

Impact Assessment Report

# Lifeline Express-Godda

Essel Mining & Industries  
Limited

A part of Aditya Birla Group



Submitted by:



## Certificate

This is to certify that the Impact Assessment report titled: 'Lifeline Express – Godda' is an original study conducted by CSRBOX and is submitted to Essel Mining & Industries Limited.

The Impact Assessment Study has been conducted as per the requirements of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, and is compliant with the requirements of the law.

This study contains findings by CSRBOX, which are based on the review of secondary sources, as well as primary-level interactions. The impact assessment framework used by CSRBOX was created and implemented in accordance with the objectives and indicators of the project.

Bhomik Shah

Founder and CEO, CSRBOX

## Acknowledgement

CSRBOX conducted the Impact Assessment for Lifeline Express project that was conducted in Godda, in FY 2021-22. We would like to thank Essel Mining & Industries Limited for their constant support and guidance throughout the impact assessment process.

Additionally, we would like to express our sincere gratitude towards the project implementation partner, Impact India Foundation for their continuous assistance throughout the assessment process and enabling a better understanding of the project life cycle. Their kind support helped us in smooth data collection and field visit.

Lastly, we thank all the beneficiaries and secondary stakeholders, such as doctors, nurses, District Program Manager, and volunteers who took out time to interact with us on field as well as virtually. Their valuable insights have been instrumental in understanding the ground-level realities and holistic understanding of the Lifeline Express project.

## Disclaimer

- The Impact Assessment Study has been conducted as per the requirements of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, and is compliant with the requirements of the law.
- This report shall be disclosed to those authorized in its entirety only without removing the disclaimers. CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted to be legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of **Essel Mining & Industries Limited**, Impact India Foundation, project beneficiaries, and various knowledge partners. While the information obtained from the public domain has not been verified for authenticity, CSRBOX has taken due care to obtain information from sources generally considered to be reliable.
- In preparing this report, CSRBOX has used and relied on data, material gathered through the internet, research reports, and discussions with personnel within CSRBOX as well personnel in related industries.

## With Specific to Impact Assessment of Lifeline Express Program Under Essel Mining & Industries Limited (FY2021-22):

- CSRBOX has neither conducted an audit, due diligence nor validated the financial statements and projections provided by Essel Mining & Industries Limited;
- Wherever information was not available in the public domain, suitable assumptions were made to extrapolate values for the same;
- CSRBOX must emphasize that the realization of the benefits/improvisations accruing out of the recommendations set out within this report (based on secondary sources), is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realization of the projected benefits;
- The premise of an impact assessment is 'the objectives' of the project along with output and outcome indicators pre-set by the program design and implementation team. CSRBOX's impact assessment framework was designed and executed in alignment with those objectives and indicators.

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## Executive Summary

### Background:

Aditya Birla - Essel Mining & Industries Limited, as a responsible corporate organization, actively engages with local communities to contribute to the well-being of society at large. It also carries out a wide range of enriching activities and works with community organizations. It aims to build a more equitable society and provides a range of resources to community stakeholders through awareness, campaigns, capacity-building initiatives, tools, and infrastructural support.

EMIL believes in connecting with marginalized communities, which is ingrained in their core values. They uphold the notion of trusteeship, which involves prioritizing the well-being of underserved populations above business concerns. Their CSR activities focus on improving the quality of life in rural communities and aim to positively impact their lives.

### Project Details:

The Lifeline Express is a unique initiative that provides medical care to underprivileged communities in India. This mobile hospital has been operating for over 28 years and has served millions across India. India's healthcare system faces many challenges, including limited access to medical facilities, inadequate resources, and insufficient healthcare professionals. The Lifeline Express helps bridge the gap by providing high-quality medical care to people in remote areas. The services provided by Lifeline Express are free of charge, making them accessible to even the most vulnerable sections of society. This report examines the impact of the program in Godda during FY 2021-22.

### Impact Highlights:

During the course of the impact assessment, the study team developed an evaluation matrix based on appropriate parameters. The impact of this project was evaluated based on OECD-DAC Framework components: Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.

<b>Relevance</b>	}	<ul style="list-style-type: none"> <li>• 80% of the beneficiaries were unable to access health services in their area prior to the CSR intervention</li> <li>• 85% of the beneficiaries diagnosed of their medical problems for the first time through LLE</li> </ul>
<b>Coherence</b>	}	<ul style="list-style-type: none"> <li>• The program is aligned with <b>SDG 3 (Good health and well-being)</b></li> <li>• The program is in line with <b>National Health Policy, NPCBVI, NPPCD and NPCDCS</b></li> </ul>
<b>Effectiveness</b>	}	<ul style="list-style-type: none"> <li>• 81% of beneficiaries extremely satisfied with the improvement in medical problem after getting treatment from LLE</li> <li>• 82% of beneficiaries extremely satisfied with the doctor's treatment in LLE</li> </ul>
<b>Efficiency</b>	}	<ul style="list-style-type: none"> <li>• 96% of the beneficiaries were provided transportation services from their home till OPD in LLE</li> <li>• All of the beneficiaries were extremely satisfied with the hygiene and cleanliness maintained inside the train</li> </ul>
<b>Impact</b>	}	<ul style="list-style-type: none"> <li>• 84% of the beneficiaries reported an improvement in their knowledge about preventable disability</li> <li>• 64% of the beneficiaries helped their friends and family identify their preventable disabilities.</li> <li>• 66% of the beneficiaries reached by outreach volunteers through home visits</li> <li>• 74% of all beneficiaries provided a surgery</li> <li>• 82% beneficiaries received assistive aids such as spectacles, hearing aids, calipers, etc.</li> </ul>
<b>Sustainability</b>	}	<ul style="list-style-type: none"> <li>• 100% of beneficiaries given plastic surgery received post-treatment follow-ups</li> <li>• 85% of beneficiaries given ear and dental treatments received post-treatment follow-ups</li> </ul>

Overall, the project is in 100% alignment with the below **UN SDG** and **ESG** principles is evident.

**Sustainable Development Goals:**

	<p>Lifeline Express aligns with SDG 3 as it provides accessible healthcare, effective treatment, medicines, and assistive devices free of cost. The beneficiaries were given knowledge about various preventable disabilities which helped in maintaining their good health.</p>
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## ESG Principles:

### Principle 2

- Business should provide goods and services in a manner that is sustainable and safe

### Principle 4

- Business should respect the interests of and be responsive to all its stakeholders

### Principle 8

- Business should promote inclusive growth and equitable development

## National Priorities:

<b>National Health Policy (NHP)<sup>1</sup></b>	The Lifeline Express operated with the main aim of addressing preventable disabilities by providing access to quality medical services in remote areas. Thus, the operations of LLE are in complete alignment with the objectives of NHP.
<b>National Program for Control of Blindness &amp; Visual Impairment (NPCBVI)<sup>2</sup></b>	The Eye treatment provided in LLE helped in treating preventable disability. Thus, this program aligns with NPCBVI.
<b>National Program for The Prevention &amp; Control of Deafness (NPPCD)<sup>3</sup></b>	The Ear treatment provided in LLE helped in treating preventable disability. Thus, this program aligns with NPPCD.
<b>National Program for Prevention &amp; Control of Cancer, Diabetes, Cardiovascular Diseases &amp; Stroke (NPCDCS)<sup>4</sup></b>	There were screening facilities provided for breast and cervical cancer for 5 days in LLE. Thus, aligning with NPCDCS.

<sup>1</sup> <https://main.mohfw.gov.in/sites/default/files/9147562941489753121.pdf>

<sup>2</sup> <https://npcbvi.mohfw.gov.in/>

<sup>3</sup> <https://main.mohfw.gov.in/sites/default/files/51892751619025258383.pdf>

<sup>4</sup> <https://nhm.gov.in/index1.php?lang=1&level=2&sublinkid=1048&lid=604>

The Lifeline Express Project has made a significant contribution to healthcare by providing sustainable care to beneficiaries and equal opportunities to those who previously had difficulty accessing healthcare facilities. As a way forward, the project can expand the coverage of the Lifeline Express Program and enhance its familiarity among the community.

It is advisable to increase the duration of the outreach period from 15-20 days to 20-25 days.

## Abbreviations

ABBREVIATION	MEANING
BRSR	Business Responsibility and Sustainability Report
CSR	Corporate Social Responsibility
FY	Financial Year
LLE	Lifeline Express
NGO	Non- Governmental Organization
NPCBVI	National Program for Control of Blindness & Visual Impairment
NPCDCS	National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke
NPPCD	National Program for Prevention and Control of Deafness
OPD	Out Patient Department
SDGS	Sustainable Development Goals
SEBI	Securities and Exchange Board of India
UN	United Nations

# Program Overview and CSR Initiatives of EMIL



## 1.1 CSR Activities of the Organisation

The core of EMIL's CSR programs is to contribute towards the social and economic empowerment of their stakeholders, with a special focus on vulnerable sections. The programs are implemented widely through collaborations and partnerships with reputed organizations. The CSR program design of the company is guided by the United Nation's Sustainable Development Goals (SDGs). Their key partners are people, government bodies, authorities, panchayats, and communities. The following are the core focus areas of EMIL<sup>5</sup>:

### Infrastructure Development

- To set up essential services that form the foundation of sustainable development

### Sustainable Livelihood

- To provide livelihood in a locally appropriate and environmentally sustainable manner

### Healthcare

- To render quality healthcare facilities to people living in the villages and elsewhere

### Education

- To spark the desire for learning and knowledge at every state

### Social Causes

- Advocate and support various social issues such as: dowry-less marriage, widow remarriage, gender equality, de-addiction campaigns, awareness programs on anti-social issues and espousing basic moral values.

## 1.2 Program Overview

The Lifeline Express is a hospital train that serves various aspirational districts by providing medical services at a particular location for 21 days. Through the Lifeline Express initiative, an initiative of Impact India Foundation, EMIL has extended healthcare support to families by providing funding for the project. The aim is to create awareness and reduce the burden of preventable disability. The project scope covers various primary and secondary stakeholders.

The 218<sup>th</sup> Lifeline Express program was implemented in the Aspirational District of Godda in Jharkhand from 8<sup>th</sup> – 28<sup>th</sup> February 2022. The train was stationed at Poreyahat Railway station, where there was adequate space and infrastructure available for conducting the Lifeline Express. The district spans an area of 2110 km<sup>2</sup>. With a population of 13,13,551, there is a gender distribution of 51% males and 49% females<sup>6</sup>. The rationale behind introducing the Lifeline Express in the district of Godda is that the health facilities are way below the national standards. Only 3–4 government hospitals are available for the general public and the hospitals lack adequate staff and infrastructure<sup>7</sup>. For availing of super speciality services patients have to travel to Ranchi which is located at a distance of 330 kms from the district.

The Lifeline Express Program was implemented keeping in mind the following broad objectives:

<sup>5</sup> <https://www.esselmining.com/wp-content/uploads/2022/09/csr-policy.pdf>

<sup>6</sup> <https://godda.nic.in/demography/>

<sup>7</sup> <https://godda.nic.in/health/>



### 1.3 Program Activities

#### **Mobilisation and outreach of the program**

- Identifying local volunteers and ASHA workers
- Spreading awareness in the community through home visits, posters/ banners, word of mouth
- Conducting blood tests, identifying patients for treatment in the Lifeline Express
- Assigning patient cards to the beneficiaries

#### **Equipping the frontline health workers on health care awareness**

- Training volunteers and ASHA on conducting the outreach and awareness program, taking blood tests, and identifying people for issues, like cataract, etc.
- Orientation of doctors on the entire functioning of the Lifeline Express, mentioning their roles and responsibilities.

