

Executive summary

LG Electronics India Pvt. Ltd (LGEIL) undertook impact assessment for the following four projects worth over INR 1 crore:

1. COVID 19 RELIEF
2. MID DAY MEAL
3. KAREIN ROSHNI
4. KARSALAAM

The summary of findings, project-wise, are given below:

1. Project: Impact assessment for Covid-19 Relief Support

Impact assessment agency: Consocia Advisory

Program brief: LGEIL strengthened medical infrastructure during pandemic by supporting 22 makeshift hospitals. LGEIL had donated various medical equipment & machines / ambulance/ oxygen cylinders/ Ventilators/ X ray machines/ Beds etc to these hospitals. The objective is to bolster medical infrastructure in these hospitals.

S.No	Name of the Hospital	Location
1	All India Institute of Medical Science (AIIMS) Delhi	Delhi
2	Guru Tegh Bahadur Hospital (GTB)	Delhi
3	Kailash Hospital	Noida
4	Government Hospital, Pabal	Pune
5	Primary Health Centre, Malthan	Pune
6	Rural Hospital, Shirur	Pune
7	Rural Hospital, Karde	Pune
8	Rural Hospital, Nhavare	Pune
9	Rural Hospital, Ranjangaon	Pune
10	Rural Hospital, Shikarpur	Pune
11	Jehangir Hospital, Pune	Pune
12	Rural Hospital, Yawat	Pune
13	Rural Hospital, Baramati	Pune
14	Kullasekaram Covid Centre, Kanyakumari	Tamil Nadu
15	Government Medical College, Ernakulum	Kerela
16	Shashi Kumar Community Health Centre, Sawar	Ajmer
17	Community Health Centre, Bhuwana	Udaipur
18	State Institute of Capacity Building, Karfector	Sikkim
19	Government Stanley Hospital	Chennai
20	King George Medical University (KGMU)	Lucknow
21	Lala Lajpat Rai Memorial Medical College (LLRM)	Meerut
22	Sir CV Raman Hospital	Bangalore

Approach and Methodology

The following framework was deployed for the impact assessment of “Covid-19 Relief Project”, a CSR initiative of LGEIL across various locations of hospitals in India. The analysis of the report is based on the Consocia Advisory’s unique impact assessment RCEEIS++ framework which is an enhanced version of OECD model with two additional factors of replicability and scalability.

RCEEIS+ framework stands for

R- Relevance ; C- Coherence; E- Effectiveness ; E- Efficiency; I- Impact; S- Sustainability- Replicability; S- Scalability

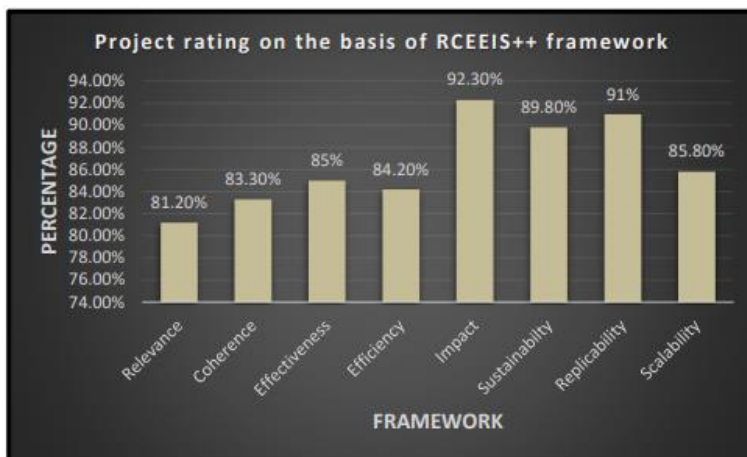
The following methodology was deployed.

- Desktop review of all reports by hospitals/NGO partners:
- Stakeholder mapping and engagement
- Stakeholder questionnaires:
- Monitoring and review through field observations
- Analysis of the data and report preparation
- A five-point rating system was deployed for evaluation (excellent, very good, good, fair and poor).
- A performance dashboard was developed for each of the 8 performance area as per RCEEIS++ framework to measure the project's holistic impacts.

Findings

This initiative of LGEIL was aligned with the SDG goals 3, 8, 9, 10 and 17 and made significant contribution towards achieving these goals

The overall rating of our Covid-19 relief support project, measured against the RCEEIS++ framework, is depicted in the following one-line graph. This graph provides a comparative analysis of our project's performance across key parameters, showcasing its effectiveness in addressing critical healthcare needs during the pandemic.



The overall rating is 86.57 on the scale of 100 reflecting a significant positive impact of the project on the hospitals and the ultimate beneficiaries who could avail the best health facilities that are available, affordable and accessible.

