

IMPACT ASSESSMENT STUDY OF CSR PROJECTS OF HAVELLS INDIA LIMITED

PREPARED BY : RRCO CONSULTING PRIVATE LIMITED



TERMS OF REFERENCE, OBJECTIVE & APPROACH TO IAS

- Social and environmental responsibility has always been at the forefront of **Havells India Limited (HIL)**'s operating philosophy and as a result HIL consistently contributes to socially responsible activities and has taken up multifarious initiatives and implemented several projects in the eight pillars.

Eight pillars of HIL's CSR

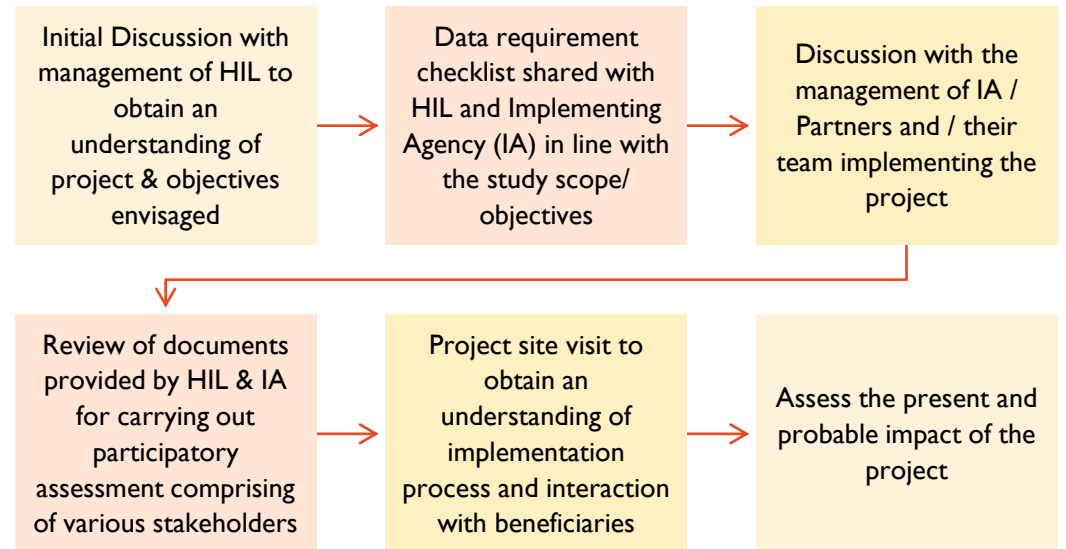


- HIL has appointed our company “RRCO Consulting Private Limited” to conduct the Impact Assessment Study (IAS) of its following CSR Projects for the FY 2020-21 (‘the Study/ Review Period’).
 - ❖ Distribution of re-usable sanitary pads (hereinafter referred to as “**Project 1**”)
 - ❖ Tree Plantation work (hereinafter referred to as “**Project 2**”) in Bhopal (Madhya Pradesh)

Objectives of IAS

- Undertake an assessment of project design in terms of its relevance and contribution to the development of community & to the beneficiaries
- Assess the performance of project in terms of effectiveness, efficiency & timeliness of processing the expected outputs in qualitative and/ or quantitative aspects.
- Ascertain the sustainability of project being implemented
- Help in better planning of future projects

