drinking water.

- 2) **Infrastructure Development:** The company constructed roads and installed streetlights, enhancing connectivity and safety for the residents.
- 3) **Women Empowerment Initiatives:** Grasim provided skill development training in tailoring and beauty parlour services, empowering women with income-generating opportunities and boosting their self-confidence.
- 4) **Healthcare Support:** Grasim facilitated access to healthcare services by organizing medical camps and providing essential medical supplies, ensuring timely assistance during emergencies.





### Outcomes and Impact:

- 1) **Improved Quality of Life:** Access to clean drinking water, improved infrastructure, and healthcare services significantly enhanced the quality of life for Parmarkhedi's villagers.
- 2) **Economic Empowerment:** Women empowerment initiatives led to increased income generation and self-reliance among women, contributing to socio-economic development.
- 3) **Community Development:** Grasim's holistic approach fostered a sense of community cohesion and collective progress, laying the foundation for sustainable development.

### Conclusion:

The transformation of Parmarkhedi into a thriving model community demonstrates the power of corporate social responsibility and community engagement. Grasim's proactive efforts not only addressed immediate challenges but also empowered villagers to build a brighter future. This case study exemplifies the potential for corporate interventions to drive positive change and foster sustainable development in rural areas.

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