

CSR Impact Assessment Summary Report 2020-21

Prepared for:



Glenmark

A new way for a new world

Glenmark Pharmaceuticals Limited

Submitted By:



SOULACE CONSULTING PVT LTD

MUMBAI | DELHI NCR | KOLKATA

ISO 27001:2013 Certified

Website: www.soulace.in; Email: enquiry@soulace.in

Research Methodology

Application of Quantitative Techniques

The quantitative study was used to assess the impact of divergent CSR Activities of Glenmark through the Structured tool of Interview Schedule. This helped in getting quantifiable information.

Application of Qualitative Techniques

For better accuracy, ensuring anonymity, and at the same time to cover a larger sample population, Qualitative Techniques were used. Qualitative Techniques of Interviews with Key Project Stakeholders, Interviews with Community People were adopted for a better understanding of the problem alongside Quantitative Research.

Ensuring Triangulation

The findings of the Quantitative research have been verified with the insights from Qualitative Research and the report has also been structured to reflect this point.

Research Design

Sector	Name of the Project	Implementing / NGO partner	Geography	Beneficiaries Covered	Stakeholders Covered	Sample Technique
Child Health	Nutrition Garden	Glenmark Foundation / Spandan	Khandwa District, Madhya Pradesh	100 Beneficiaries	Anganwadi worker, project team, panchayat member	Simple Random Sampling
	Smokeless Chulla	Glenmark Foundation / Spandan Samaj Sewa Samiti	Khandwa District, Madhya Pradesh	20 Households	Project team, Self-help group, panchayat member	Simple Random Sampling
	Mobile Medical Unit (MMU)	Glenmark Foundation / IGD	Baddi & Nalagarh, Himachal Pradesh	100 Beneficiaries	Medical Officer, doctors of Baddi civil hospital, ASHA workers, Anganwadi workers, project team	Simple Random Sampling
	mMitra program	Glenmark Foundation / Spandan	Mumbai, Aurangabad (Maharashtra)	50 Beneficiaries	Medical Officer, Doctor, Nurse, HOD, Neo-Natology, ASHA workers, Project Coordinator & staffs	Simple Random Sampling
	Health on Wheels	Glenmark Foundation / IIF	East Sikkim	100 Beneficiaries	Doctor, ANM, ASHA workers, Project Staff & Coordination	Simple Random Sampling
Promotion of Sports	Creating Champions through Swimming	Glenmark Aquatic Foundation	Mumbai, Delhi & Bangalore	30 Swimmers	Head Coaches, Assistant Coaches, Physiotherapist etc.	Purposive Sampling
Sustainable Livelihood	Skill Development Project	Glenmark Foundation / Multiple Partners - Skill Vendors	Goa, Nalagarh, Baddi, Nashik & Pitampur	120 Trainees	HR officials at Plant Level & Skill Vendors	Simple Random Sampling
COVID-19 Relief	Covid Relief Ration distribution project in Sundarbans	Glenmark Foundation / Inclusive India Foundation	West Bengal, Sundarbans	400 Families	ASHA Worker, Anganwadi worker, ICDS supervisor, project team	Simple Random Sampling
	COVID Relief distribution Program	Glenmark Foundation / Spandan	Khandwa District, Madhya Pradesh	700 Families	Asha Worker, Anganwadi worker, Panchayat Pradhan, project team	Simple Random Sampling
	COVID HealthCare Staff Training Program	Glenmark Foundation / IGD	Delhi, NCR	195 Candidated	Trainers, Project team	Simple Random Sampling

OECD-DAC Framework for Evaluation

To ensure a pattern of research observations and also to keep research finding in line with certain universally acceptable criteria, this research uses the OECD-DAC framework for evaluation.





1. Child Health

Implementing Partner : Glenmark Foundation / NGO Partners

Research Methodology



Year of Implementation

2020-2021



Total Beneficiaries

Population across the project locations



Beneficiaries covered

370 Mothers plus Stakeholders



Project Locations

Khandwa District (MP), Baddi & Nalagarh (Himachal Pradesh), Mumbai & Aurangabad (MH) and East Sikkim

Key Findings of the Study

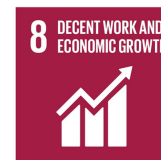
- **Nutrition Garden:** All the beneficiaries (100%) received different types of vegetable seeds as per the season and soil. Fertilizer, training, marketing & regular follow-ups are the reported supports under the program.
- **Smokeless Chulla:** All the beneficiaries (100%) reported receiving smokeless chulla along with 5 days of hand-holding training. Regular follow-up by the project staff is also reported by all the beneficiaries.
- **MMU:** Services like free medicine, hemoglobin test, guidance on breastfeeding, regular health check-ups of children, reminders for ANC date, sonography date, and vaccination date are being reported by the beneficiaries
- **mMitra:** 97.7% of the mothers reported receiving the calls post-ANC check-ups and ultrasounds.
- **HoW:** All the mothers reported receiving services; free medicine, hemoglobin test, and health check-ups of the children. Supports like guidance on nutrition & Iron & folic tablets are also reported by the beneficiaries.