Approach to the Study



HIL's CSR PROJECTS – OVERALL ASSESSMENT

PROJECTS		DISTRIBUTION OF REUSABLE SANITARY NAPKINS - PROJECT 1	TREE PLANTATION (BHOPAL) – PROJECT 2
KEY EVALUATION PARAMETERS / CRITERIA	Relevance	Project was found to be relevant and addressing a felt need in the desired area.	Project was found to be relevant and addressing a felt need in the desired areas.
	Effectiveness (Objective Achieved)	<ul style="list-style-type: none"> - Self Confidence and Increased Awareness levels including pain management - Improvement in Attendance - Shifting from Cloth/Expensive pads to Reusable Sanitary Napkins 	Short Term (Project is in nascent stage)
	Efficiency (Fund Utilization)	Funds utilized for the Purpose envisaged	Funds utilized for the Purpose envisaged
	Efficacy (Interactions with Stakeholders to assess their satisfaction levels)	189 Beneficiaries (116 Girls & 73 Women), QRG Foundation & Implementation Partners (Baala Triple E Care LLP & 3 NGOs)	20 Stakeholders -14 Employees (comprising Project Ranger Officers, Assistant Project Managers, Forest Guards & Watch and Ward staff), Village Sarpanch & 5 labourers.
	Documentation Accessibility	MoUs, Fund Utilization details, Publicity, Feedback letters, Media Report, List of NGOs/Agencies/Schools wherein reusable sanitary pads distributed, Site Visit	MoU, Annual Appraisal Reports, Soil Testing Report, Training Certificate, Utilization details, Newspaper clipping, Site Visit
	Sustainability	<ul style="list-style-type: none"> - Till now more than 4,00,000 Reusable Sanitary Pads kits have been distributed. Further, mechanism for distribution through Agencies/NGOs & infrastructure is in place for enabling scalability. Volunteers have been adequately trained for conducting /handling workshops. - Pads are considered to be expensive and people are shifting to reusable sanitary napkins & in this way attendance is also improving but still there are social taboos in the mind of people which need to be changed so the program will be sustainable. 	Basis our naked eye assessment and that of villagers, survival rate of plants is around 75%-80% and density of forest has increased. Therefore, long term targets need to be discussed and defined post interaction with MPRVVN as to whether 80% would be sustained. In case, the plants get destroyed in the year of plantation, the same are replanted in the next year and this process is possible in the initial 1 to 2 years. It is therefore essential to look at sustainability of survival rate in the medium term at the end of 5/6 years post plantation to understand the overall impact.
	Overall Impact	Though Self Confidence and awareness level have increased & people have shifted from cloth/expensive pads to reusable sanitary napkins, still there exist challenges to be addressed like religious taboos which is most strongly observed, women in slum areas don't take medicine for pain management and don't discuss about menstruation. Need felt for spreading increased awareness through periodic workshops/ programs.	Short term objective of providing employment and enhancing the livelihoods for people met (16,00,000 teak saplings planted since 2019 till 31 st March 2023 under Vidisha - Raison Project Board/ Division). However, overall socio economic impact can be assessed in long term in terms of soil fertility, creation of carbon sink and economic viability. Further, survival rate needs to be visited.

Maturity Level Classification	High	Medium	Low

DISTRIBUTION OF RE-USABLE SANITARY PADS (PROJECT I) - SYNOPSIS

Key Highlights

- During MDM program implementation, couple of issues emerged that needed addressing to improve regularity in schools of students and to reduce dropout rates and they were: - Shortage of Toilets in the schools & Menstruating girls skipping classes 3 to 4 days every month for want of sanitary napkins.
- In order to inculcate and enhance the usage of sanitary napkins by girls and women, HIL joined hands with Baala which commenced its activities in July 2017 by distributing 1335 reusable sanitary napkins to girls of 3 govt. schools. QRG Foundation and Baala Triple E Care LLP (Baala) have signed MoU for distribution of reusable sanitary pads / napkins and for raising awareness amongst users.
- Program has been well received and the testimonial to the same is positive reviews given by the Govt. department and positive media reports and feedbacks from the schools.

Objective, Present Status & Funds utilization

- Objective - Provide free sanitary napkins to the menstruating girl students and to women living in slum areas either directly or through NGOs, operating in close cooperation with Baala; Educate about menstruation related problems; by conducting Hygiene & Sanitation Workshops; Facilitate school going girls to be more regular in attending classes; to dispel their various social taboos/ misnomers; and to encourage girls to believe in “Chupi Todo Sayani Bano”.
- 443986 Reusable Sanitary Pads kits have been distributed from 2017-18 till 23rd March 2023 and funds spent amounts to Rs. 8.67 crs of which Rs. 1.44 crs is spent in FY 2020-21.
- FY 2020-21 was a year severely impacted by Pandemic/ Covid related protocols. Considering that all educational institutions/schools were physically closed due to the pandemic, Project Baala team had distributed reusable sanitary napkins to needy females residing in remote villages and slum areas by tying up with various agencies/NGO's operating in respective locations. Total of 75240 kits were distributed in 2020-21, of which around 66% (comprising 50000 kits) were distributed in communities located in Mumbai.