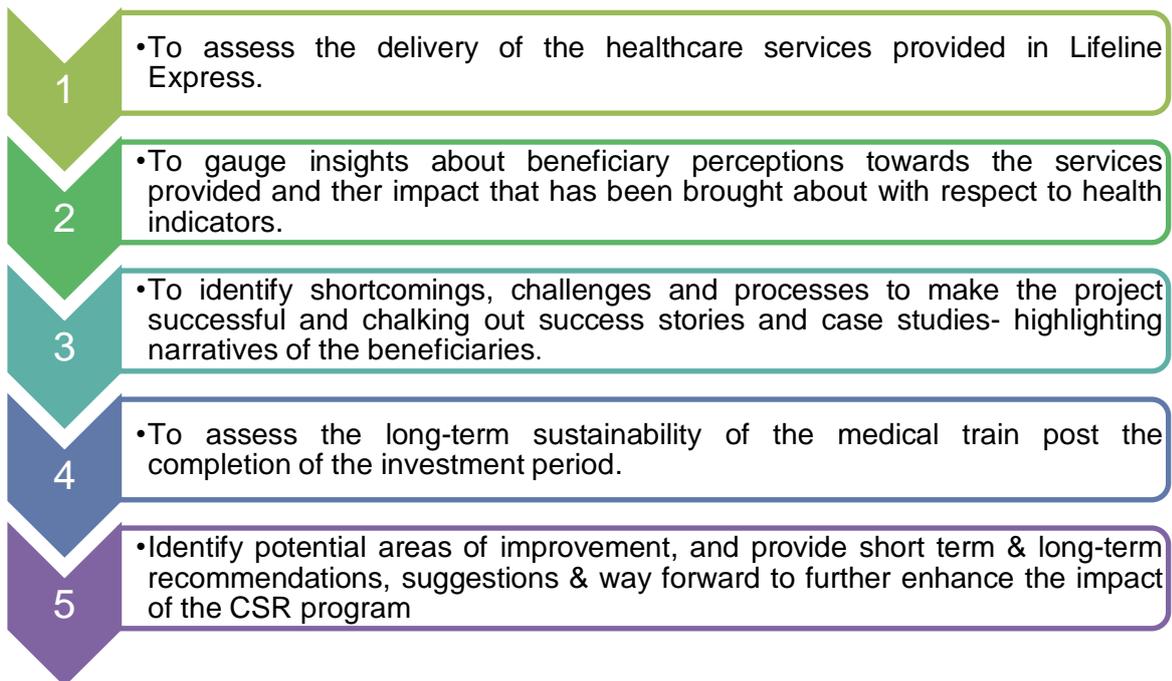
#### **Provision of diagnostic and curative services to rural communities**

- Setting up the OPD for consultation and referral for treatment
- Setting up the surgery/operation theatre in the Lifeline Express
- Provision of 4-5 ambulances for transporting patients from the OPD to the Lifeline Express
- Referring the patients to nearby hospitals for post operative care and further treatment

# Design & Approach for Impact Assessment

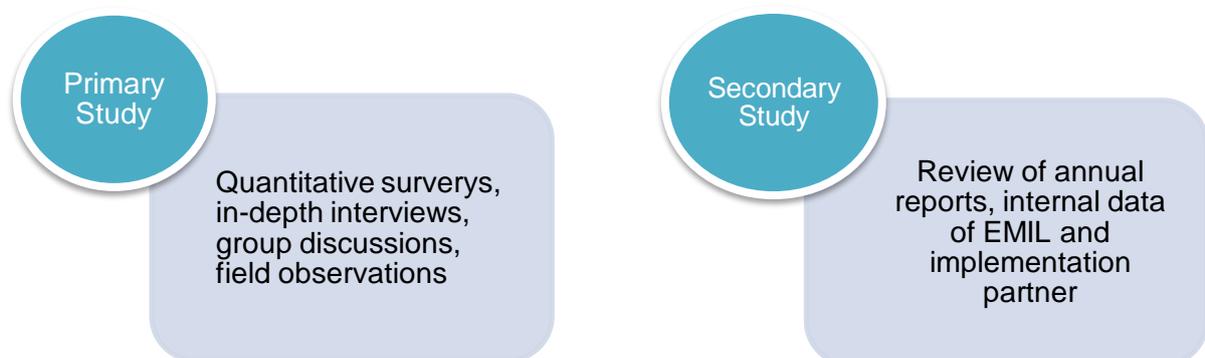


## 2.1 Objectives of the Study



## 2.2 Sampling

For the assessment, a two-pronged approach for data collection and review has been chosen. The Secondary data had been obtained from a literature review, while the primary data has been obtained through qualitative and quantitative data collection methods.



The figure above illustrates the study approach used in data collection and review. The secondary study includes a review of annual reports, internal data, monitoring reports, government data & reports, and other studies and research by renowned organizations available in the public domain to draw insights into the situation of the area. The primary study comprises qualitative and quantitative approaches to data collection and analysis. The qualitative aspects include In-depth Interviews (IDIs), group discussions, and observation from the study area. The list of stakeholders is mentioned in the sampling section.

### 2.2.1 Quantitative Sampling

The sampling has been carried out on the beneficiary level. The table below shows the sampling strategy where we have considered a **Confidence Level of 95% and a 7% of Margin of Error** for the project.

S. No.	Primary Stakeholder for Quantitative Survey	Sample
1.	Patients who underwent eye treatment	42
2.	Patients who underwent ENT treatments	19
3.	Patients who underwent orthopaedic treatments	3
4.	Patients who underwent plastic surgeries	1
5.	Others (includes Cancer, Gynaecology, Medical Check-up, Paediatric, and Dental)	128
	Total	<b>193</b>

*\*\* The sample is divided proportionately as per the treatment provided in the train. Interactions were dependent on the data availability provided by the implementation agency.*

### 2.2.2 Qualitative Sampling

The list of stakeholders is mentioned below:

S. No.	Secondary Stakeholder for Qualitative Survey	Sample
1.	Doctors	2
2.	Nurses	2
4.	Volunteers	3
5.	District Program Manager	1
6.	Outreach volunteer coordinator	1
	Total	<b>9</b>

## 2.3 Evaluation Framework

### OECD-DAC Framework

Given the objectives of the study to determine the effectiveness, efficiency, impact created, and sustainability of the project, the evaluation has used the **OECD-DAC Framework**. Using the criteria of the OECD-DAC framework, the evaluation has assessed the client's contribution to the results, while keeping in mind the multiplicity of factors that may be affecting the overall outcome. The social impact assessment hinges on the following pillars:

### Relevance

- Extent to which intervention objectives and design responds to beneficiary needs
- *Example: Was there a need for the Lifeline Express to be conducted in Godda?*

### Coherence

- Compatibility of the intervention with other interventions in a country, sector or institution
- *Example: Is the intervention in line with the SDGs, Government schemes/priorities?*

### Effectiveness

- Extent to which intervention is achieved
- *Example: Did the intervention achieve its objectives?*

### Efficiency

- Extent to which the intervention delivered, and how well resources were used
- *Example: Did the intervention reach the beneficiaries in a time and cost efficient manner?*

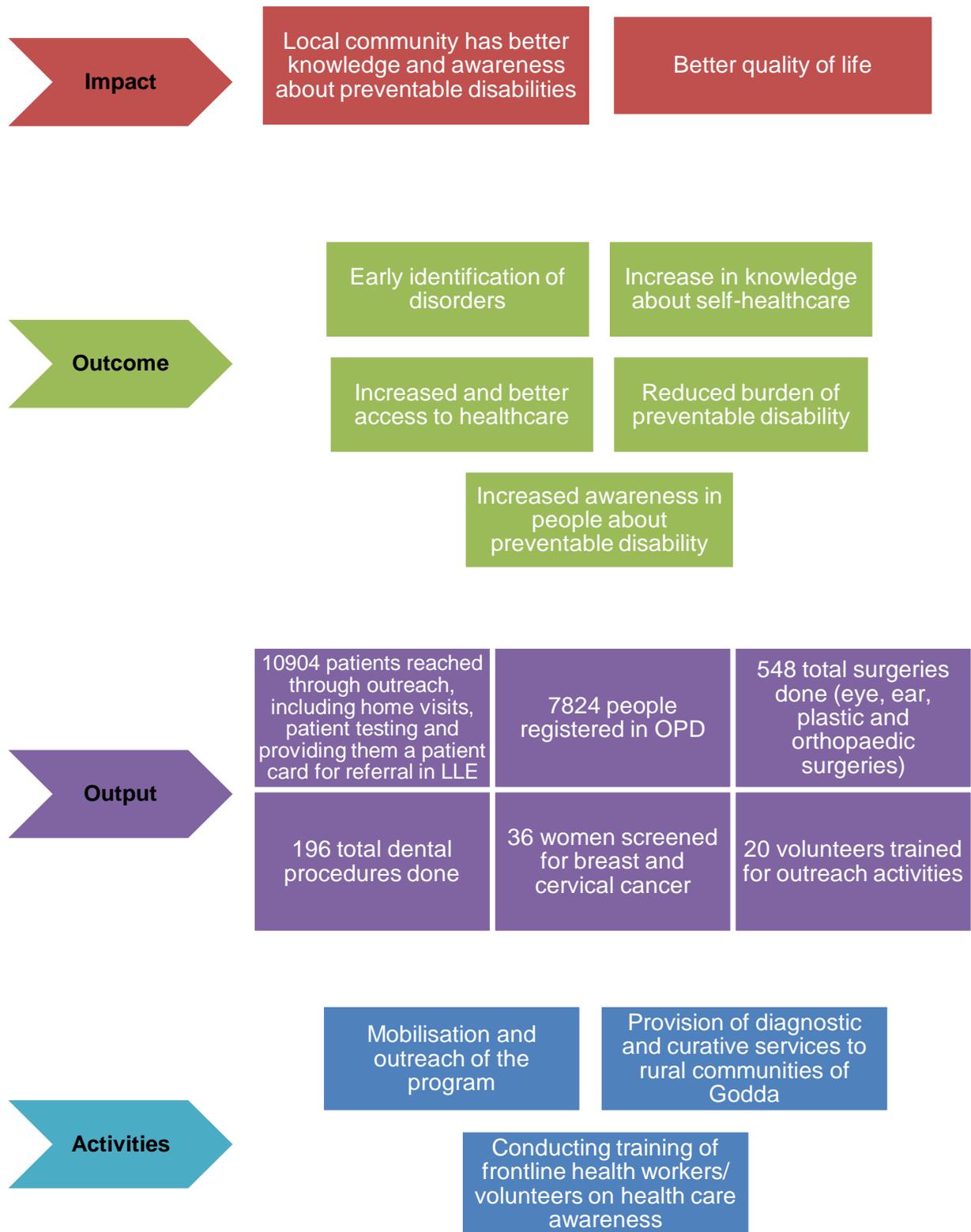
### Impact

- Extent to which intervention has generated significant positive or negative, intended or unintended, higher-level effects
- *Example: Was the intervention able to spread awareness on preventable disability in the community?*

### Sustainability

- Extent to which net benefits of the intervention are likely to continue
- *Example: Was the continuity of the treatment ensured after the Lifeline Express left the district?*

## 2.4 Theory of Change



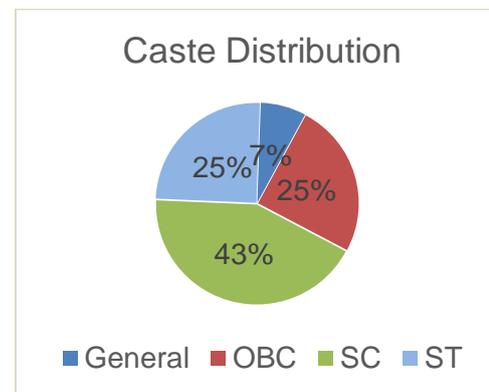
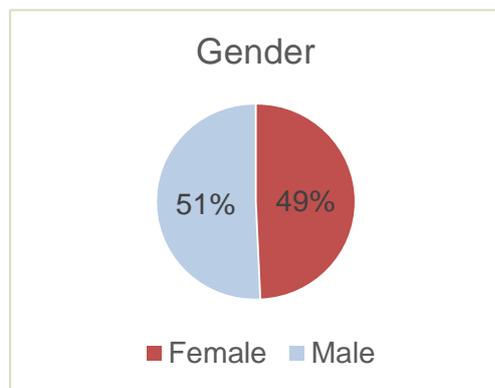
# Impact Findings



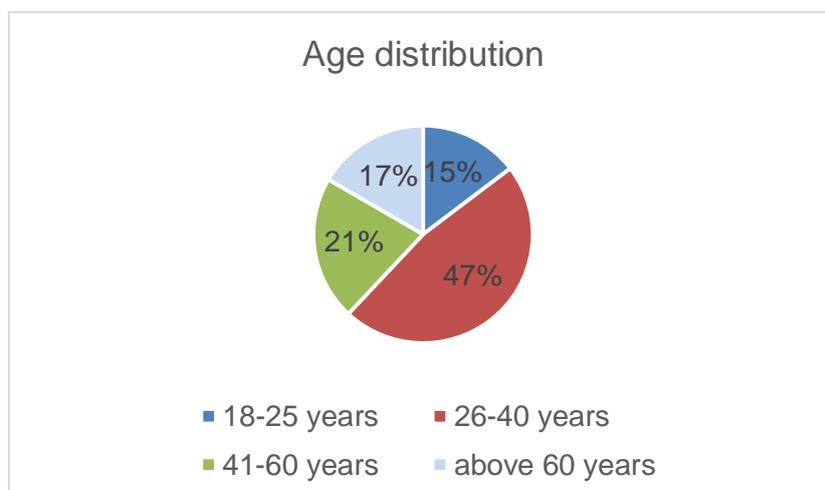
This section of the report includes detailed findings about the impact of the 218<sup>th</sup> Lifeline Express in Godda. The findings are based on the responses to the primary beneficiaries' questionnaire, insights gained from conversations with key stakeholders, field visits, and secondary research data.

