



बामर लॉरी एण्ड कं. लिमिटेड
(भारत सरकार का एक उद्यम)
Balmer Lawrie & Co. Ltd.
(A Government of India Enterprise)

IMPACT ASSESMENT OF CSR PROJECTS OF BALMER LAWRIE & CO. LTD.

2019-20 & 2020-21

Balmer Lawrie & Co. Ltd.
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7th July 2022



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LIST OF ABBREVIATIONS USED

Sr. No.	Abbreviation	Full Form
1.	CSR	Corporate Social Responsibility
2.	BLCL	Balmer Lawrie & Co. Ltd.
3.	FGD	Focus Group Discussion
4.	OPD	Outpatient Department
5.	SOP	Standard Operating Procedure
6.	ID	In-depth Interview
7.	WB	West Bengal
8.	NGO	Non-Governmental Organization
9.	TN	Tamil Nādu
10.	IICP	Indian Institute of Cerebral Palsy

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is a transformational practice by the business corporations in India, mandated by the Government. CSR programs aim at transforming the lives of the underprivileged and enhancing collective community well-being, besides the broader goal of driving sustainable development and growth of all stakeholders. In line with this, the Company has been driving various CSR projects independently around its units and establishments across the country and has also been supporting various programs initiated by the Government of India like the COVID 19 response, Clean India Mission, and Skill Development Institutes. The Company is responsive to the needs of society at large, and its socio-economic goals are well aligned with the business objectives.

Balmer Lawrie's CSR initiatives are driven by two Flagship Programs – Balmer Lawrie Initiative for Self-Sustenance [BLISS] and Samaj Mein Balmer Lawrie [SAMBAL]. While the first Program is directed at providing and improving the long-term economic sustenance of the underprivileged, the second Program aims at improving the living standards and quality of life of the population in and around the Company's work canterers.

In pursuance of these Programs, the Company has undertaken different community development projects, partnering with various agencies. The focus areas for the schemes under the programs, amongst others, have been education, healthcare, sanitation, integrated village development, and environmental protection. CSR efforts are channelized into the above-mentioned thematic focus areas and target groups like children, women, youth, elderly, and people with disabilities.

Through the various CSR programs, the Company has constantly endeavoured to integrate the interest of the business with that of the communities that form part of the areas it operates. With the advent of the various National flagship programs launched by the government, we as an organization take pride in furthering the initiatives, which come under the purview of CSR by engaging specialized agencies, and in keeping with the DPE guidelines, the Companies Act 2013, and Schedule VII of the Companies Act.

