

CSR IMPACT ASSESSMENT REPORT





ENHANCING NEONATAL CARE AND DIAGNOSTIC SERVICES

Implementing partner: Mukul Madhav Foundation



CONTENTS

Chapter 1 Executive Summary	02 - 03
Project Background	02
Project Activities	02
Design Snapshot	02
Key Output Key Impact	03 03
Key Impact	03
Chapter 2 Introduction	04 - 05
Background and Need of the Program	04
Objectives of the Program	04
About Finolex Industries Limited (FIL)	05
About CSR Partner	05
Chapter 3 Research Methodology	06 - 09
Objectives of the study	06
Definition of Research	06 - 07
Use of Mixed Methodology	07
Application of Quantitative Techniques	07
Application of Qualitative Techniques	07
Project Evaluation Framework	07
Ensuring Triangulation	07
Research Design	80
Key Stakeholders	80
Study Tools Ensuring Commitment to Research Ethics	08
Ensuring Commitment to Research Ethics	05
Chapter 4 Key Study Findings and Impact	10 - 12
Key Program Inputs and Activities	11 - 12
Chapter 5 Key Project Impact	13 - 21
Human Milk Bank (Bharati Hospital)	13 - 17
Endoscopy Machine (Sassoon Hospital)	18
Mammography Machine (Bharati Hospital)	19 - 21
Chapter 6 Impact Created Across Multiple Levels	22
Chapter 7 Sustainability	23
Chapter 8 OECD Framework	24 - 25
Chapter 9 The Way Forward	26
Chapter 10 Conclusion	22

ABBREVIATIONS

CSR Corporate Social Responsibility

FIL Finolex Industries Limited

HMB Human Milk Bank

MMF Mukul Madhav Foundation

NICU Neonatal Intensive Care Unit

NGO Non-Governmental Organization

SDG Sustainable Development Goals

CHAPTER 01. EXECUTIVE SUMMARY

Project Background

Finolex Industries Limited (FIL) extended vital support to Bharati Hospital and Sassoon Hospital through its Corporate Social Responsibility (CSR) initiatives with support of Mukul Madhay Foundation aimed at bolstering healthcare services and infrastructure in the respective institutions. Bharati Hospital, a charitable establishment, received assistance from FIL through its CSR Partner - Mukul Madhay Foundation for the setting up of a Human Milk Bank (HMB) program. This support encompassed the procurement of essential equipment such as breast pumps, sterilizers, refrigerators, and pasteurizers, enabling the hospital to effectively address the nutritional needs of Neonatal Intensive Care Unit (NICU) babies. On the other hand, Sassoon Hospital, a government healthcare facility, received support from FIL for upgrading its medical equipment, particularly in the departments of pathology, radiology, and gastrology. The assistance provided by FIL underscores its commitment to improving healthcare infrastructure, services, and outcomes in partnership with hospitals serving underprivileged communities, thereby contributing significantly to the well-being of society.

Project Activities



Establishment of the Human Milk (HMB) program procurement of essential equipment at Bharati Hospital.



Mobilization of individual donors through community engagement and collection of over 44,200 ml of human milk, benefiting 59 NICU babies at Bharati Hospital.



The introduction of advanced machinery and two new endoscopy machines at Sassoon Hospital.



Training of existing technicians for improved procedures and maintenance of machines through comprehensive contracts at Sassoon Hospital.



FY 2020-21



Mukul Madhay Foundation



Pune. Maharashtra





EV 2023-24 # 121 Crores



- SDC 3: Good Health and Well-being
- SDC 10: Reduced Inequality · SDG 17: Partnerships for the Goals





Design Snapshot



Enhancing Neonatal Care Diagnostic Services





Descriptive research design



Purposive and random sampling



25 Stakeholders





Key Outputs



Enhanced nutritional support for NICU babies through the establishment of the Human Milk Bank program.



Improved healthcare infrastructure with the procurement of essential equipment.