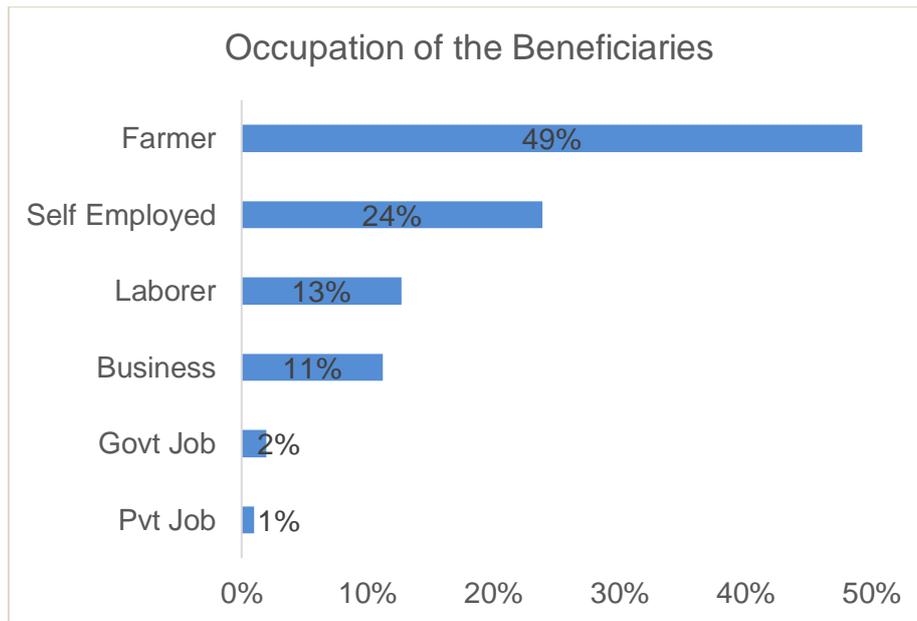
### 3.1 Sampled Beneficiary Profile

This section provides an overview of various factors, such as gender, age, income, occupation, etc. that are specific to the targeted population. The analysis of these factors helps understand the impact of LLE.

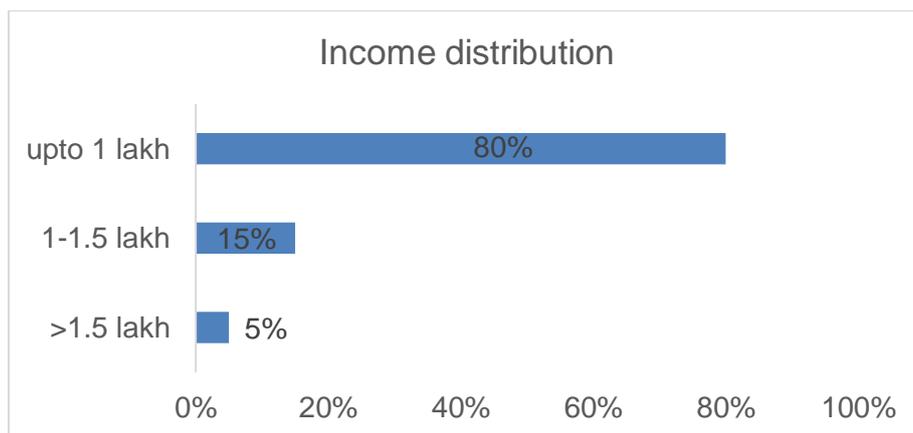


**93% of the beneficiaries were from reserved categories** (Scheduled caste, Scheduled tribes and Other Backward Classes). Since a significant sample size was considered for the study, it could be inferred that there was a fair representation of socially-marginalized beneficiaries, as well as the gender component in the program.

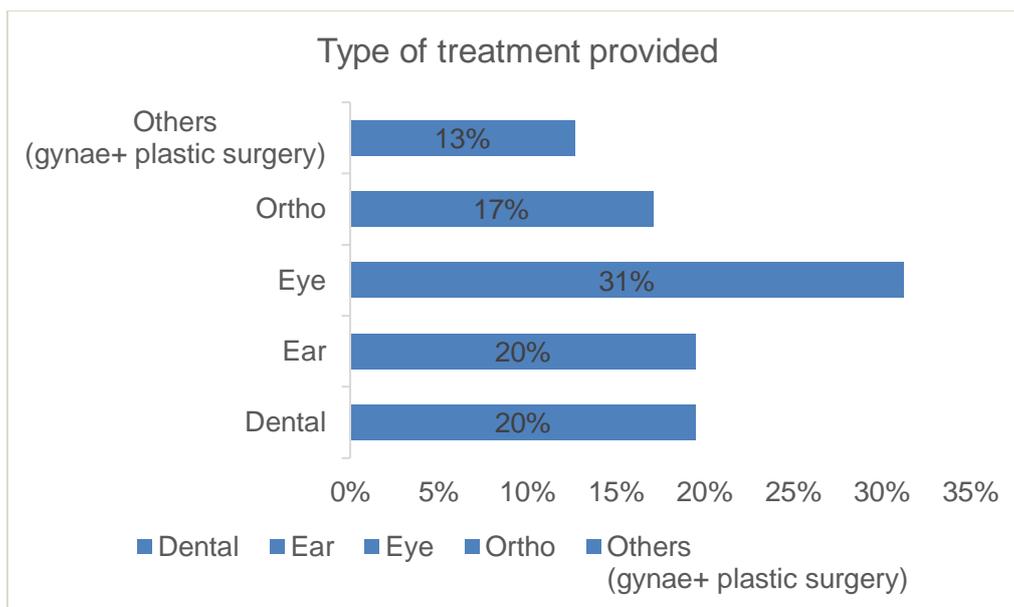




**73% of the beneficiaries were involved in occupations such as farming, or having small businesses.** Another 13% belonged to the category of daily wage labourers who face trouble travelling long distances to get treatment for their health problems.



80% of the beneficiaries reported having a total household income of less than Rs 1 lakh. Thus, the program was successful in having an adequate representation of the socially marginalised population, who generally don't have access to quality healthcare services.



Out of the total surveyed beneficiaries, **31% of patients received eye-related treatments** which involve cataract surgery and correction for refractive errors by providing assistive aids such as spectacles. This was followed by Ear (20%) and Dental treatments (20%).

Overall, the program was successful in having an adequate representation of the socially marginalised population, who generally don't have access to quality healthcare services.

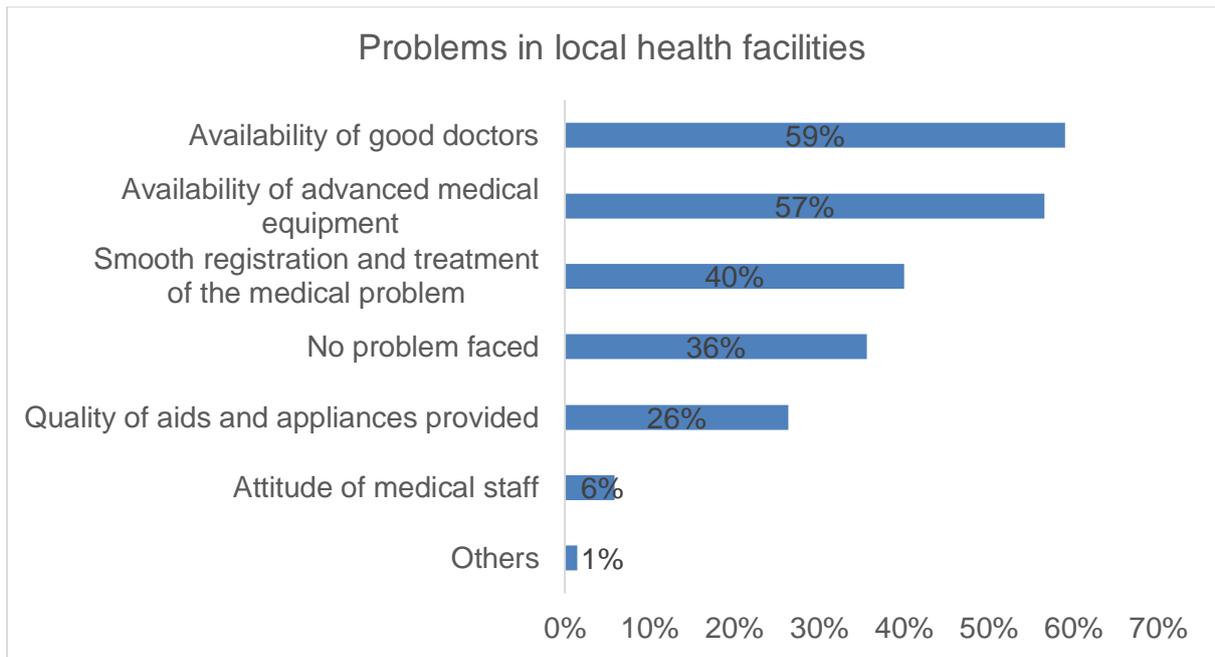
### 3.2 Relevance

The primary objective of LLE was to provide healthcare services to underserved areas, where the population lack adequate medical facilities. This section examines the relevance of the Lifeline Express project to the needs of the local population.

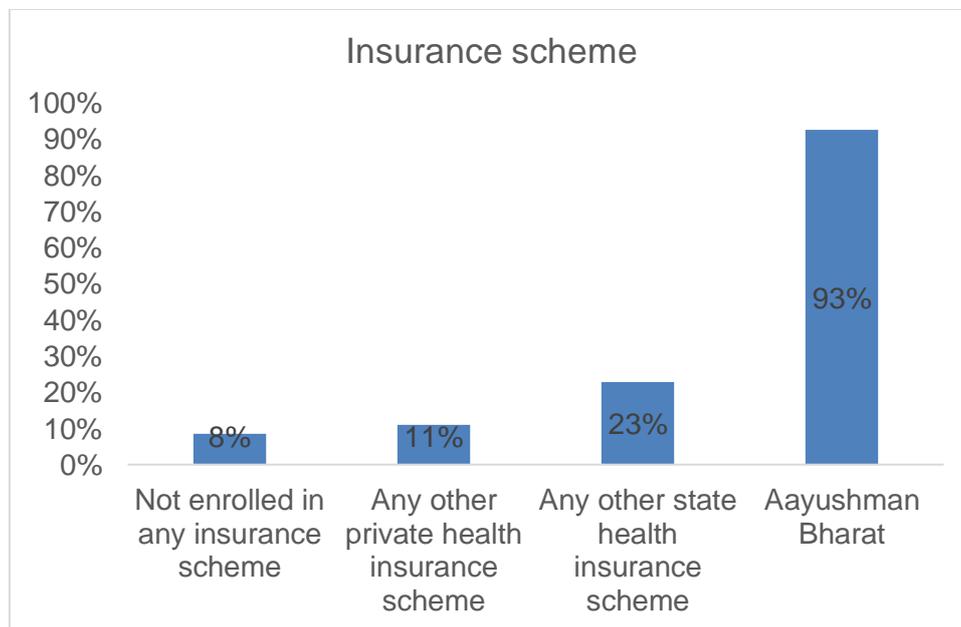
**80% of beneficiaries** reported that they were suffering from health problems but were not able to get treatment, prior to LLE intervention

**85% of the beneficiaries** having health problems did not have any knowledge about the disease/ health problem they were suffering from

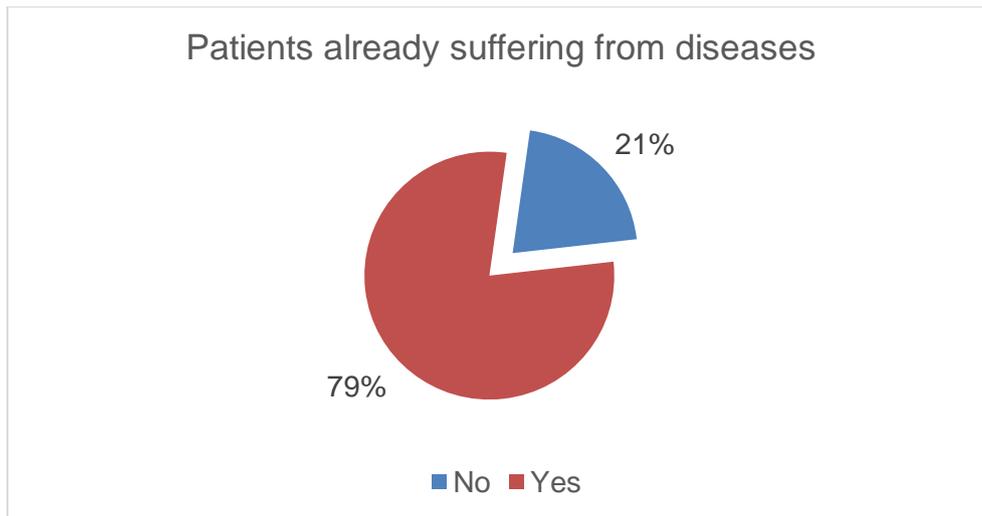
**93% of the beneficiaries** were enrolled in Ayushman Bharat scheme but could not avail quality treatment



The beneficiaries were faced with several problems while accessing medical facilities **Lack of availability of good doctors (59%) and availability of quality medical infrastructure (57%) were the most prevalent.**



While **93% of the beneficiaries reported to be enrolled in the Ayushman Bharat** scheme of the government, they could not get treatment. Hence, there was a high need for the implementation of Lifeline Express in the district as patients were provided quality health services near their place of residence.