SCHEDULE VII (See section 135) Companies Act, 2013

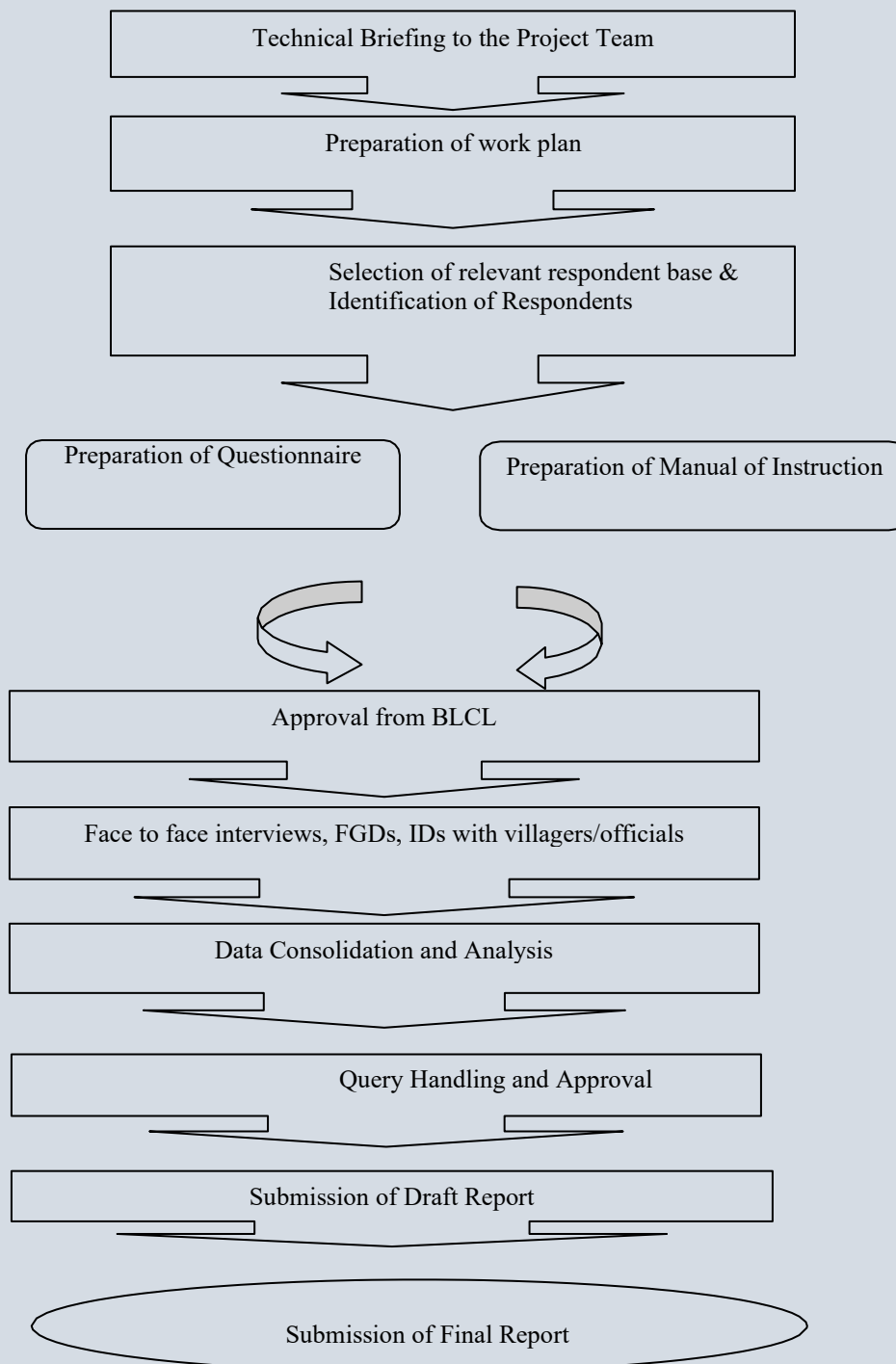
Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to: —

- (i) eradicating extreme hunger and poverty
- (ii) promotion of education
- (iii) promoting gender equality and empowering women
- (iv) reducing child mortality and improving maternal health
- (v) combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria, and other diseases
- (vi) ensuring environmental sustainability
- (vii) employment enhancing vocational skills
- (viii) social business projects
- (ix) contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities, and women; and
- (x) such other matters as may be prescribed

Note: There are additions to the list from time to time which should also be considered like expenses on Covid 19, Swatch Ganga Abhiyan etc.

(Source: Companies Act, 2013)

Research Methodology:



Stage 1 - Preparation:

On receiving the Work Order dated 18.2.2022 from Balmer Lawrie & Co. Ltd. (BLCL), our core research team had a detailed discussion on the project objectives, timelines, methodologies, type of interviews, work plan, etc. The work allocation among the team members and timelines for each of the activities were also planned. The questionnaires were prepared for beneficiaries, parents, and NGO Officials and were submitted to BLCL officials for approval. A manual of instructions was also prepared, and a briefing and orientation session was organized at our office for a detailed understanding of the project and its deliverables.

Stage 2 - Secondary research:

At this stage, our senior researcher conducted extensive secondary research by going through various published sources, websites, reports, districts, and village profiles. Based on this, we could collect basic information about each of the villages in terms of population, size, distance from the nearby city, etc.

Stage 3 - Fieldwork:

Start Date of the Project: 20.2.2022

Duration of the Field Visit to Project locations: 9.3.2022 to 4.4.2022

Our project team had a kick-off meeting with the CSR Team of BLCL. in their Kolkata Office on 9.3.2022. The entire fieldwork was conducted by personal in-depth interviews by convenience sampling methodology. Households were identified and interviews with the chief wage earner of the beneficiaries were taken. A team of field investigators spent an average of 1 day in each of the villages/project's location for data collection. Interviews with the NGO officials, Govt. officials and local resource persons were conducted at the field.

Stage 4 - Visit to Project Sites and interviews with beneficiaries by F2F & FGD:

Focus group discussions (FGD) in each of the project locations were undertaken by our senior researchers. The group consisted of a mix and all types of respondents as far as possible who have good insight into need assessment and impact assessment and understand priorities of community needs and prioritize them. We have taken pictures and videos wherever necessary. During our visit to the respective project sites local officials of BLCL were present during the entire day. This helped us in facilitating interviews with the various respondents from the field.

Stage 5 - Data Validation and back checking:

On completion of the entire fieldwork, all the questionnaires were assimilated and validated wherever required. Our quality team, thereafter, backchecked them for the correctness of the data and were thereafter released for data entry.