Conclusion

LGEIL contributions during the Covid-19 pandemic significantly improved healthcare infrastructure across multiple hospitals in India. The support provided by LGEIL included essential ICU equipment, advanced diagnostic tools, and establishment of new medical units, which enhanced hospitals capacity to manage critical cases and patient surges. This initiative not only addressed immediate healthcare needs during the pandemic but also had long-term positive impacts on patient care, healthcare professional's motivation, and hospital operational readiness. The high satisfaction levels reported by stakeholders underscore the effectiveness and lasting benefits of LGEIL strategic interventions in healthcare. Each hospital benefitted from tailored support, resulting in improved patient outcomes, better equipped medical facilities, and a strengthened healthcare system, demonstrating LGEIL commitment to impactful and sustainable CSR initiatives.

2. Project: Impact assessment for MID DAY MEAL & COVID 19 Food Relief across India

Impact assessment agency: Grant Thornton Bharat

Program brief: LGEIL support Mid-Day meal for government school going children in association with Akshaya Patra. This program aims to provide nutrition to the children from marginalized family and helps them to focus on their studies.

Covid 19 Food Relief aimed at providing food assistance or aid specifically targeted towards individuals or communities facing food insecurity due to the economic impacts of the COVID-19 pandemic.

Approach and Methodology

The APICS evaluation framework for social development projects was deployed to evaluate the project holistically. This framework is based on the principals of OECD DAC.

The APICS framework stands for

A- Accessibility ; P- Performance; I- Importance ; C- Coherence; S- Sustainability

**Considering the nature of the projects, the aspect of Sustainability is not relevant, hence not covered*

The following methodology was deployed.

- Understanding of scope of the project
- Review of secondary data to understand coverage in terms of beneficiary profiles, relevance etc.
- Desk review & Questionnaire development as interaction tool
- Quantitative survey with beneficiaries and IDIs with the school staff and Akshaya Patra to understand the impact of the programme. Also, IDIs and FGDs with govt. officials and community members for COVID-19 food relief program.
- Analysis and reporting

Findings

- The survey outcome revealed that students were provided mid-day meals on all working days of the week at the appropriate time.
- The menu is curated based on government's mid-day meal guidelines, and considering factors such as regional palate, taste, flavor, and nutritional value.
- The diverse range of meals, including regional dishes and its regular provisions highlight the programme accessibility. It helps improve nutrition, educational access, and overall well-being of children.
- Students acknowledged noticing positive changes; 79% students stated that their focus and concentration levels in class have improved, resulting in better grades
- 66% stated that they now have more stamina for physical and other activities, while 65% stated that their height and weight have increased.
- Students rated food parameters like hygiene, freshness, and taste on a scale of 1 to 5, with 5 being the highest. All three parameters received ratings above 4.5, signifying a high satisfaction level with the quality of food among students
- It was observed that students were taught about Importance of nutrition nutrition and its importance in the school curriculum.
- Students were able to highlight the need for nutritious food
- The data indicates mid-day meals tend to encourage most students to attend school regularly

Conclusion

This programme aligns with LGEIL CSR vision of "A better life for all by creating social contribution programmes well aligned with Schedule VII of the Companies Act, 2013"

The programme is in alignment with two provisions in the Schedule VII of the Companies Act, 2013 and four SDGs:

Eradicating Hunger and Malnutrition, Promoting education, SDG 2: Zero Hunger, • SDG 3: Good Health and Well-being, SDG 4: Quality Education, SDG 10: Reduced Inequalities.

The programme supports government's PM POSHAN (Mid-Day Meal) scheme, providing assistance to improve the nutritional status of disadvantaged children studying in government and government-aided schools. It aims to foster regular school attendance among children and help them concentrate in classroom activities.

3. Project: Impact assessment for KAREIN ROSHNI (Eye Surgeries)

Impact assessment agency: Grant Thornton Bharat

Program brief: LGEIL supported eye surgeries for people from marginalized communities. It helps in providing access to quality eye care services to them.

LGEIL identified such hospitals and started 'Karein Roshni' to support cornea transplant and cataract surgeries for underprivileged individuals in India. The key objective is to restore their vision and improve their quality of life.

Partner Hospitals	Location	No. of surgeries
Sankara Eye Foundation India	Coimbatore	4,104
Dr. Shroffs Charity Eye Hospita	Delhi	3,500
PBMA's H.V. Desai Eye Hospital	Pune	700
Icare Hospital	Noida	500
Sri Sankaradeva Nethralaya Community	Guwahati	500

Approach and Methodology

The APICS evaluation framework for social development projects was deployed to evaluate the project holistically. This framework is based on the principals of OECD DAC.

The APICS framework stands for

B- Accessibility ; P- Performance; I- Importance ; C- Coherence; S- Sustainability

**Considering the nature of the project, the aspect of Sustainability is not relevant, hence not covered*

The following methodology was deployed.