**79% of beneficiaries reported that they were suffering from health problems** but were not able to get treatment. Additionally, **85% of the beneficiaries suffering from health problems were unaware of the reasons for the same.** The Lifeline Express doctors diagnosed them and provided suitable treatment, which make these treatments extremely relevant for the beneficiaries.



"People were unable to access health facilities that provided quality services in the district. They had to travel long distances to receive basic treatments. Lifeline Express is an excellent initiative that understands the community's needs."

- Laurentus Tirkey, District Program Manager

The CSR intervention of Lifeline Express was successful in providing health check-ups to people who were unaware of any underlying health issues. This signifies the intervention’s relevance for the local community which lacked access to regular medical check-ups and medical facilities in the area.

### 3.3 Coherence

This section of the report examines the compatibility of the intervention with the sustainable development goals, existing policy frameworks, priorities of the country of intervention etc.

### 3.3.1 Program Alignment with SDGs

SDG Goals	SDG Targets	Alignment
	<p><b>Target 3.8</b> Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all</p> <p><b>Target 3c</b> Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in the least developed countries and small island developing States</p> <p><b>Target 3d</b> Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks<sup>8</sup></p>	<p>Lifeline Express was stationed in a region where people were facing difficulty in accessing health services, effective treatment, medicines and assistive devices were provided free of cost. Thus, the project led to the provisioning of quality health care and medicines for the community</p> <p>Volunteers were trained to conduct medical tests and identify beneficiaries who can come and avail treatment in the Lifeline Express. This led to the development and retention of the health workforce.</p> <p>The beneficiaries were provided knowledge about various preventable disabilities, and when to get a check-up, thereby leading to knowledge building regarding health risk reduction among communities.</p>

<sup>8</sup> <https://sdgs.un.org/goals/goal3>

### 3.3.2 Program Alignment with ESGs

According to the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI)<sup>9</sup>, EMILs CSR Program can be covered under the following principle:

<b>Principle 2</b>	Businesses should provide goods and services in a manner that is sustainable and safe
<b>Principle 4</b>	Businesses should respect the interests of and be responsive to all its stakeholders
<b>Principle 8</b>	Businesses should promote inclusive growth and equitable development

### 3.3.3 Program Alignment with CSR Policy

Schedule VII (Section 135) of Companies Act, 2013 specifies the list of activities that may be included by the company in its CSR Policy<sup>10</sup>. The table below aligns Lifeline Express Program undertaken by EMIL with the MCA-approved activities.

Sub Section	Activities as per Schedule VII	Level of Alignment
<b>i</b>	Eradicating hunger, poverty, and malnutrition, promoting health care, including preventive health care and sanitation, including contributing to the Swachh Bharat Kosh, set up by the Central Government for the promotion of sanitation and making available safe drinking water.	<b>Completely</b>
<b>ii.</b>	Promoting education, including special education and employment enhancing vocation skills, especially among children, women, elderly and the differently abled and livelihood enhancement projects.	<b>Partially</b>

### 3.3.4 Program Alignment with National Priorities

CSR programs should be aligned with National priorities, like policies, guidelines or schemes. The Lifeline Express is aligned with the objectives of the following National Priorities:

National Mission	Objective	Alignment
<b>National Health Policy<sup>11</sup></b>	The primary aim of the National Health Policy, 2017, is to inform, clarify, strengthen and prioritize the role of the Government in shaping health systems in all its dimensions-	The Lifeline Express operated with the main aim of addressing preventable disabilities by providing access to quality medical

<sup>9</sup> [https://www.sebi.gov.in/sebi\\_data/commndocms/may-2021/Business%20responsibility%20and%20sustainability%20reporting%20by%20listed%20entitiesAnnexure2.p.PDF](https://www.sebi.gov.in/sebi_data/commndocms/may-2021/Business%20responsibility%20and%20sustainability%20reporting%20by%20listed%20entitiesAnnexure2.p.PDF)

<sup>10</sup> [https://upload.indiacode.nic.in/schedulefile?aid=AC\\_CEN\\_22\\_29\\_00008\\_201318\\_1517807327856&rid=79](https://upload.indiacode.nic.in/schedulefile?aid=AC_CEN_22_29_00008_201318_1517807327856&rid=79)

<sup>11</sup> <https://main.mohfw.gov.in/sites/default/files/9147562941489753121.pdf>

	investments in health, organization of healthcare services, prevention of diseases and promotion of good health through cross-sectoral actions, access to technologies, developing human resources, encouraging medical pluralism, building the knowledge base, developing better financial protection strategies, strengthening regulation and health assurance.	services in the remote district of Godda. Their focus was also on educating people about preventable disabilities. Thus, the operations of LLE are in complete alignment with the objectives of NHP.
<b>National Programme for Control of Blindness &amp; Visual Impairment (NPCBVI)<sup>12</sup></b>	NPCBVI operates with the primary objective of reducing the backlog of blindness through the identification and treatment of the blind at primary, secondary, and tertiary levels based on an assessment of the overall burden of visual impairment in the country. The key focus is to enhance community awareness of eye care and lay stress on preventive measures. This is done through strengthening the existing and developing additional human resources and infrastructure facilities for providing high-quality comprehensive Eye Care in all Districts of the country.	One of the key treatments provided in the Lifeline Express was that of eye-related problems, with the main aim of treating preventable disabilities such as cataract. Thus, the operations of LLE are in complete alignment with the objectives of NPCBVI.
<b>National Programme for The Prevention &amp; Control of Deafness (NPPCD)<sup>13</sup></b>	The main aim of this program is to prevent avoidable hearing loss on account of disease or injury. Early identification, diagnosis, and treatment of ear problems responsible for hearing loss and deafness are the focus areas of NPPCD.	Ear-related treatments were provided in the Lifeline Express for 4 days – covering identification, diagnosis, and treatment for problems like hearing loss, deafness, etc. Thus, operations of LLE are in complete alignment with the objectives of NPPCD

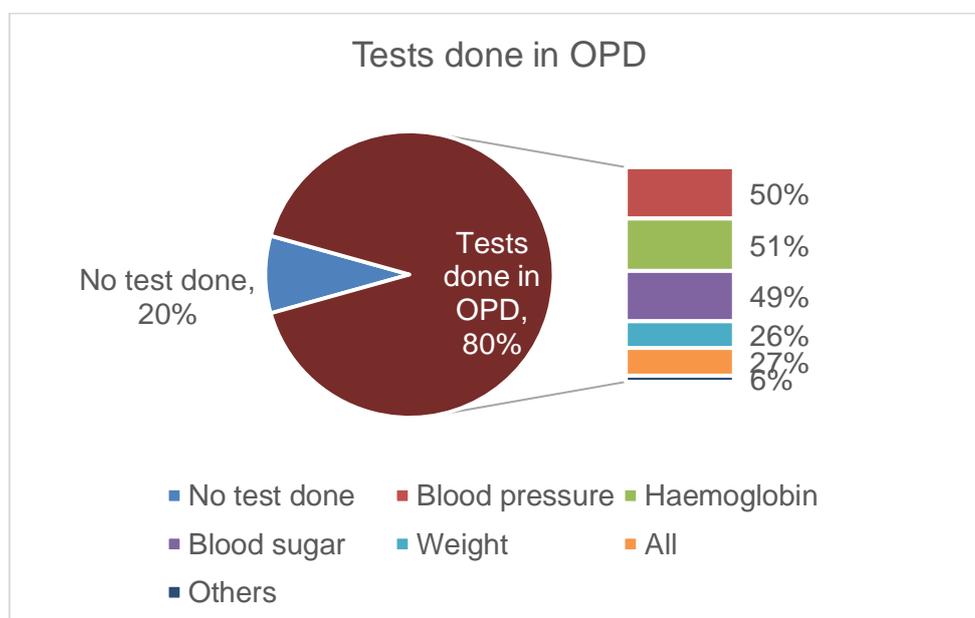
<sup>12</sup> <https://npcbvi.mohfw.gov.in/>

<sup>13</sup> <https://main.mohfw.gov.in/sites/default/files/51892751619025258383.pdf>

<p><b>National Program for Prevention &amp; Control of Cancer, Diabetes, Cardiovascular Diseases &amp; Stroke (NPCDCS)<sup>14</sup></b></p>	<p>To prevent and control major NCDs, the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) was launched in 2010 with a focus on strengthening infrastructure, human resource development, health promotion, early diagnosis, management and referral.</p>	<p>There were screening facilities provided for breast and cervical cancer for 5 days. Thus, the operations of LLE are in partial alignment with the objectives of NPCDCS.</p>
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### 3.4 Effectiveness

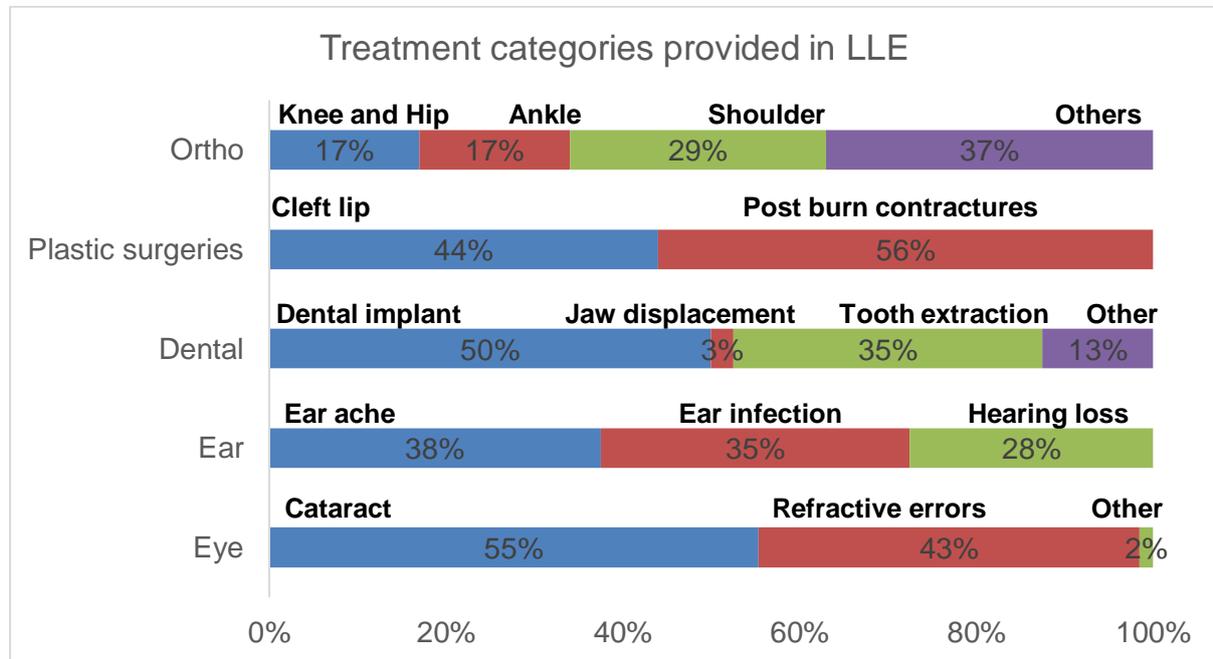
This section of the report analyses the extent to which the intervention has achieved its objectives. The effectiveness of the project is analysed with respect to the major objective of reducing the burden of preventable disability through providing medical and surgical services in the LLE hospital.