Stage 6 - Data analysis:

After the validation, scrutiny, and coding thereof, the data was entered. The open-ended responses were compiled and presented verbatim in the report wherever possible. The data was analysed to make an impact assessment of the CSR Projects.

Stage 7 - Report writing:

After the data was analysed, the team leader completed report writing after discussion with the project team that has visited the project areas and to meet deliverables as per the work order. An attempt was done to address, and present the data, facts, figures, views, and opinions and gave insights into the impact status and needs of the community.

Scope of Work

Objectives of the Study

To conduct an Impact Assessment of various CSR projects undertaken during FY 2019-20 & 2020-21.

To find out areas of improvement to ensure optimum use of resources.

To draft a report for public use.

Research Tools:

- ✓ Quantitative survey with the beneficiaries in a structured questionnaire.
- ✓ Manual of Instructions to conduct of Focus Group Discussions (FGD)
- ✓ 100% interviews by face-to-face method from the target Group of beneficiaries.
- ✓ In-depth interviews with the Key Informant Respondents from project locations.
- ✓ Develop a survey link in Zoho software for data entry and data analysis
- ✓ Preparation of Impact Assessment Study Report.

Sample Size:

Sr. No.	Type of Respondent Interviews	No. of Interviews
1.	Quantitative face to face interviews with the beneficiaries	700
2.	In depth interviews with the Key informants	35
3.	Focus Group Discussions	10
4.	Others	5

Note: These are covering for all 7 CSR projects.

CSR Project Details 2019-20 & 2020-21

Name of the NGO	Project	Thematic Area	District & State	Beneficiaries
Indian Institute of Cerebral Palsy IICP	Sponsorship for 2 classes of children with Cerebral Palsy	Education	Kolkata, WB	28
Friends of Tribal Society	Education for Tribal Children	Education	24 Parganas	1200
Calcutta Rescue	Street Medicine Program	Health	Kolkata, WB	200
Help Age India	Mobile Health Van for Elderly	Health	Chennai TN	1200
Doctors Association of Silvassa	Cardiac Care Ambulance Service	Health	Silvassa, Dadra Nagar Haveli	1000
Swadeep Shikshan Vikash Sanstha	Education, Capacity Building and Health & Hygiene	Health & Sanitation	Silvassa, Dadra Nagar Haveli	872
Saksham Foundation	Water Resource Management	Drinking Water	Padghe Village, Panvel	3328

Benefits of doing CSR Projects:

- ❖ Better brand recognition improves substantially
- ❖ Favorable and positive business reputation in the community
- ❖ Increased sales and customer loyalty
- ❖ Improves bottom lines and overall profitability
- ❖ Operational costs savings
- ❖ Better financial performance and bring stability
- ❖ Greater ability to attract talent and retain staff
- ❖ Escalates organizational growth and brings opportunities
- ❖ Improves easy access to capital and technology
- ❖ Goodwill and faith of the customers goes up
- ❖ Products offered by CSR-compliant companies get higher value in the market from customers
- ❖ Improves overall Environmental, Social, and Corporate Governance aspects

Constituents of CSR Project:

- ❖ Project must be as per the broad list of areas as mentioned in Schedule VII of the Companies Act, 2013 and as updated from time to time
- ❖ It must be need based
- ❖ It should be targeted for the beneficiaries who are from economically backward or poor
- ❖ CSR projects must be sustainable on long term basis
- ❖ All CSR projects must have start date and end date of the project
- ❖ Social Rate of Return on Investment (SROI) should be minimum 1 and above
- ❖ The project should have a positive impact on the living conditions of the target beneficiaries
- ❖ Any CSR projects should not be more than 3 years at the most and in exceptional conditions it may be extended by 1 more year with the approval of the Board and the CSR Committee of the Board
- ❖ All the CSR projects must be sustainable for a reasonable period even after the withdrawal of CSR funding support by the Company

Project: Street Medicine Program

Name of the organization: Calcutta Rescue, Calcutta, West Bengal

Area: Health

No. of beneficiaries: 200

Total CSR Budget Spent: Rs.5.47 lakhs

Duration of the Project: June 2020 to May 2022.

Date of Visit: 9.3.2022

Socio Economic conditions:

The majority (65%) of the beneficiaries were not educated while the remaining 35% of them have attended primary schooling. Most of them were also unemployed mainly because of the impact of Covid 19. All 200 beneficiaries of the project were from the poor socio-economic background.