- Understanding of scope of the project
- Review of secondary data to understand coverage in terms of beneficiary profiles, relevance etc.
- Desk review & Questionnaire development as interaction tool
- Quantitative survey with beneficiaries and IDIs with the implementing partners to understand the importance, performance and impact of the program
- Analysis and reporting

Findings

- The data suggests improved eye care accessibility with comprehensive services including clinical assessments, surgeries, post-operative support, and transportation assistance. This contributes to the overall project goal of treating curable blindness and restoring vision. The responses highlight the initiative's success in addressing significant physical and financial barriers, ensuring easy access for all beneficiaries
- The study indicates that the project has achieved its objective of restoring vision, ensuring satisfaction throughout the surgical process. Also, by reaching people earlier in their vision impairment journey, the project was able to halt further blindness.
- The project not only improves individuals' health outcomes but also contributes to the overall well-being and resilience of the community. By enabling people to lead more independent and productive lives, the project fosters social cohesion and collective prosperity.

Conclusion

Karien Roshini plays a crucial role in addressing the root causes of preventable blindness, promoting health equity, and enhancing the overall well-being of marginalized communities across India.

This programme aligns with LGEIL CSR vision of "A better life for all by creating social contribution programmes well aligned with Schedule VII of the Companies Act, 2013"

The programme is in alignment with two provisions in the Schedule VII of the Companies Act, 2013 and two SDGs:

Promotion of Healthcare, Promoting inclusive growth and sustainable development, SDG 3: Good Health and Well-being, SDG 10: Reduced Inequalities.

The project is in alignment with the government's National Programme for Control of Blindness and Visual Impairment (NPCBVI), by providing comprehensive eye care services and promoting eye health awareness. It aims at reducing the prevalence of blindness and visual impairment through preventive, curative, and rehabilitative measures.

In summary, the project has successfully fulfilled its main goal of restoring vision and enhancing the quality of life for underserved populations by making quality eye care services accessible for them at no cost.

4. Project: Impact assessment for KARSALAAM

Impact assessment agency: Grant Thornton Bharat

Program brief: Launched in 2017, the Kar Salaam initiative by LGEIL has been dedicated to the Indian Armed Forces saluting their spirit of generous contribution and service towards the nation. The contribution was utilized in funding the education of 834 children of ex-servicemen and fallen soldiers. Contribution amount of INR 1 Crore was made towards Armed Forces Flag Day Fund (AFFDF) through Kendriya Sainik Board (KSB).

Approach and Methodology

The APICS evaluation framework for social development projects was deployed to evaluate the project holistically. This framework is based on the principals of OECD DAC.

The APICS framework stands for

C- Accessibility ; P- Performance; I- Importance ; C- Coherence; S- Sustainability

** Considering the nature of the project, the aspect of Sustainability is not relevant as LG Electronics India has provided financial support to an already existing government scheme and hence will not be covered in the assessment*

The following methodology was deployed.

- Understanding of scope of the project
- Review of secondary data to understand coverage in terms of beneficiary profiles, relevance etc.
- Desk review & Questionnaire development as interaction tool
- Quantitative survey with the parents of beneficiaries and IDIs with the project team from KSB
- Analysis and reporting

Findings

- MoU was signed between LG Electronics India and AFFDF where LGEIL transferred INR 1, 00, 00,000 to AFFDF for the disbursement of financial assistance at the rate of INR 12,000 per child for 834 children every year.
- The entire process from the application to the transfer of funds is online and hence ensures ease of access for the applicants / their parents at all stages
- Funds were transferred to the beneficiaries on a first come first serve basis twice every year, in July and December.
- The parents expressed satisfaction with the financial assistance provided. However, those with children in higher classes emphasized the need for an increase in the grant amount
- Kendriya Sainik Board also provides a grievance redressal number on their website for beneficiaries to call in case of any issues.
- Discussion with the beneficiaries revealed that 80% beneficiaries utilised the grant to purchase books and study material and 43% paid school fees. Further, 40% beneficiaries were satisfied with the overall grant support they received.

Conclusion

The Kar Salaam initiative was started by LG Electronics India with a commitment to support the Indian Armed Forces.

Additionally, LG Electronics India Electronics conducted public awareness drives to encourage contributions to the Armed Forces Flag Day Fund

This programme aligns with LGEIL CSR vision of "A better life for all by creating social contribution programmes well aligned with Schedule VII of the Companies Act, 2013"

The programme is in alignment with two provisions in the Schedule VII of the Companies Act, 2013 and one SDG:

Promoting education, Measures for the benefit of armed forces veterans, SDG 4: Quality Education

The project is coherent with government objectives and priorities related to the welfare of armed forces personnel and their families. By providing financial assistance through the Armed Forces Flag Day Fund (AFFDF), the project supports the government's commitment to honoring the sacrifices made by soldiers and their families.