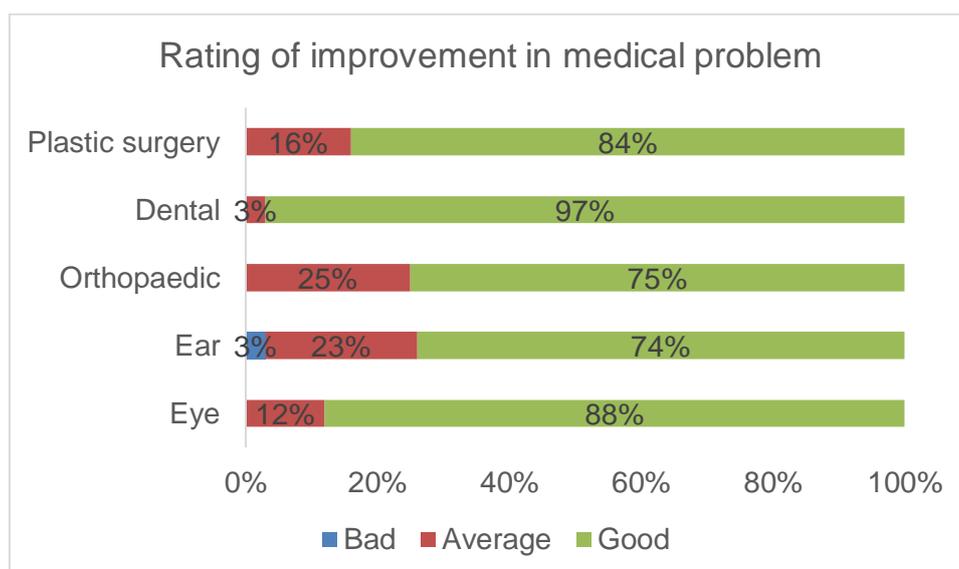
As an essential part of the pre-operative procedures, several tests were conducted to diagnose the patient's medical problem or to test the fitness of the patient. This is done for

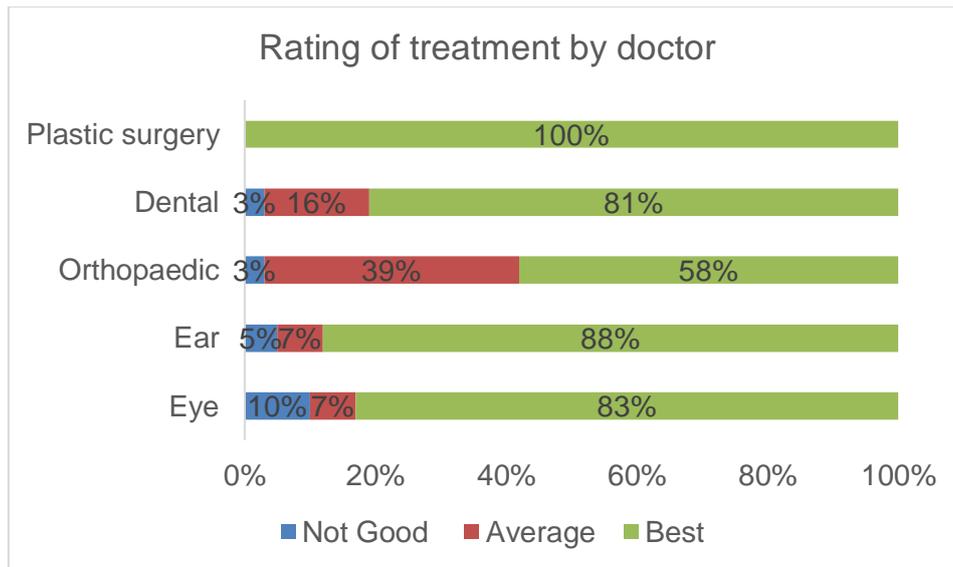
<sup>14</sup> <https://nhm.gov.in/index1.php?lang=1&level=2&sublinkid=1048&lid=604>

both – the patients who already have a patient card and for people who got to know about Lifeline Express through other means. The other means of information about LLE include posters, announcements in the village and word of mouth. **80%** of the patients reported that there were tests conducted in the OPD, out of which **Blood Pressure, Blood glucose, and Haemoglobin were the most common tests.**



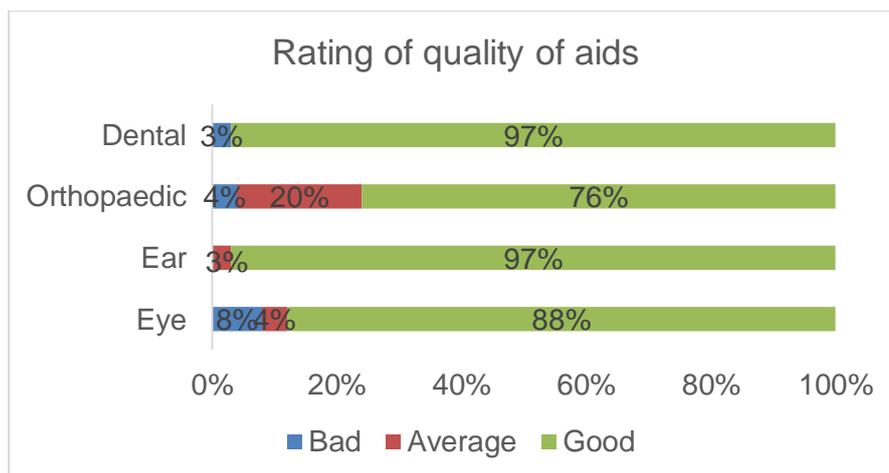
The Lifeline Express had qualified doctors from different parts of the country. Each doctor had their own expertise, hence, which was used for performing different types of treatments for each health problem.



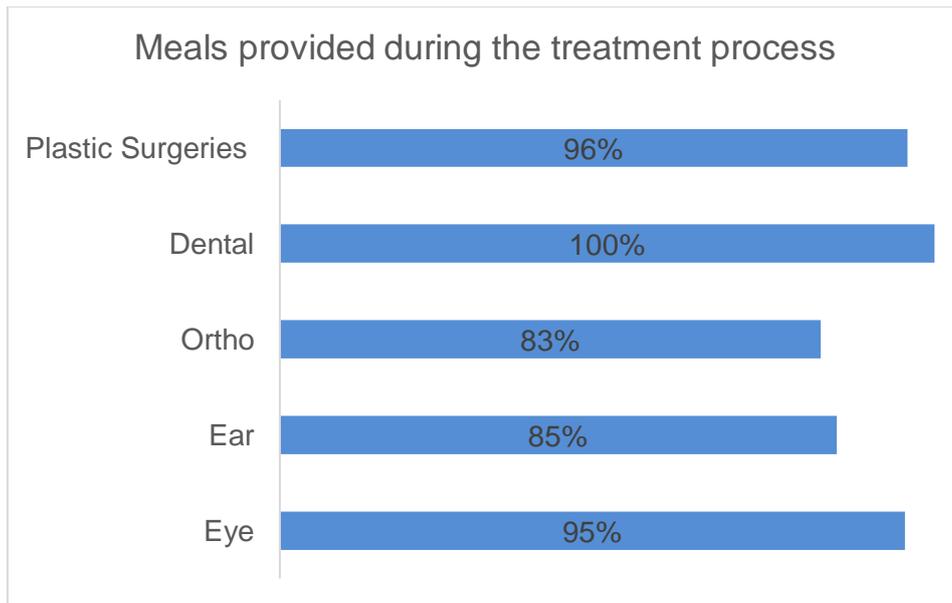


**An average of 76% of all patients were given surgery in the Lifeline Express, and 81% of them were satisfied with the improvement in their medical problems.** The patients were highly satisfied with the treatments given by the doctor for eye, ear, dental and plastic surgeries whereas, there was scope for improvement for the orthopaedic surgeries provided by the doctors.

There has been feedback from patients who were not fully satisfied with their treatment. The most common feedback was to get more time with the doctor which could have resulted in addressing doubts, but due to the time constraint, this could not have been possible. This was because the primary aim of the CSR intervention was to ensure maximum reach of the treatment for preventable disabilities.

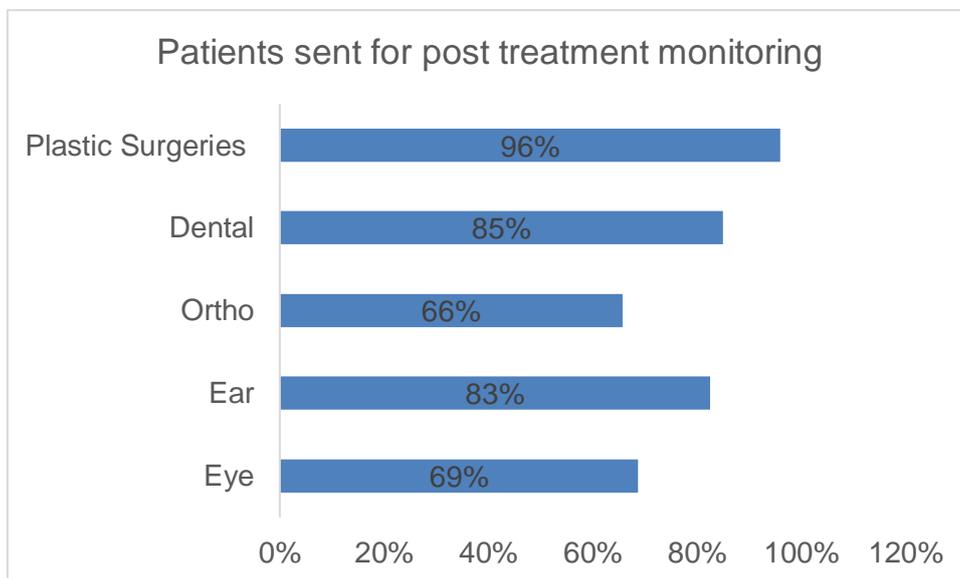


Post-treatment, the beneficiaries were provided with various assistive devices such as callipers, hearing aids, spectacles, etc. This was provided free of cost. **An average of 82% of the beneficiaries who underwent treatment/ surgery were provided assistive aids and 90% of the beneficiaries (N=179) were extremely satisfied with the quality of assistive aids provided.**

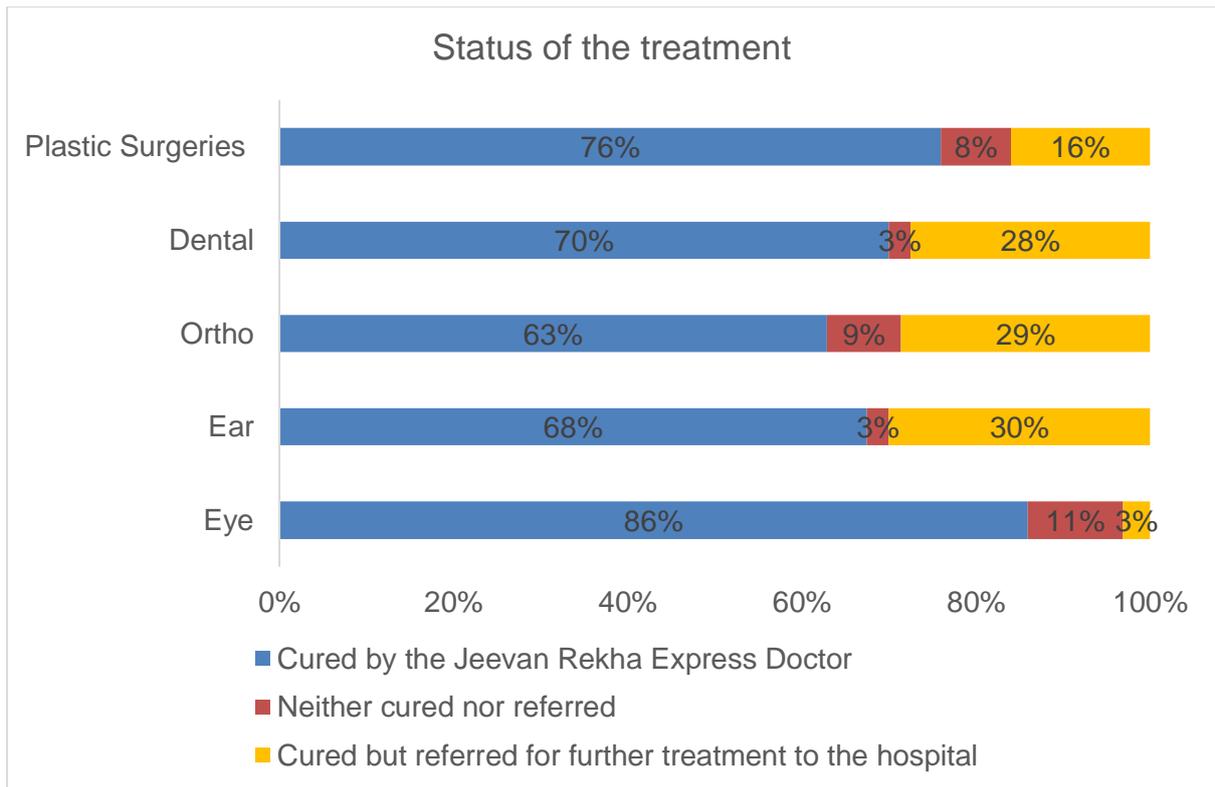


**More than 85%** of the beneficiaries reported getting meals during the treatment process. This shows that the Lifeline Express staff took good care of all arrangements so that there is no barrier to effective treatment.