Research Methodology:

Genesis team visited the project site 9.3.2022 along with the local representative from the BLCL office. We developed a separate questionnaire for the beneficiaries and NGO officials. We gathered their responses on the various parameters about the implementation of the project from 15 beneficiaries selected on a convenience sampling basis. We also conducted one Focus Group Discussion with 10 beneficiaries on the same date.

We analyzed the data collected through FGD and face to face interviews received from the beneficiaries.

About the Project:

Balmer Lawrie and Co Ltd. has allocated Rs. 5.47 Lakhs to Calcutta Rescue for running street medicine mobile clinics for the slum dwellers of Paharpur, Kolkata. The doctors and the healthcare team visit the slum dwellers on a regular pre-decided basis. The clinics are run from mobile vans, which have basic medical equipment and a stock of drugs for common ailments. During the pandemic, Calcutta Rescue has helped slum communities to get medical facilities on regular basis. This project has received great recognition for its contribution to the immunization program and medicine supply to registered patients.

Findings:**Medical treatment to registered & slip patients**

There were 167 registered patients and about 400 called as slip patients who visit only when needed. About 150 families with an average of 3 children in each family are being given treatment on maternity issues, cardiac, diabetic, cancer and minor injuries, if any. Generic medicines are given for treatment to the patients.

All expenses covered treatment

All the beneficiaries have received medical treatment as may be required from time to time. Under the program, all the expenses relating to OPD treatment are covered under this project. The NGO has completed all the deliverables as per the MOU.

Proper utilization of funds

The funds have been utilized properly by the NGO and relevant financial documents were submitted. The project may be extended by one more year, if possible, with the permission of the Board.

Need to provide clean drinking water, toilets, and sanitation

There is also a need for providing clean drinking water, toilets, and sanitation which could be considered by the Company for the coming years, if possible.

Awareness on the project being financed by BLCL needs improvement

Awareness on the sponsorship by BLCL under CSR funding among the target beneficiaries was satisfactory with 60% being aware of the same. This may be improved further which would help to improve image of BLCL in the community.

Timely completion & recommendation of project

All the beneficiaries interviewed have confirmed that the project was started and completed in time. In addition to this response to other attributes on project constituents as well as on the sustainability of

the project. 84% of the respondents confirmed that the project is need-based, improved their health conditions, and was in favor of recommending this project to others.

Need for periodic visits & discussions by BLCL officials

The response on some other attributes like visits and discussions by BLCL officials during the implementation of the project directly with the beneficiaries needs improvement. 72% of the respondents have confirmed and have given positive responses on these attributes.

Overall successful project

On the question relating to the overall rating on success of the project all the respondents were unanimous in giving 10 out of 10 is certainly a compliment to BLCL CSR Team.

Recommendations

Meeting with the donors to explore the possibility of doing a comprehensive project

It appears from the picture (Captured during data collection) of the ambulance that SBI has been doing some CSR funding to this NGO in addition to Citibank which is likely to give support to this NGO from March 2022 onwards. We suggest a meeting of all other donors viz. SBI, Citibank, or any other donor may be arranged together and BLCL may take an initiative in this respect, if possible, and explore a possibility to do a comprehensive project and ensure that double or repeat financing is avoided in such cases.

Consider water, toilet, and sanitation project

Please consider the water, toilet, and sanitation project for them and the possibility of extending support to this project for yet another year if needed if no other donor is available for this project.

Development of communication strategy

Consider developing some communication strategy with the stakeholders to create a distinct brand identity of BLCL in the community.

SR team visit

Please ensure that the CSR team visits the project during its implementation and establishes a direct rapport with the stakeholders.

The overall rating for this project is 8 out of 10.



Figure 1: Calcutta Rescue Health Project in slum area



Figure 2: Calcutta Rescue Mobile Health Van

Project: Sponsorship for two classes of children with Cerebral Palsy

Indian Institute of Cerebral Palsy, Calcutta (IICP), West Bengal

Area: Education

No. of beneficiaries: 28

Total CSR Budget Spent: Rs. 15 Lakh (2020-21)

Duration of the Project: 1 year

Date of Visit: 10.3.2022

About the Project:

Two classrooms are being sponsored under the “Corporate Leverage and Support Scheme” (CLASS) of Indian Institute of Cerebral Palsy (IICP) for supporting the differently abled, particularly children suffering from cerebral palsy. In all 28 children are being supported under the program. This is an afternoon school for 28 children with Cerebral Palsy in the age group of 3 to 18 years. Considering the nature of ailment of the children the Teacher: Student ratio is 1:7. The students above 14 years of age are given training on life skills to enable them to do day to day activities on their own. If in the course of time they recover and become normal are then sent to a normal school. However, such cases are not extremely high in number.