We have carried out the Impact Assessment Study by studying the project's impact basis interaction with beneficiaries in Mumbai and Alwar.

Profile of 189 Beneficiaries Interviewed (116 Girls & 73 Women) basis Structured Questionnaire & Focus Group Discussions (FGDs)			
Locations/ NGOs	G	W	Distribution
Mumbai (Communities & Schools) *	68	73	
Padghe & Uran (Saksham Foundation) Govandi & Sathenagar (Annapurna Foundation)	7	43	October 2020
Vikramgad (MAD Foundation)		20	November 2020
Thane (Aamchi)	5	10	August 2022
Palghar- Schools (Roti Kapda Siksha)	56		December 2022
Alwar (3 Schools)	48		2019-20

* The people belonging to this community are mainly labourers, who relocate subject to availability of work and had moved due to the pandemic. In view of aforesaid constraint, we have interacted with beneficiaries in Mumbai to whom reusable sanitary pads were distributed in communities and schools (in 2020-21 & recently in 2022) to understand the impact of the project and to obtain insights with regard to this CSR Project.



Interacting with Beneficiary girls - Uran & Zila parishad school, Pelhar (Palgarh) during Site Visit

DISTRIBUTION OF RE-USABLE SANITARY PADS (PROJECT I) - SYNOPSIS

Project Insight basis Interaction with 189 Beneficiaries

Particulars	Women	Girls	Insights/ Inputs
AGE GROUP	19 - 60 yrs	11-18 yrs	46.50% of the respondent women were between age group of 19-30 years & 41.10% between 31- 44 years.
EDUCATED	79.45%	100%	All the respondent girls were pursuing their school education.
AWARENESS			
Prior information about menstruation	NA		Over 50% of the respondent girls were not aware about menstruation nor did they have any prior information regarding menstruation which indicates that menstruation still continues to be a subject shrouded in silence.
➤ Yes		40.52%	
➤ Didn't Respond		6.90%	
Source of information about menstruation	NA		
➤ Family/Friends		31.03%	31.03% of the respondent girls reported to have got the information about menstruation from Family/ Friends followed by 18.10% from NGOs/Women Help Group. The Role of teachers in providing information was not significant. Books and Television as source of information were insignificant.
➤ School Teacher		9.48%	
➤ Books		3.45%	
➤ Television		7.76%	
➤ NGOs/Women Help Group		18.10%	
➤ Didn't Respond		30.17%	
Measures taken for Menstruation pain			35 (47.95%) and 85 (73.28%) respondent women and girls respectively reported to feel pain or cramps during menstruation. Out of 85 respondent girls, 40% shared that they take rest at home or work less followed by 30.59% of them who take pain killers indicating awareness about pain management.
➤ Go to Doctor	22.86%	11.76%	
➤ Apply any homemade remedy	34.29%	17.65%	
➤ Take rest at home or work less	34.29%	40.00%	Among 35 respondent women, 68.58% stated that they either take homemade remedy or take rest at home. 11.43% of them are even hesitant to tell anyone, 8.57% opted multiple measures & very few take pain killers.
➤ Take pain killers	5.71%	30.59%	
➤ Didn't tell anyone	11.43%	0.00%	

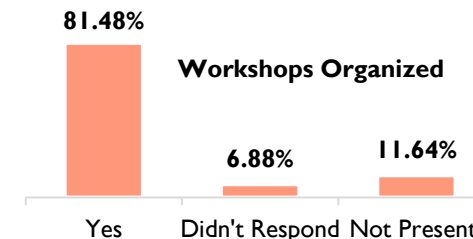
❖ Social Taboos faced

Social Taboos	Beneficiaries Responses (No). / in %
Can't go to religious place	147 (77.78%)
Avoid taking head bath	15 (7.94%)
Others (Live in separate room/ Eat & Sleep Separately/ Avoid Cooking)	15 (7.94%)
All of the above	11 (5.82%)

Religious restriction are most strongly observed whereas other restrictions are more open to interpretation.