**Post-Treatment Recovery:** After undergoing surgery, individuals were sent to nearby local hospitals, like CHCs and PHCs for rest and recovery.



Every patient is provided with utmost care while undergoing treatment at the Lifeline Express. For patients requiring further care post surgery, the doctors send them to a nearby hospital where they are admitted for a day. They are also observed for any side effects or complications that might occur.



An average of **73% of the people were completely cured** by the doctors in the Lifeline Express. In 21% of the cases, the doctors recommended the patients who needed follow-up treatment to the nearby health facilities because the Lifeline Express stays at a particular location for only 21 days. 6% of the people felt that their problem was not addressed.

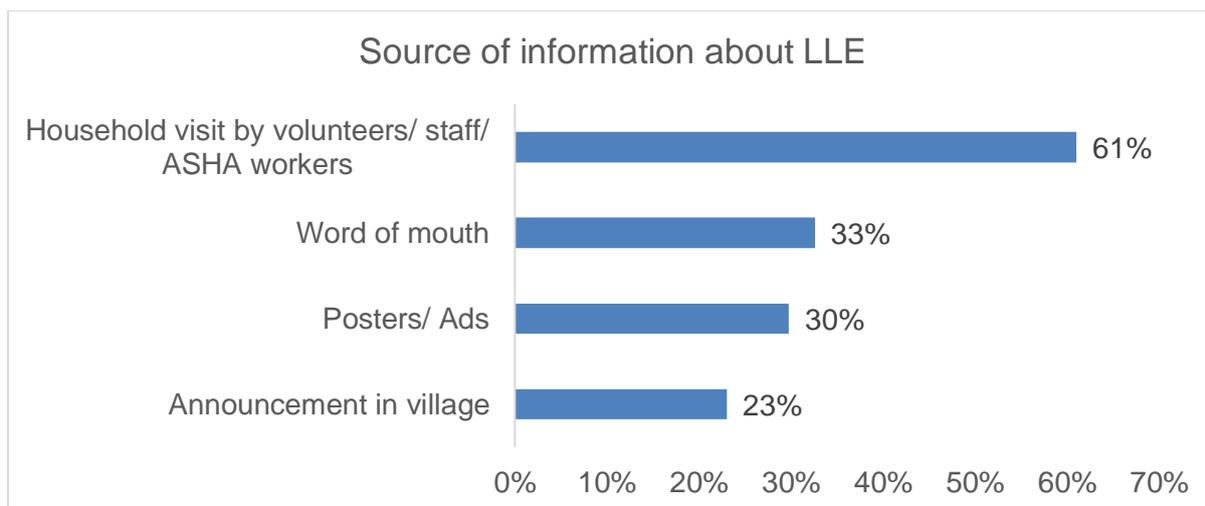
Overall, the health services were delivered effectively, thereby leading to complete alignment with the objective of the LLE CSR intervention. The nursing staff and doctors working in the program ensured that there are no hindrances to the treatment process.

### 3.5 Efficiency

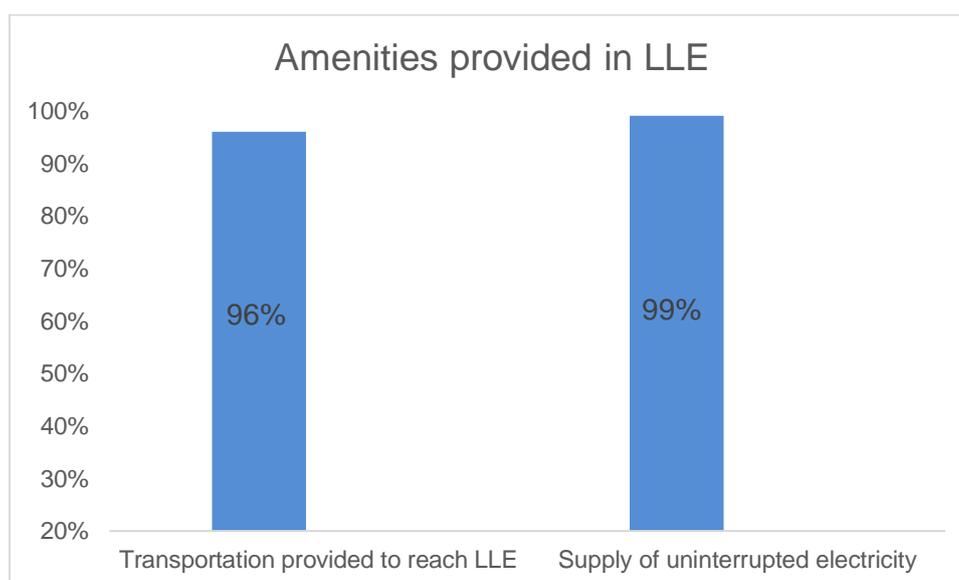
This section assesses the extent to which the intervention delivered results in an economical and timely manner.

96% of the beneficiaries were provided transportation services from their home till OPD

All of the beneficiaries were extremely satisfied with the hygiene and cleanliness maintained inside the train

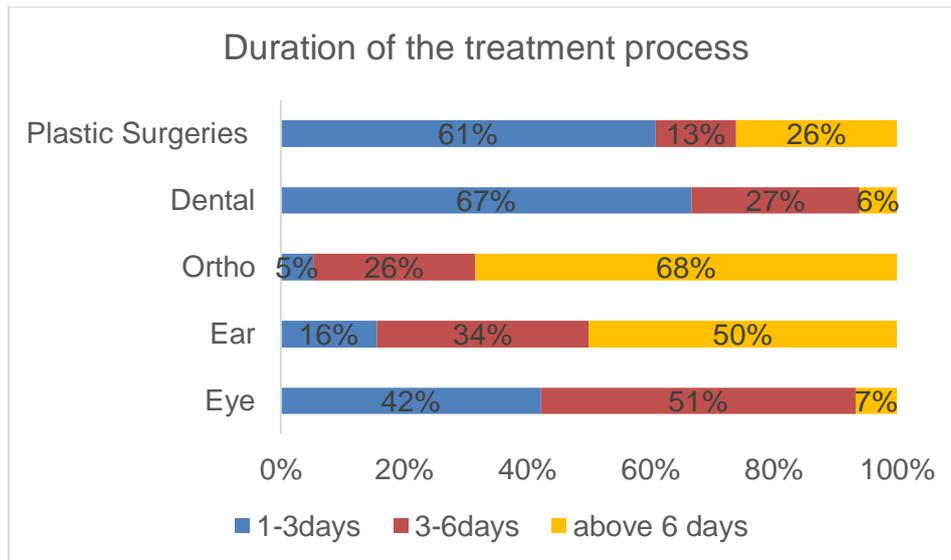


To ensure the maximum reach of the Lifeline Express program, numerous mediums were used for advertising. The most effective medium of outreach, as identified by surveyed beneficiaries was **household visits by the volunteers (61%)**. Other mediums such as posters/ advertisements (30%), announcements in villages (23%) and even word of mouth (33%) were mentioned by surveyed beneficiaries.



To ensure that beneficiaries do not incur any cost for availing treatment in the Lifeline Express, transportation services are provided from certain points of the nearby villages to the Lifeline Express. **96% of the beneficiaries were provided transportation services**, which shows the high levels of efficiency achieved by Lifeline Express.

**99% of the beneficiaries reported having no interruption in their treatment process** due to interruptions in electricity or cleanliness issues. In addition to this, there was regular fumigation done. An efficient waste disposal system was set up in collaboration with the district hospital.



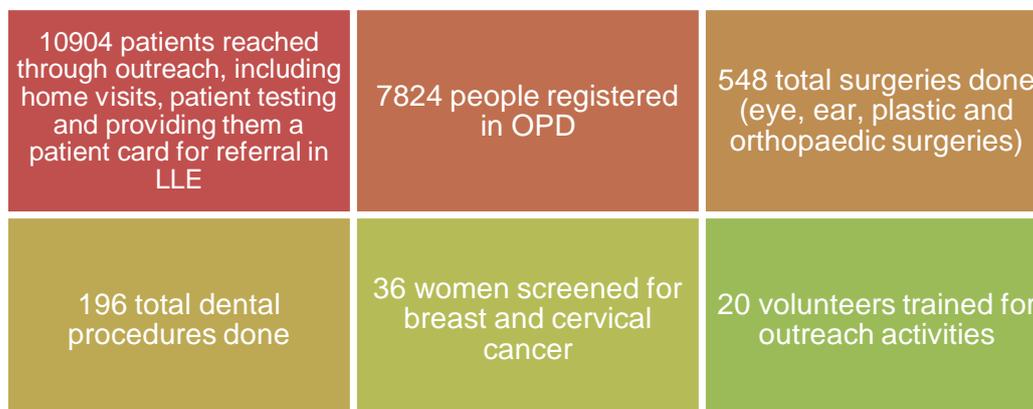
Once the patient is provided surgery/ treatment, he/she is given a date and time for follow-up on the treatment. In cases where the treatment is given towards the end of the tenure of the Lifeline Express, the patient is usually referred to a nearby hospital, The LLE has tie-ups with local hospitals to ensure that proper follow-up is done for the patient.

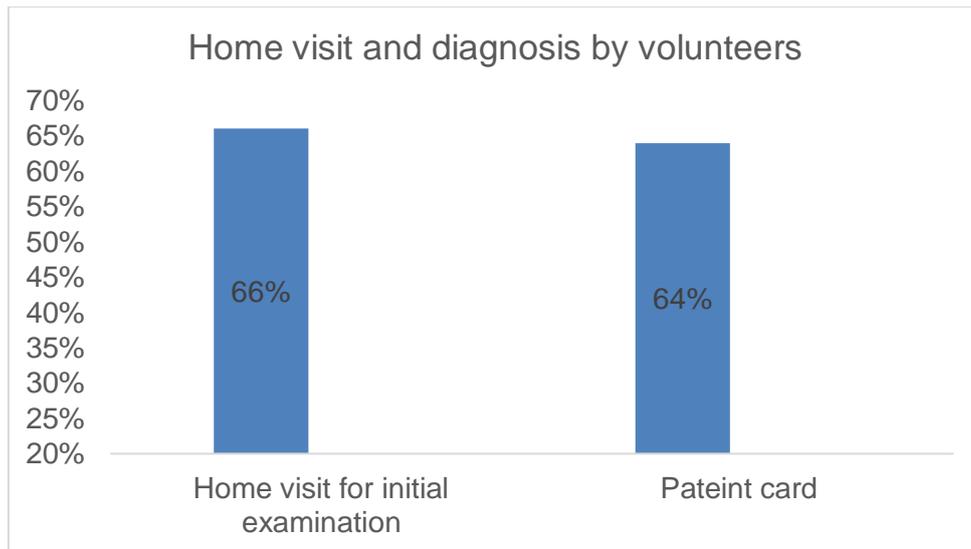
For more than 50% of plastic and dental surgeries, the process from OPD check-up to surgery to post-operative monitoring was completed in 6 days, whereas for ear, and orthopaedic surgeries, the process took more time to complete, with the major time spent in follow-up.

**To ensure maximum utilisation of resources, the LLE staff streamlined the entire process – outreach, OPD registration, treatment and post-treatment follow-up. Inferring from the graphs above, it can be said that high levels of efficiency were maintained during the implementation of LLE.**

### 3.6 Impact

This section addresses the significance and potentially transformative effects of the intervention.





Out of the entire pool of beneficiaries, **66% reported that they have been home visited by the volunteers**. Of the total home-visited beneficiaries (n=135), **64% were assigned a patient card** for reference in the Lifeline Express. The visits aimed to identify patients who would be getting further treatment in LLE. This was done by the volunteers, after conducting various tests, such as Blood pressure, blood glucose, haemoglobin, weight, etc. Apart from these tests, the volunteers also identify patients suffering from preventable disabilities. This included cataract patients- who were identified post basic eye and ENT check-ups.

This shows the CSR intervention's efforts to maximise the impact, by undertaking door-to-door reach of the LLE program and imparting knowledge about preventable disabilities.