Increased awareness and community engagement regarding the importance of human milk donation.



Enhanced diagnostic and treatment capabilities in pathology, radiology, and gastrology departments through the provision of advanced machinery.



Improved patient care with a significant increase in footfall and admissions, leading to timely and accurate diagnosis within the hospital premises.



Efficient utilization of resources and cost-effective care for patients due to reduced delays in diagnosis and treatment.



Empowerment of hospital staff through training as technicians, ensuring smooth operation and maintenance of advanced machinery.

Key Impact



Improved access to healthcare services for NICU babies and other patients, particularly in underserved communities.



Reduction in healthcare disparities through fair access to essential services for all socio-economic groups.



Strengthened community engagement and participation in healthcare initiatives, fostering a sense of ownership and responsibility.



Long-term sustainability of healthcare programs and services, ensuring continued support for vulnerable population.



Empowered healthcare professionals with advanced skills and resources, leading to improved job satisfaction and performance.



Economic benefits for families through reduced healthcare costs and improved productivity due to better health outcomes.



Contribution to the achievement of broader societal goals related to healthcare access, equity, and wellbeing.

CHAPTER 2 INTRODUCTION

BACKGROUND AND NEED OF THE PROGRAM

In light of the socio-economic disparities exacerbated by the COVID-19 pandemic. FIL and MMF intensified their commitment to social responsibility during the fiscal year 2020-21. focusing notably on healthcare initiatives. Partnering with both Bharati Hospital and Sassoon Hospital, FIL and MMF worked together to address critical healthcare needs. At Bharati Hospital, they initiated the Human Milk Bank (HMB) program, catering to the nutritional requirements of Neonatal Intensive Care Unit (NICU) babies. Simultaneously. at Sassoon Hospital, an equipment intervention program was implemented to bolster diagnostic and treatment capabilities in departments such as pathology, radiology, and gastrology, These collaborative efforts exemplify a synergistic approach to community welfare, reflecting FIL and MMF's shared commitment to addressing pressing social challenges and empowering individuals to thrive

ABOUT FINOLEX INDUSTRIES LIMITED (FIL)

Since its inception, Finolex Industries Limited (Filc) has nutrured a core philosophy of social responsibility born from the belief that every person has the power to change the world. Every person has a right to live with dignity. Together with its CSR partner, the Mukul Madhav Foundation, Fil. has been actively working with communities to empower them to rise above their limitations. Fil. works extensively in and around their bases of operations in the areas of education, healthcare, social welfare, skill development and lots more.

OBJECTIVES OF THE PROGRAM



To address socio-economic disparities and enhance healthcare initiatives.



To establish the Human Milk Bank (HMB) program at Bharati Hospital to cater to the nutritional needs of Neonatal Intensive Care Unit (NICU) hables



To initiate an equipment intervention program at Sassoon Hospital to bolster diagnostic and treatment capabilities in departments such as pathology, radiology, and gastrology.

ABOUT CSR PARTNER

Mukul Madhay Foundation (MMF) is a charitable trust based in India, founded in 1998 and officially registered in 1999. MMF operates primarily at the grassroot level, engaging with vulnerable and marginalized communities and individuals to provide access to essential for their well-being empowerment. The foundation collaborates with various stakeholders, including corporates, individuals, organizations, and on-ground partners, as well as serving as a CSR partner to Finolex Industries since 2014. MMF's initiatives span across multiple sectors, including healthcare education social welfare water and environmental conservation, sanitation, women's empowerment, disaster relief, promotion of sports, and skill development.

CHAPTER 3 RESEARCH METHODOLOGY

FIL commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented under the Good Health and Well-being CSR theme. The impact assessment study was conducted in the fiscal year FY 2023-24.

Objectives of the study



To assess the immediate impacts of the program implemented.



To evaluate the enduring impacts of the program over time.



To measure the effectiveness of the program in achieving its intended goals.



To identify strengths and areas for improvement in the program's implementation.