IICP is running a Nutrition Program as well as an Educational Program (Academic & Non-Academic learnings) for students with cerebral palsy as well as normal students. After the child becomes 18 years and above, they are given vocational training on topics relating to computer, printing, and catering. In addition to this a day care center for adult cerebral palsy candidates is also being run separately. Balmer Lawrie and Co. Ltd. also supports IICP in their fund raising for the charity Golf Tournament - “Hope Cup” which is held annually in Kolkata.

Research Methodology:

We met the COO & Director- Technical Services of IICP on the day of our visit to the project location. We received full cooperation from them and the entire project team. We interviewed parents in the structured questionnaire and gathered their responses on the overall implementation of the project.

Findings:**Need-based project**

Most children from poor socio-economic backgrounds needed such support. As such this project is need-based.

Inadequate awareness among parents on early signs of cerebral palsy

Awareness of early signs of cerebral palsy among children by their respective parents was not very satisfactory. They were not aware of this disease among their own children and detection was often delayed.

Support for fees & school supplies

The support given under the program included school and tuition fees, books, stationery, uniform, and related facilities to make education much more comfortable for the children.

Recommendations:**Requirement for additional facilities**

School requires additional infrastructure facilities, and they may be considered by BLCL in consultation with IICP. IICP has a canteen facility and out of 28, about 25 students are given food daily. This may also be extended to the remaining 3 students.

The overall implementation of the project is satisfactory and is rated 8 out of 10.



Figure 3: IICP Visit by the Research Team

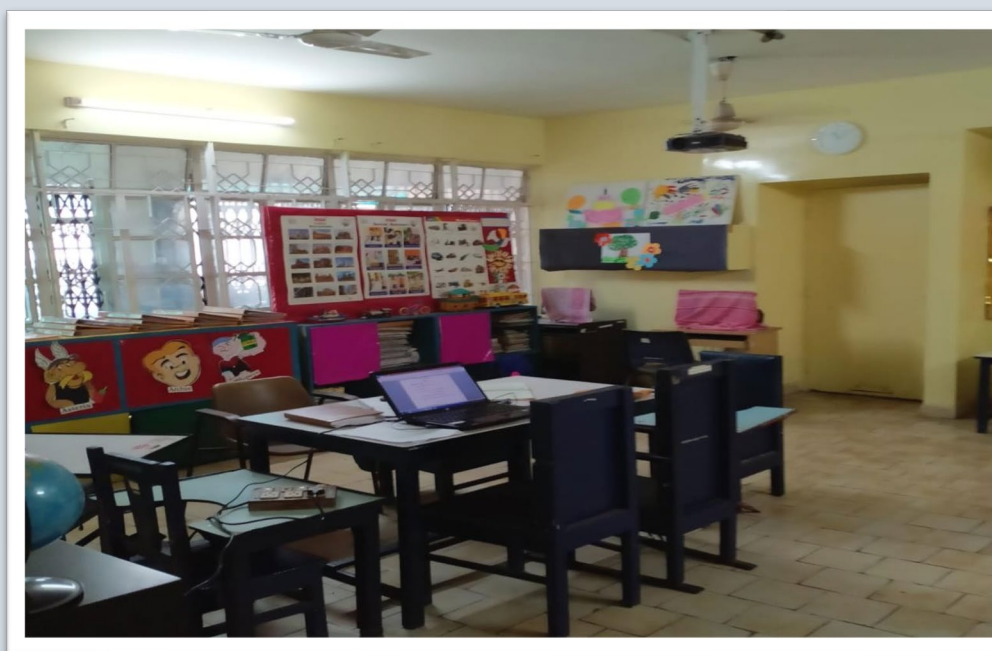


Figure 4: Customised classroom at IICP

Project: Education for Tribal Children

Friends of Tribal Society, 24 Parganas, West Bengal

Area: Education

No. of beneficiaries: 1200

Total CSR Budget Spent: Rs. 10 Lakhs (2020-21)

Duration of the Project: 1 Year

Date of Visit: 11.3.2022

About the Project:

Friends of Tribal Society (FTS) is a well-known NGO. They adopt a professional approach while implementing social projects by conducting need assessment surveys, identification of beneficiaries, and assessing the impact of the intervention at regular intervals. FTS is also an implementing agency for running rural-based educational schools.