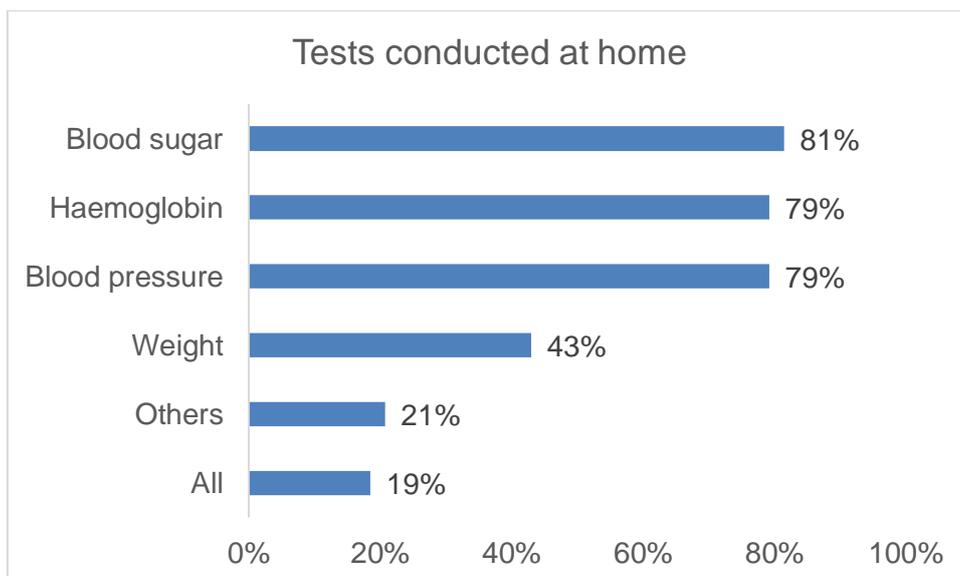
Figure: Home visit and testing of patients by outreach volunteers



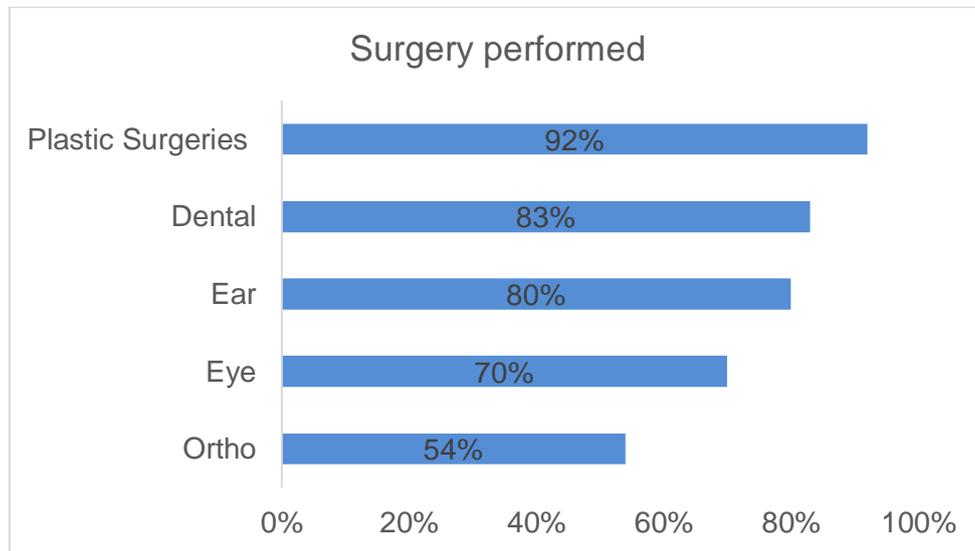
**IMPACT INDIA FOUNDATION**  
**LIFELINE EXPRESS**  
**REFERENCE SLIP**

Aadhar.  Village.   
 Mobile.  Block.   
 Name \_\_\_\_\_  
 Eye (आँख)  Orthopaedic   
(मुड़े पैर का परीक्षण)  
 Dental  Ear (कान)   
(दँत)  
 Gynec  Plastic   
(स्रो स्तन और ग्रोवा कैंसर) (कटे, फटे, होट की जीच)  
 Ref. By \_\_\_\_\_  
 Location \_\_\_\_\_  
 Date \_\_\_\_\_  
**Help Line No- 9820303974**

Figure: Patient card for referral in the Lifeline Express

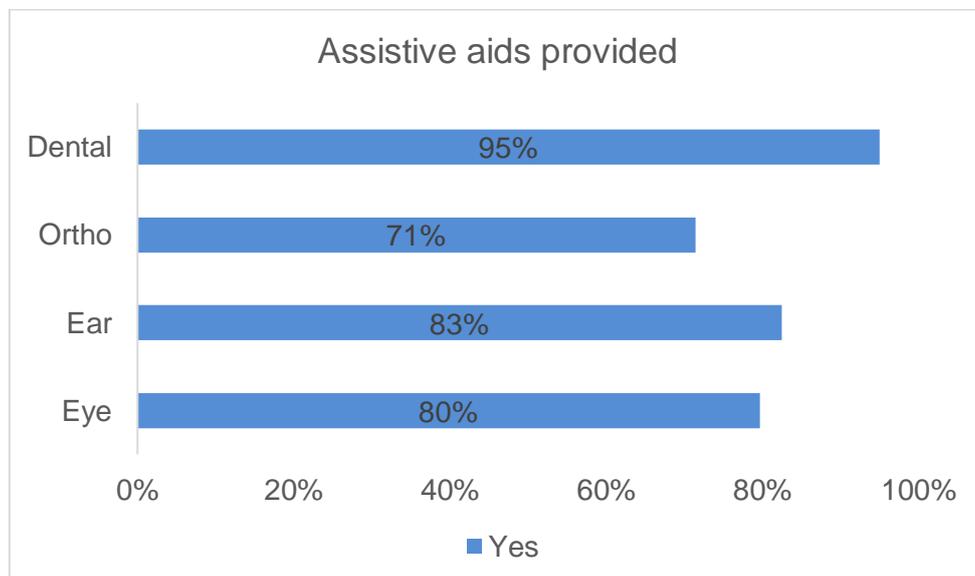


EMIL's CSR intervention ensured door-to-door services of basic health check-ups to ensure the early identification of patients. Out of the total tests conducted at home, the highest number of patients were examined for **blood sugar (81%) and blood pressure (79%) and haemoglobin (79%)**. After doing the tests, the volunteers assigned patient cards for getting treatment in the Lifeline Express.

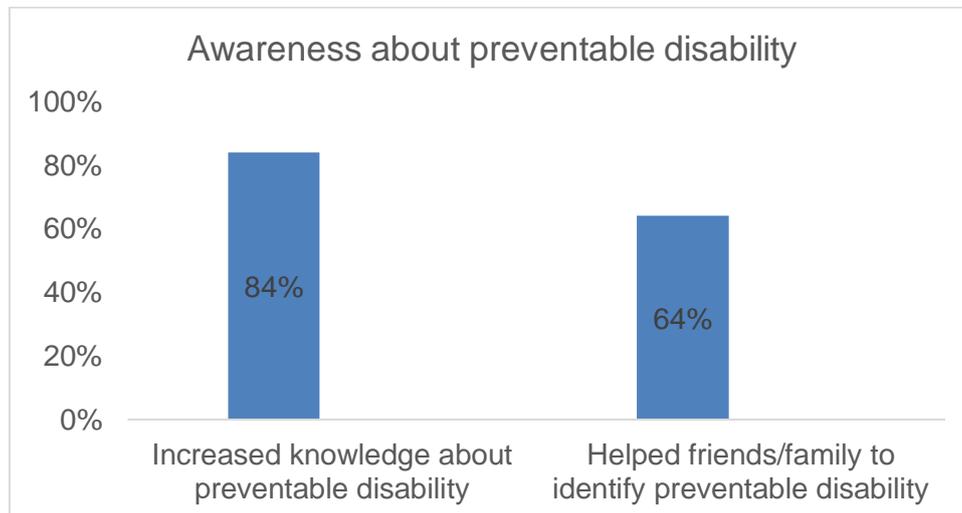


Out of the beneficiaries who underwent **eye treatment (N=64)**, **70% of them were provided with surgery**. Of patients who were provided **ear treatments (N=40)**, **80% of them underwent surgery**. Similarly, for people with **cleft lips (N=25)**, **92% of the people were provided with a plastic surgery**, while for **orthopaedic issues (N=35)**, **54% of the patients received surgery**.

**An average of 75% of all beneficiaries were provided corrective surgeries** to treat various preventable disabilities.

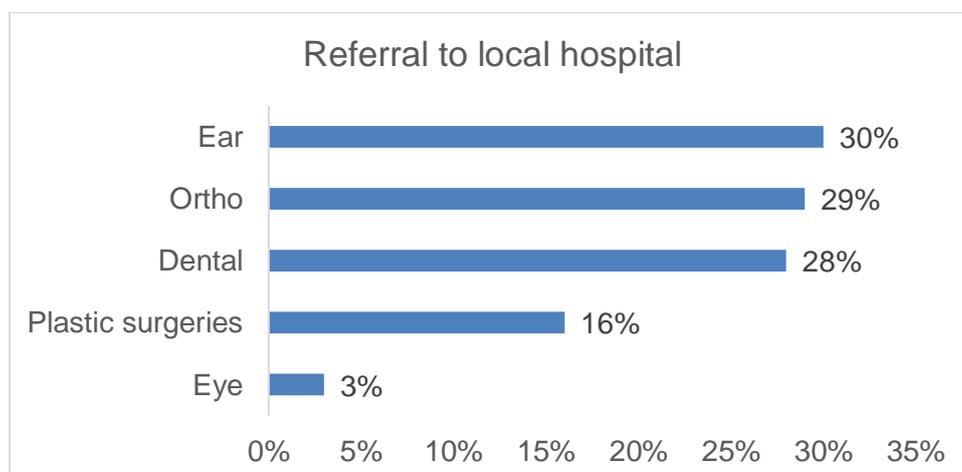


**An average of 82% of beneficiaries who underwent treatment/surgery were provided assistive aids.** This is provided free of cost. The CSR intervention ensured that there are assistive aids to maximise the impact of the treatment provided. Aids such as spectacles, hearing aids, callipers, etc. were provided to the patients. This was done to aid the treatment and ensure the complete resolution of the preventable disability.



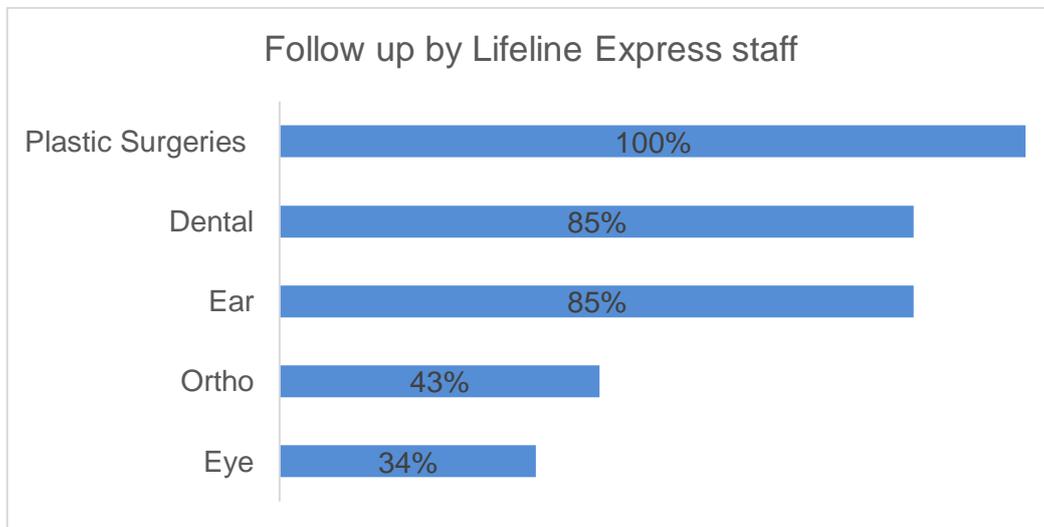
The Lifeline Express was successful in building knowledge among the community regarding preventable disability. **84% of the beneficiaries reported that they have better knowledge about various preventable disabilities and 64% of beneficiaries have spread their knowledge** and helped other people identify and get treatment for such disabilities. This awareness was mostly done by LLE volunteers and doctors.

### 3.7 Sustainability



The Lifeline Express stayed at Godda for 21 days. Some patients were completely cured in these 21 days while some patients were referred to local hospitals for further treatment. This was done to ensure the complete treatment, hence making the entire objective of the CSR

intervention sustainable. The LLE has tie-ups with the local hospitals and doctors, through which they ensure the completion of treatment of every patient coming to LLE.



The follow-up process is instrumental in ensuring that the treatments provided are effective and there is no re-appearance of symptoms. Plastic surgery and dental treatments received more follow-ups among all treatments, because of the nature of the treatment process. Patients who got eye treatments reported low follow-ups.

For this, the LLE staff had tied up with local hospitals through which they ensure a proper follow-up with the beneficiaries. This objective has been considerably achieved, with scope for improvement in orthopaedic and ear surgeries.

### 3.8 Impact Stories

#### Case Study 1 (doctor)

Dr Harshvardhan first came to know about the Lifeline Express through his University professors, while he was studying medicine. Since then, he always wanted to be associated with this initiative. Being a plastic surgeon, Dr Harshvardhan provided his services in the 218th Lifeline Express in Godda, Jharkhand in February, 2022. On being asked about his motivation to work in LLE, he mentioned that he looks at it as an opportunity to give back to society. Working in LLE, is also a refreshing change to his daily routine. He rates it as a learning experience as he is able to witness a different work setup. LLE provides him with an opportunity to meet people from different walks of life - professionally and personally.