Out of total 189 beneficiaries, 9 (4.76%) of them reported to face multiple taboos which have been clubbed under respective options and 10 (5.29%) didn't face any social taboos.

❖ Hygiene and Sanitation Workshop/ FGDs organized by BAALA to educate in maintaining better hygiene / address issues concerning menstruation



Out of total 189 beneficiaries, 154 (81.48%) stated of workshops been organized and attended by them. Some shared that workshops were very informative and covered aspects such as discussion about usage of cloth sanitary pad, environment concerns of sanitary pads & health concerns of Cloth, Yoga asanas to relieve menstruation pain, Cleanliness etc. Workshops helped them gaining more knowledge & brought openness about menstruation.

❖ Instruction on usage & disposal given at time of distribution of re-usable cloth sanitary pads –

Out of total 189 beneficiaries, 173 (91.53%) shared that they were instructed on usage & disposal of re-usable cloth sanitary pads at the time of distribution, 5 (2.64%) were not present at the time instructions were given, 10 (5.29%) stated they didn't get instructions and 1 (0.53%) didn't respond.

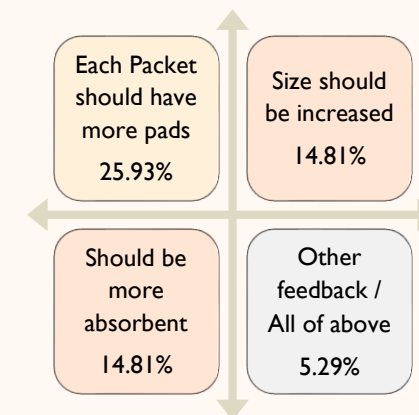
DISTRIBUTION OF RE-USABLE SANITARY PADS (PROJECT I) - SYNOPSIS

- ❖ **Durability/Period of usage time of re-usable cloth sanitary pads distributed (can be used up to 2 years)** - Out of total 189 beneficiaries, reusable sanitary pads were distributed to 71 beneficiaries in August & December 2022, hence usage time cannot be gauged for them at this stage. Out of remaining 118 beneficiaries to whom distribution was made in 2019-20 & 2020-21, 37 used pads for 2 years & 37 for 1 year. Others (39) used it for less than a year/ 6 months or less and mainly the reasons for the same are Lack of space to dry pad, Doesn't get dry quickly, Not comfortable washing pad & Less absorbent. Remaining 5 beneficiaries didn't respond.
- ❖ **Usage during menstruation before distribution of re-usable cloth sanitary pads** - Out of total 189 beneficiaries, 43 (22.75%) used cloth & 36 (19.05%) used both cloth & sanitary pads before distribution. Major Reasons stated:-
 - ✓ Used Cloth – Comfortable (36.71%), Easily made at home (35.44%), Not expensive (18.99%), Easy available at all times (8.86%)
 - ✓ Not used Sanitary Pad – Expensive (49.37%), Not available every time (30.38%), No facilities to dispose off pad (2.53%)
 - ✓ Both (used Sanitary Pad) – When go out (47.22%), During family function/ festivals (33.33%)
- ❖ **Shifted To Using Re-usable Sanitary Pads** - Out of total 189 beneficiaries, 148 (approx. 78%) shared that distribution of re-usable cloth sanitary pad resulted in shifting from using cloth /sanitary pad to re-usable cloth sanitary pad and benefit/change felt by them are as under:-