These schools are called Ekal Vidyalaya and focus on providing personality development and preliminary education to the village students. During our visit, we were able to interact with students studying from 1st to 6th standard. The project is executed across 50 locations in 24 South Pargana districts. The schools are further sub-divided into 3 groups- 1. Namkhana Sanch 2. Gangasagar Sanch and 3. Canning 1 Sanch. The current project is being implemented at 50 locations among approximately 1,200 children from the tribal community.

The expenses per school are around Rs. 22,000/- per year which includes teacher fees as well as educational items.

Research Methodology:

Our team visited schools at Ishwarpur and Nalkoda and had discussions with the faculty, NGO officials, students, and other stakeholders.

Findings:

Life skill programs leading better performance by students

Majority of the students attend Govt. school in the afternoon because of the mid-meal and snacks program. These students are taught reading, writing, yoga, and other useful tools by FTS. These students also perform very well in secondary and high school education compared to other students.

Lower attrition rate

There is a mix of SC and ST classes, and the teachers are appointed from the same village where the school exists. The attrition rate of students is low at 3% to 4% only.

No age or grade-specific programs

There is no grade-specific teaching and all the students irrespective of the grade they are studying are taught basic academic subjects in addition to other traits required for the overall development of the child.

Supplements of education provided by Government school

The quality of education in Government schools is not good and as such learning in these schools is useful to the children.

Inadequate awareness of BLCL as a donor

Awareness among the stakeholders about BLCL as a donor under CSR is not very encouraging and could be improved.

Satisfied with the program

At Ishwarpur there were 26 registered students. The school time is 6.00 am to 9.00 am while in the winter season it is from 7.00 am to 10.00 am. The classes are arranged in an open space under the tree while during the rainy season it is held in a shed or ICDS School. We have observed that the actual number of students is a little more than the registered number of students.

In Nalkoda there were 22 children registered while 30 children attend the school regularly. We also interviewed few parents and had detailed discussions with them by way of an FGD. They were happy

with this program.

Recommendations

Permanent place required

The school needs a permanent place for organizing the daily classes in all seasons of the year. This may be considered in the future.

Installation of sign board

Display sign board should be installed at each school showing name of BLCL as Corporate Donor for the activity.

The program is useful need based and should be supported.

The overall rating for this program is 9 out of 10.



Figure 5: Ekal Vidyalay Visit



Figure 6: Cardiac Ambulance in Silvassa

Project: Cardiac Care Ambulance Service

Doctors Association of Silvassa, Dadra & Nagar Haveli

Area: Healthcare

No. of beneficiaries: approx. 80

Total CSR Budget Spent: Rs. 23 Lakhs (2020-21)

Duration of the Project: One time

Date of Visit: 16.3.2022

About the Project:

Balmer Lawrie and Co. Ltd. sponsored a non-profit Cardiac Ambulance at Silvassa in association with DNH Medico Association, a registered body of medical professionals of Dadra Nagar & Haveli in December 2020. Balmer Lawrie and Co. Ltd. has been supporting developmental work in Saily and Khadoli villages at Silvassa on a continuous basis. Dadra Nagar Haveli has 13 private hospitals and only one cardiac ambulance is available run by Rogi Kalyan Samiti but is available only to the patients of that hospital. Balmer Lawrie and Co. Ltd. funded Rs. 23.00 Lakhs for the ambulance and the objective of the

ambulance service is to ensure timely access of cardiac care from local hospitals as well as nearby areas. This project is a unique concept conceived by Medical Professionals from Silvassa area. The handing over ceremony of the said ambulance was arranged in December 2020 and this ambulance is available to all types of patients. The average service life of this ambulance is expected to be 10 years. The project is useful and is need based.

Findings:

Local availability of ambulance and cardiac critical care service

Cardiac needs are always a priority and are on an urgent basis. The nearest ambulance facility available to this area was from Vapi at 80 km and was a 1-hour drive. With the financial support from BLCL, the project has created a local availability of such an ambulance and cardiac critical care service in Silvassa.

Fully equipped ambulance

This ambulance is a state of the art which has a ventilator, oxygen, defibrillator, monitor, suction, and syringe pump equipment installed.

Reasonable ambulance rates

The ambulance is available at a rate of Rs.12,000 to Rs.15,000 depending on the distance as against Rs.20,000 to Rs.25,000/- which is the tariff prevailing in the market for a comparable ambulance. The tariff is variable as decided by the management.

So far, patients from the local villages have taken advantage of this facility. We spoke to some of the patients and had detailed discussions with the Medical Professional Team who is taking care of this project.

We also met and gathered views of the local medical professionals and hospitals. All of them have appreciated this service funded by BLCL.