Recalling his experiences in Godda LLE, he states them as the most memorable three days of his entire career. He successfully performed various surgeries including treating a cleft lip, hand deformity, swellings, scars, etc. Appreciating all the hard work put in by the Lifeline Express team, he specifically mentions that it is a one-of-a-kind intervention to carry out with such ease and efficiency.

Recounting his itinerary during the 3 days of LLE, he said that each day started with seeing the patients in the OPD. He would examine every patient and further recommend corrective surgery. After OPD, a considerable time was spent in the Operation Theatre which is set up inside the train. He appreciates the medical procedure undertaken in LLE as each patient is viewed from a 360-degree perspective. This includes starting from pre-operative tests to surgery to post-operative care and follow-up by the Lifeline Express Team. In addition to this, every patient is also provided medicines, assistive devices, meals and transportation services, thus ensuring the complete effectiveness of the project. Speaking of his own experience, he was surprised to see that even in such a remote area, good quality nutritious meals were provided to the medical staff. Meals and accommodation were maintained even in such a remote location. He also added that there was regular fumigation and effective waste disposal.

Overall, Dr Harshvardhan feels that the Lifeline Express is successful in providing affordable healthcare services to the neediest and underserved population. He feels grateful to be a part of such an impactful initiative and would love to volunteer again in the Lifeline Express.



#### **Testimonial 1**

“Lifeline Express ensures best quality in everything that they provide, still every day we strive to improve wherever we can.”

- Rahul, Nursing staff, Lifeline Express

#### **Testimonial 2**

“I feel a sense of purpose, that I am doing something meaningful for the society every day. Lifeline Express is a one-of-a-kind initiative and I would like to be associated with it for a long time.”

- Sumit, Nursing staff, Lifeline Express



#### **Case Study 2 (Beneficiary)**



62-year-old Ruplal Mirdha had been suffering from blurred vision in one eye. This problem has been troubling him for 6 months, affecting his ability to do day-to-day activities. Ruplal lives with his family in Poraiyahat, which is a small town in the district of Godda. In February 2022, when the Lifeline Express train was stationed at Poraiyahat for 21 days, Ruplal’s son urged him to go for a check-up in the LLE. He visited the OPD and the doctor suggested surgery for a cataract.

The same day, he was provided with a surgery, after which he was admitted for post-operative care. After monitoring him for a day, the Lifeline Express team discharged him after ensuring no infections/problems were occurring in his eye.

On being asked about the Lifeline Express, Ruplal recounts that his entire process of getting an operation was smooth and hassle-free. In addition to that, he was quite happy about the meals provided and the quality of the amenities in the Lifeline Express. He is now happy to get the proper vision in both his eyes. He has a lot of gratitude for Lifeline Express because his condition, if left untreated would have caused blindness in the affected eye.

### **Case Study 3 (Outreach Volunteers' Coordinator)**



Mr Rinku Kumar had been associated with Lok Sabha Trust for the last 3-4 years. He has always been a person who likes to help others and finds happiness in his community's growth and development. To ensure effective outreach, the LLE staff got in touch with the local NGOs, such as the Lok Sabha Trust.

Referring to the Lifeline Express as one of the noblest causes for the community, Mr Rinku mentioned that bringing in world-class doctors with modern, sophisticated equipment at such a remote place was extremely tough and no one in the community ever thought that they would experience the benefits from such an initiative. Talking in detail about the challenges faced, Rinku said that people were initially reluctant to share their personal details, as the same was required by the volunteers to assign patient cards. Now, after treatment, the beneficiaries trust the process and it would be easier for any kind of future initiative that requires outreach.

The Lifeline Express staff appointed Mr Rinku as the outreach volunteers' coordinator since he has always had a good rapport with the community. Mr Rinku, along with 20 volunteers, was then trained to undertake outreach for the Lifeline Express, along with doing basic tests such as blood pressure, blood sugar, etc. He mentioned that all volunteers went to different villages in groups of two, to cover the maximum number of patients.

Mr Rinku was extremely supportive during the entire duration of the Lifeline Express and he said that he would be happy to be a part of such an initiative again. He says that good health is the first and foremost requirement to lead a happy life and it was an honour for him to be an essential part of the Lifeline Express, identifying the neediest people requiring treatment, thereby curing preventable disabilities.

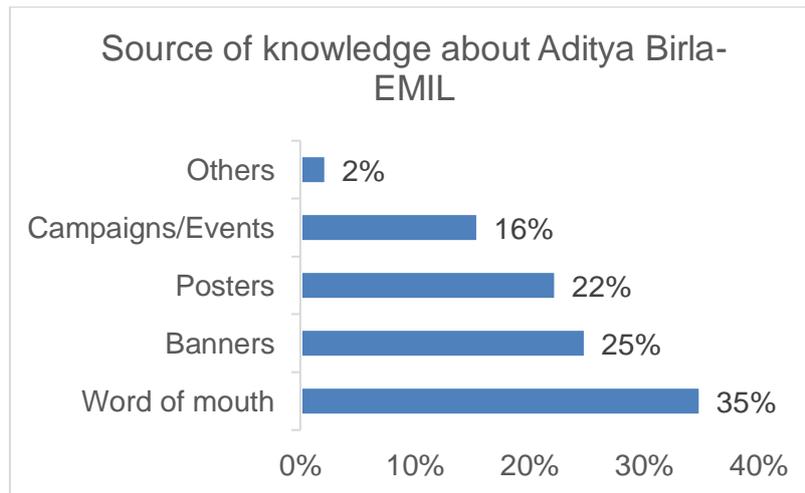
# Brand Equity



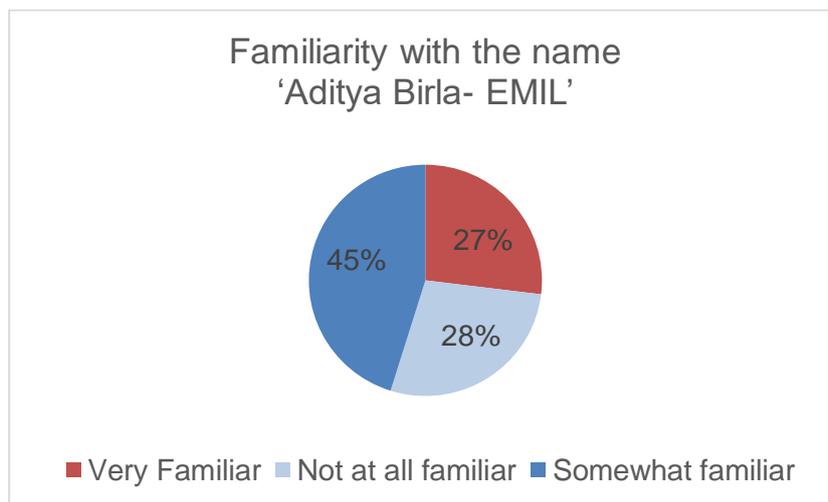
#### 4.1 Brand Equity - Overview

Brand Equity refers to a value premium that a company generates from a product or service through its name recognition. Organizations can enhance their brand value and reputation by providing service that is reliable, efficient, memorable, and of superior quality. In this study, we have determined the brand equity of the Aditya Birla – EMIL Group.

#### 4.2 Brand Awareness and Familiarity



A majority of the beneficiaries reported that they came to know about Aditya Birla-EMIL through word of mouth and by reading the same on banners, followed by posters, and campaigns.

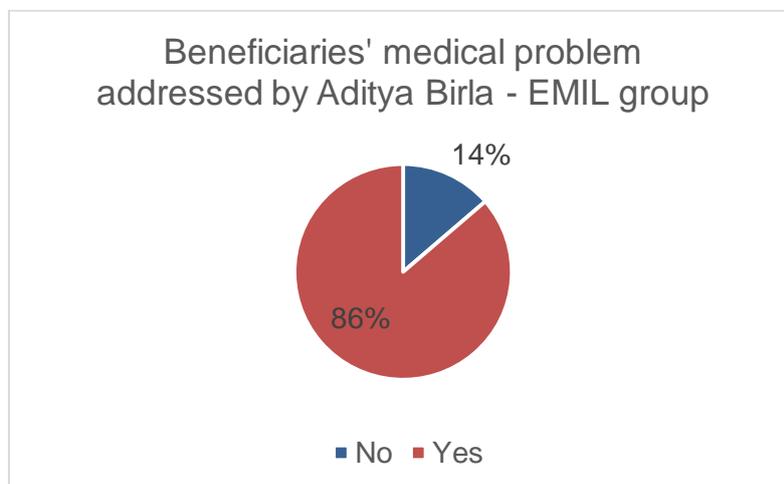


The beneficiaries were asked if they were aware and familiar with the brand. **45% of the beneficiaries** reported that they were very familiar with the brand and **27% of them** were somewhat familiar with the group's name. This was because the beneficiaries had seen the logo on posters and banners in OPD centres.

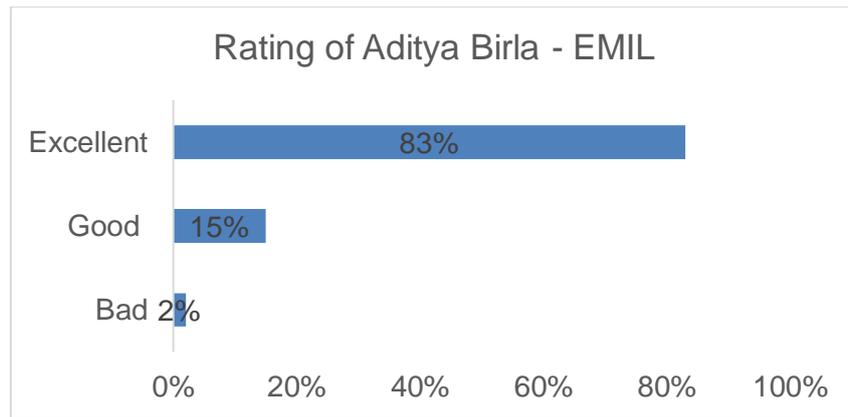


Figure: Poster for information about the Lifeline Express in Godda.

#### 4.3 Experience with the Brand



While **86% of the beneficiaries reported that their grievances/medical problems were addressed** by the Lifeline Express, the majority of them said that there is a high probability of recommending Aditya Birla-EMIL group to other people in the future.



Overall, the beneficiaries had a positive experience with the Aditya Birla-EMIL group. After the implementation of the Lifeline Express Program, there is an increased awareness about the brand along with a probability of highly recommending the same to their friends/family or social circle. Reasons such as insufficient time to discuss grievances with the doctor, and the doctor's suggestion to not go for surgery left the patients with an average perception of the brand.

# Recommendations and Way Forward



The following are the recommendations for the Lifeline Express, inferred from the quantitative sampling of the beneficiaries as well as IDIs with various stakeholders such as volunteers, doctors, government officials such as the DPM, and face-to-face interactions with the beneficiaries.

### **1) Outreach**

- **Increase in duration of the outreach activity**

To cover more population and ensure better knowledge of the Lifeline Express Program among the community, more time can be spent on outreach, from 15-20 days to 20-25 days.

- **Additional ways to collect patient information**

While undertaking outreach, the volunteers needed to take the Aadhaar card number of the beneficiaries. This created a problem for the volunteers as the people were reluctant to provide the Aadhaar card details, fearing that it might lead to a scam. Hence, other ways for the initial collection of beneficiary information should be introduced.

### **2) Operations**

- **Less frequency of the bus transporting patients from their houses to OPD**

Since the majority of the population are farmers or daily wage labourers, the time at which the bus came to pick up patients was not suitable for everyone. Thus, an increase in the frequency of the bus would be suitable for the patients.

- **Increase in the Lifeline Express infrastructure**

Apart from the treatments provided in the Lifeline Express, there are a lot of health-related problems prevailing in Godda, for which people are not able to receive treatment. To address this problem, there can be additions to the infrastructure of the Lifeline Express to accommodate more types of treatments and provide specialised surgeries which are otherwise not available at the nearby hospitals. This would result in addressing more types of health problems, thus leading to a more pronounced impact.

- **Improvement in the quality of assistive aids**

Some beneficiaries reported that they received ill-fitting spectacles and the durability of the same was also not good, hence more attention could be paid to increasing the range of sizes of the spectacles, to ensure a more effective treatment.

### **3) Branding**

- There should be an introduction of the brand name: Aditya Birla – EMIL on assistive aids provided. This would lead to better brand familiarity.



## **CSRBOX & NGOBOX**

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Near Vakil Saheb Bridge, Bopal  
Rd, Bopal, Ahmedabad,  
Gujarat 380058