BENEFITS – REUSABLE SANITARY PADS	Beneficiaries (No.)*	In %
No fear of stain or leakage as in cloth	19	12.84%
Improved attendance/more regular in school	9	6.08%
Can work more	16	10.81%
Comfortable to use	90	60.81%
Can use pad for longer hours than cloth	13	8.78%
Saving money on purchasing disposable Sanitary pad	26	17.57%
More user friendly and degradable	2	1.35%

* 25 beneficiaries selected multiple options & 2 of them all

❖ Feedback on re-usable sanitary pad distributed



- Other feedback - Pad should be more comfortable, lack of space to dry pad, doesn't dry quickly.
- 1.06% preferred all & 2.65% multiple suggestions

Impact of the Program

- ❖ Self Confidence and Increased Awareness levels including pain management
- ❖ Improvement in Attendance
- ❖ Shifting from Cloth/Expensive pads to Reusable Sanitary Napkins

TREE PLANTATION, BHOPAL, MADHYA PRADESH (PROJECT 2) - SYNOPSIS

Key Highlights

- HIL entered into MoU with Madhya Pradesh Rajya Van Vikas Nigam Limited (MPRVVN), Bhopal, the Implementation Agency, for Plantation in Bhopal, Madhya Pradesh.
- The Objective of the Project:- Convert forest areas of low value species into teak plantation area of high productivity, Employment opportunities available to local villagers, Treated forest area improve the surrounding microclimate, Increase in forest areas density, Soil & water conservation increase ground water levels & prevent land erosion, Increase in Soil fertility.

The project is quite nascent in terms of the time taken for a tree to grow from a sapling considering that, normally, it takes 22 to 25 years to grow into a fully matured stage. Hence, IAS of this project has focused on conversion of forest areas of low value species into teak plantation as well as survival rate of plants achieved.

Present Status & Fund Utilization - 16,00,000 teak saplings planted since 2019 till 31st March 2023 under Vidisha - Raison Division. The contracted amount is Rs. 12.80 crs and the funds are released as per MoU terms. Out of contracted amount, Rs. 3.20 crs for location 232A-IV & 548-IV, Rs. 2.42 crs (around 96% on laborers) spent upto 31st March 2023 by MPRVVN. (Project is under implementation). During site visit observed that most of the plants have shed their leaves (specifically at 548-IV), however, we have been given to understand by the officials of MPRVVN that plants shed their leaves during these months to conserve water and energy in this hot summer and new leaves sprout in the beginning of rainy season. 548 - IV is at elevated hilly area thus gets more impacted.



Site Visit Photograph of 548 – IV



Site Visit Photograph of 232A – IV

Insights of 14 Employees of MPRVVN (Project Ranger Officers, Assistant Project Managers, Forest Guards & Watch and Ward staff)

Survival rate range from 85% to 88%, based on their perception & not actual physical counting.

Local villagers support to provide manpower, help in plantation work, safeguarding plants from cattle & also inform/ report MPRVVN if they observe any suspicious activities like forest fires etc.

Land is ploughed thoroughly & pits are prepared before rainy season so that saplings can be planted in pits during rainy seasons.

Suggested to increase plantation protection period (period wherein Forest Guards & Watch and Ward staff are deployed) from 4 years as per the norms to 8 years.

Insights of Village Sarpanch & 5 Labourers

The work is for a period of 4-5 months and the main work starts in April during summer time. Plantation is done during the rainy season. Medicines are given 2-3 times in a year. To safeguard plants from animals, CPT/CPW excavated in forest areas. All of labourers working from 2-4 years and mentioned that density of forest have increased substantially post plantation work. Survival rate of plants based on their perception is around 75-85%.

Impact Analysis

Basis discussions with Implementing Agency & various staff and review of appraisal reports, utilization details & other documents, site visit :-

- ❖ Created socio-economic impact by generating employment for various strata of people
- ❖ Proper and adequate medicines & pesticides for plantation
- ❖ Adequate measures provided to safeguard the plants from animals
- ❖ Survival rate of plants is assessed to be around 75-80%.