Recommendations:**Need for dedicated para-medical staff**

One dedicated para-medical staff along with the driver needs to be appointed. This is essential as the medical teams of various hospitals are not acquainted with this setup. More awareness of this facility needs to be made and the Association should run the project more transparently.

Proper handling of records

The project also needs to be managed properly and the accounting record needs to be created and updated from time to time.

The overall rating is 7.5 out of 10.

Project: Education, Health & Hygiene Capacity Building

Swadeep Shikshan Vikash Sanstha, Silvasa, Dadra & Nagar Haveli

Area: Healthcare and Sanitation

No. of beneficiaries: 872

Total CSR Budget Spent: Rs. 20.00 lakhs

Duration of the Project: 2021-22 (1 Year)

Date of Visit: 17.3.2022

About the Project:

Swadeep Shikshan Vikas Sanstha is an organization working in the educational field in western India. The program aims to ensure that children in the pre-primary schools and in the primary schools are provided with quality education. A total of 17 Anganwadis and 10 schools are covered under this program in Sailly and Khadoli villages.

Research Methodology:

Our team visited this project on 17th March 2022 along with the officials of NGO as well as BLCL. We received full cooperation from the NGO officials and the other stakeholders.

Findings:**Well organized & professionally run**

The NGO is well organized and is being run professionally. They have conducted need assessment and the quality of overall project implementation strategy is also satisfactory. The NGO has submitted to us all the relevant documents and information for our perusal.

We have interviewed some of the Anganwadi workers, parents, NGO officials and the officials of the local administration.

Innovative activities & workshops

We received positive responses from the respondents on the project implementation and its impact. They are conducting innovative activities towards the overall development of children in culture,

mathematics, and science and create awareness among them on health & hygiene by creating songs, and stories and seeking their active participation.

In addition to this, they are also doing orientation workshops among Anganwadi workers on the Govt. schemes, and programs to conduct capacity-building motivational programs exclusively for them. This has certainly improved the knowledge level and overall capability of the Anganwadi workers toward the rural and social development of the area.

Health & hygiene orientation programs

The NGO team also visits the homes of the children and conducts orientation programs for parents on health & hygiene, preparation of healthy food, and parenting. School teachers are also encouraged and motivated to participate in the health & hygiene programs.

Health kits were provided to students during the multiple Covid waves experienced in India.

A comprehensive approach towards the overall development

Thus, it appears the NGO and its officials are taking a comprehensive approach toward the overall development of the children, parents, teachers, and Anganwadi workers which is worth taking note of.

Recommendations:

Distribution of personal hygiene kits

Majority of the respondents have suggested that personal hygiene kits be distributed to the children on a continual basis and educational exposure visits for parents may also be organized.

The overall rating for this project is 9 out of 10.



Figure 7: Livelihood for Women Program



Figure 8: Interaction with school children

Project: Drinking Water Resources Management

Name of the partner organization: Saksham Foundation

Area: Water & Sanitation

No. of beneficiaries: 3328

Total CSR Budget Spent: Rs. 12.00 lakhs

Duration of the Project: 2021-22 (1 Year)

Date of Visit: 21.3.2022

About the Project:

Water Resource Management, Health & Hygiene based on Sustainable Development Goals: Saksham Foundation - The water resource management project is a unique way to change the behaviour for optimum use of water. Because of the COVID 19 pandemic, Health and Hygiene became a key practice to keep away different diseases as well as COVID 19. Balmer Lawrie had signed an MoU with Saksham Foundation to support the project and as per the commitment, the Company has released Rs. 12.00 Lakhs. Page village has been taken over by Panvel Municipal Corporation in the year 2018. BLCL has already funded and built a 1 lakh litre water tank in the year 2019. In addition, there is one big Municipal Water tank which was under repairs on the date of our visit.

Research Methodology:

Our team visited the project at Padghe Village, Panvel Municipal Corporation, Dist. Raigad. Officials of the Saksham Foundation were present during the entire day of our visit.

The BLCL has a plant in the nearby MIDC, and the local representative from the BLCL was present during the visit. During our visit local Municipal Co-operator Mr. Joshi and water officials from the Panvel Municipal Corporation were present. The meeting with them was useful.

Findings:

Water filtration plant

They confirmed that BLCL has installed water filtration plant on 3 wells in the village and has been already handed over to them almost one year back.

Improper use by residents

However, at present water from these 3 wells is being used by residents for washing clothes or utensils. Though these well and the filtration plants have been taken over by the Panvel Municipal Corporation they have also confirmed that these wells are not being used at the moment.