Key Impact Created

- 98% of the respondents shared that there was a significant change in their food platter. 97% observed overall improvement in the health condition of the children and other family members.
- All the beneficiaries (100%) reported multiple improvements at the household level; decrease in cooking time, decrease in work-load, improved air quality with reduced smoke, improved health conditions, and reduced fuel cost through smokeless chulla.
- Most of the mothers (95-100%) confirmed ANC registration in the government facilities and completed their ANC check-ups, while children (98%) got vaccinated promptly as well.
- Majority of the mother (90.7%) had gone for due ANC check-ups while 69.8% had done their ultrasound on time post-receiving the calls.
- 100% of respondents reported that they had registered their pregnancy on time at different governmental health institutions and had completed all ANC check-ups and vaccination of their children.

OECD Criteria	Justification	Rating
Relevance	All the programs were based on the need of the mothers and children across the project locations.	● ● ● ● ●
Coherence	The project is in line with the Government's Poshan Abhiyan /mother and child's well-being and also with the SDG Goals 1- No Poverty, 2-Zero Hunger, 3 – Good Health and Well Being..	● ● ● ● ●
Effectiveness	The project has created changes among the families to change their perspective towards good health practices like, on-time ANC registration, timely vaccination, change in food habits, safe motherhood practices and sustainable approach to food security for the MAM and SAM children.	● ● ● ● ●
Efficiency	Programs were aligned & worked in close collaboration with public health infrastructure, thereby strengthening existing services and minimizing the gaps.	● ● ● ● ●
Impact	The project has created multiple impacts to increase the total numbers of ANC registration, vaccination, institutional delivery and PNC checkups, overall health improvement of the mother & child.	● ● ● ● ●
Sustainability	The project activities increased the awareness level among the mothers and their families. It also helps to change their behaviour pattern toward the overall well-being of the mother and child and the sustainable approach. In addition, the understanding of the well-being concept has increased in the community.	● ● ● ● ●




Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low



2. Promotion of Sports

Implementing Partner : Glenmark Aquatic Foundation

Research Methodology

			
Year of Implementation	Total Beneficiaries	Beneficiaries covered	Project Locations
2020-2021	200 Swimmers	30 Swimmers plus Stakeholders	Delhi, Mumbai, Bangalore

Key Findings of the Study

- All the swimmers have been receiving different support at GAF; gym training, guidance on nutrition and balanced diet, counseling, and flooding & lodging.
- All the swimmers mentioned that the duration of training (2-4 hrs) at GAF is either adequate (65%) or more than enough (5%).
- All the swimmers mentioned that coaching support at GAF is effective to perform at their optimum levels and achieve their desired goals.

Key Impact Created

- 95% of the swimmers confirmed increasing speed, improved timing, and better finishing whereas 81% reported of increasing strength due to the training provided by GAF.
- All of the swimmers mentioned that they have learned new swimming techniques which have helped them to finish their laps in a short duration.
- The majority of the swimmers (80%) have already participated in National & International events.
- 85% of the swimmers mentioned that counselling support helped them to cope with anxiety/mental stress to perform better in any situation.

OECD Criteria	Justification	Rating
Relevance	The project has a vision of providing good quality support which will contribute to the development of the talented swimmers of India and gain global recognition through participation & wining in international events.	● ● ● ● ●
Coherence	The initiative is in line with Government Initiative "Khelo India". Further, SDG 4- Quality Education & 8 - Decent Work and Economic Growth is also aligned with the project objectives.	● ● ● ● ●
Effectiveness	A visible improvement in swimmer performance occurred. Improvement in strength, speed, and better finishing have been reported by the swimmers. All of the respondents' swimmers are happy with the training hrs and coaching support at GAF.	● ● ● ● ●
Efficiency	The programs are carried out in association with the Sports Authority of India and local pools. Members of SAI and GAF have been working together to facilitate all kinds of world-class support to the swimmers. The procedure is in place for selecting the coaches/trainers.	● ● ● ● ●
Impact	The program has been strengthening the overall swimming ecosystem due to which talented swimmers got an opportunity to strengthen their skills in different aspects creating a positive impact on their mindset which has showcased in their improved performance. This would lead to an increase in participation and winning at national & international tournaments.	● ● ● ● ●
Sustainability	The project is sustainable, and it can be said based on the benefits which the swimmers are getting because of the provided training, and this will remain with them for life time and help them to compete at various events.	● ● ● ● ●





Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

3. Sustainable Livelihoods Initiative

Implementing Partners: Multiple Skill Development Agencies



Research Methodology

 Year of Implementation 2020-2021	 Total Beneficiaries 1400	 Beneficiaries covered 120 plus Stakeholders	 Project Locations Goa, Nalagarh, Baddi, Nashik & Pitampur
---	---	--	--

Key Findings of the Study

- The majority of the beneficiaries' families primary occupation is either farming (51.3%) or daily wage workers (30.8%).
- The majority of the beneficiaries' families (65%) monthly income is less than Rs.15,000/- .
- The overall retention level of the program was observed as good; 67% of the interns remain in the internship program & 17% completed the internship program.
- 52% of trainee receives more than Rs.10,000 as a stipend every month and 47% receive between Rs.5,000/- to Rs.10,000/- as a stipend.
- 78% are supporting their families financially through the stipend amount, while 38% started savings from the stipend.
- 81% confirmed that the Internship program helps the beneficiaries to get a better job upon completion.

Key Impact Created

- 94% that have completed their course got full-time jobs and 69% of them have been earning between Rs.10,000/- to Rs.15,000/-.
- 94% of them are able to provide financial support to their families and 65% of them contribute towards expenses for improvement of the standard of living.

OECD Criteria	Justification	Rating
Relevance	The Project has the vision to provide livelihood opportunities to individuals and reducing the poverty by providing them required skills by the industries and ease the way to get employment.	● ● ● ● ●
Coherence	The project is aligned with the Govt Skill Development initiative. Also, the project is aligned to SDG Goals 1: No Poverty, 4: Quality Education, 8: Decent Work & Economic Growth and 10: Reduced Inequality	● ● ● ● ●
Effectiveness	The internship proves effective as the candidates gets relevant skills based on industry expectations.	● ● ● ● ●
Efficiency	The program is providing all the required support theoretically with practical requirements in the field. Also, additional support has been received by the beneficiaries in terms of behavioural and attitude changes.	● ● ● ● ●
Impact	Post-intervention, Beneficiaries are able to contribute financially to their families. Improved lifestyle followed by savings are the other benefits reported by the beneficiaries.	● ● ● ● ●
Sustainability	Sustainability of the project is very high as relevant skills that are being provided will help in getting sustained livelihood opportunities.	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low



4. COVID-19 Relief

Implementing Partner : Glenmark Foundation/ NGO Partners

Research Methodology

 Year of Implementation 2020-2021	 Total Beneficiaries Population across project locations	 Beneficiaries covered 1235 Beneficiaries plus Stakeholders	 Project Locations Sundarbans (WB), Khandwa (MP), Delhi-NCR
---	--	---	---

Key Findings of the Study

- **Covid Relief Ration distribution (Sundarban, WB):** All the beneficiaries reported receiving the ration kit (10 kg atta, 1 kg sattu, and 2 kg soybean). 35% reported the quality was excellent, and 65% said the quality was good. Likewise, the packaging condition is good enough, as reported by the mothers.
- **COVID Relief distribution (Khandwa, MP):** 27% of mothers reported receiving the ration every month. On the other hand, the rest of 73% of the respondents shared that they received the ration every alternate month.
- **COVID Health Care Staff Training Program (Delhi/NCR):** 100% of the respondents shared that they received all the relevant information and knowledge.

Key Impact Created

- All the mothers reported that sufficient and quality rations were distributed for monthly consumption which was the direct support during the lockdown.
- Majority of the mothers (70%) said the quality of the ration was excellent, and 30% said the quality was good. Likewise, the packaging condition is good enough.
- 100% of recipients indicated that good knowledge was provided through training. All important and relevant subjects were discussed during the training. 68% of the respondents shared that they became confident in myths and misconceptions regarding Covid -19.

OECD Criteria	Justification	Rating
Relevance	The Covid Relief activities are relevant and need-based as they provided much-needed support during the pandemic.	● ● ● ● ●
Coherence	The project is in-line with Covid support and SDGs Goals 2- Zero Hunger, Goal-3 – Good Health and Well-being	● ● ● ● ●
Effectiveness	Visible improvements in the overall health status of malnourished children. The project targeted the relevant beneficiaries an	● ● ● ● ●
Efficiency	As all the projects were aligned with Government's ICDS program and healthcare facilities, the program avoided duplication and were executed efficiently.	● ● ● ● ●
Impact	The project is impactful and met the immediate prioritized need of the community. The study showed visible improvements in some of the projects. Nutrition is a subject that brings visible change over a longer period of time, but the limited intervention supported the immediate priority during the pandemic.	● ● ● ● ●
Sustainability	Training of healthcare staff is a sustainable approach that empowers them. The nutrition kits project supports an immediate basis addressing malnutrition.	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low