Encouraging response for washable and reusable cotton sanitary napkins

We conducted one FGD with the women beneficiaries on the washable and reusable cotton sanitary napkin pads. This project is successful, and the beneficiaries appreciated the project well.

Recommendations:

Contamination of water in wells needs to be addressed

As per our findings it has been found that engagement of local beneficiaries needs to be more to keep the wells clean.

Visit of local ward councilor

If possible, it is recommended that the local ward parshad visit the wells once in month and organize a meeting if any things need to be done for maintenance.



Figure 9: RO plant and covered well for drinking water supply

Project: Mobile Health Van for Elderly

Name of the organization: Help Age India, Chennai

Area: Healthcare

No. of beneficiaries: 1200

Total CSR Budget Spent: Rs.29 Lakhs (20-21)

Duration of the Project: 2021-22 (1 Year)

Date of Visit: 7.4.2022

About the Project:

Help Age India is one of the reputed international NGO in India working on elderly health. The Balmer Lawrie and Co. Ltd. has sponsored a Mobile Health Van run by Help Age India at Chennai that provides medical care especially for the elderly people, catering to 12,000 patients annually. There are about 12,000 registered patients and about 600 out of them do avail healthcare services on weekly basis. This healthcare van is extremely helpful for senior citizens from the needy and poor section of the community living in Chennai City and nearby areas. The healthcare van is available at two specific locations in the time slot allotted and the beneficiaries are aware of the same.

There are about twelve such mobile healthcare vans for elderly run by Help Age India in the Chennai

City. Donors for each of the vehicle are separate.

In the financial year 2021-2022 the Company released Rs. 29.00 Lakhs to support the program during the COVID-19 pandemic.

Help Age India is running similar programs in Chennai for last 12 years and it is successful to provide quality health care services.

Findings:

Useful program

We have interviewed elderly patients who are availing this facility. They have expressed a sense of gratitude and the program is especially useful to them.

OPD treatments available

The OPD treatment is given for arthritis, BP, diabetes, and age-related diseases.

Recommendations:

Project extension

BLCL is running this project more than 3 years and extension may not be possible in future. If it must be extended, then Board approval may be obtained.

Supply of ration & other food items

Few respondents have requested if dry ration and other food items could also be provided to them. Quality of the Govt. ration food is not satisfactory. This may be considered if possible.

This is the best project implemented by BLCL and the overall rating for the same is 10 out of 10.



Figure 11 : HelpAge India Ambulance



Figure 10: Doctor Check up inside the mobile van



Figure 12: Branding of Van

Recommendations & Action Plan:

The overall project implementation is satisfactory except Drinking Water Project at Padghe village, Panvel Municipal Corporation, Dist. Raigad.

All 3 water filtration plants at Padgha village may be relocated to other places wherever needed in consultation with Panvel Municipal Corporation.

All the NGOs who so are working for BLCL should have at least one official who has formal training in CSR rules & regulations. This is essential considering more stringent compliance guidelines issued in the recent past viz. CSR 1, CSR 2 and will be issued soon like a social audit.

Officials of BLCL should make at least a monthly visit to the CSR project sites and do interaction with the beneficiaries to ensure everything is going well.

The display name board of BLCL as a donor needs to be displayed at every project site with the date of inauguration, completion, and handing over.

BLCL could make effective use of social media to create awareness about CSR activities and strengthen its brand image in the community around.

Some projects which are being funded for 3 years or more may have to be handed over to the community while ensuring sustainability thereof.

A formal CSR orientation training may be organized for the entire CSR team of BLCL at HO as well as at all plant locations who so ever engage in the project implementation and supervision.

It is also advisable to have at least one person at each of the NGOs who is working as implementing partner who has up-to-date knowledge on the CSR rules, regulations, guidelines, and compliances required accordingly with formal certification on completion of a training program on CSR, if possible. This may be required considering new guidelines on CSR 1, CSR 2, third-party impact assessment, social audit, and mandatory disclosure in the public domain.

A formal CSR Standard Operating Procedure Manual may be designed & developed to ensure proper and effective delivery of CSR Projects. This may be essential considering the guidelines issued by the Ministry of Commerce on project implementation, third-party impact assessment, and disclosure of such a report in the public domain. CSR 1, CSR 2, and the social audit which is going to be made mandatory initially for PSUs soon.

In case there are multiple donors for a particular project, we recommend a meeting of all other donors may be arranged together and BLCL may take an initiative in this respect, if possible, and explore the possibility to undertake impactful collaborative project and ensure that double or repeat financing is avoided in such cases.





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