To provide recommendations for enhancing the program's impact and sustainability.

Definition of Research

Social science research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimize bias and subjectivity. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency. The identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the literature on the problem or deliberations with research experts and knowledgeable others in the subject matter of interest.



Thus, we need to delimit the research problem into a 'measurable problem and formulate to objectives, make decisions on the research design, sample design, type of research design, as to be considered the design and how these data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached. Every research needs to have a proper methodology to foresee the problems that could arise in the problems that could arise in the process and steer through it in a proper direction without losino focus.

Use of Mixed Methodology for maximum insights

The research problem pertained to assessing the impact of this initiative on local communities. The purpose of this study is to evaluate and understand the positive effects that FLI's CSR initiatives have had on the lives of the beneficiaries and stakeholders involved. By conducting this assessment, FIL aims to gain insights into the actual impact created by its CSR projects and use the findings to further enhance its social initiatives.

Application of Quantitative Techniques

A quantitative study is needed when the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. In quantitative research, standardized instruments such as questionnaires and interview schedules are employed to collect data. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its own limitations, it can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden. In this study, to assess the impact, structured tools like the interview schedule administered were used. This helped in obtaining quantifable informatifable informatifiable information.

Application of Qualitative Techniques

Qualitative research can only unravel enriched and hidden information that may not be evident on the face of it. The qualitative approach is distinguished by deeper probling and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. For better accuracy, ensuring anonymity and at the same time, to cover a larger sample population, quantitative techniques were used. Qualitative techniques of interviews with key stakeholders and interviews with community people were adopted for a better understanding of the problem alongside quantitative research.

Project Evaluation Framework

After the collection of relevant information and perceptions through interviews, the OECD framework would be followed/applied that has six evaluation criteria - relevance, coherence, efficiency, effectiveness, impact, and sustainability for each of the indicators.



Ensuring Triangulation

Triangulation was needed to increase the credibility and validity of the research findings. It was also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research, and the report has also been structured to reflect this point.

Research Design



Name of the project Enhancing Neonatal Care

Enhancing Neonatal Care and Diagnostic Services



Implementing agency

Mukul Madhay Foundation



Research Design Used

Descriptive research design



Sampling Technique

Purposive and stratified random sampling



Qualitative Methods Used

Testimonials and focus group discussions

Key Stakeholders



NGO, Project Manager, Coordinator



CSR Team



Staff & Management of Hospitals and Centres



Study Tools

Tools used during the study

SoulAce has developed a mobile application platform for quantitative data collection. The field team used this application to undertake the study. This application has real-time data entry and data upload features with CPS location details along with a questionnaire for interaction with the project beneficiaries; the application has a provision to take pictures of each respondent.

Primary data was collected using two types of questionnaires.



Questionnaire for Primary Beneficiaries: Structured questionnaires were

developed, reviewing the project details for each of the focus areas, and indicators were pre-defined before conducting the surveys.



Questionnaire for Secondary Beneficiaries and Stakeholders:

Semi-structured questionnaires were developed for each type of sample of this group. Stakeholders were identified across the focus areas.

One-on-one discussions were done with beneficiaries to prepare case studies.

Ensuring Commitment to Research Ethics



Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly sticks to not revealing the identity of respondents unless the same is warranted for the illustration of success stories or case studies. After the research was completed. the study did not reveal which individual respondents answered which question in what manner. The results were revealed only as an aggregate, so no one would be able to single out the identity of a particular respondent. This was required to not break the trust of the respondent by not revealing the individual identity.



Confidentiality

Research subjects participate in the process only based on the trust that confidentiality is maintained. Hence, the research would not reveal any data regarding the respondents for purposes other than the research study.



Non-Maleficence

Research would not lead to harm to the research subjects. This study ensured that the respondents were not harmed in any way.



Beneficence

Any research study should lead to some benefits for the respondent. This research study also ensures that individuals, groups, and communities benefit and their well-being is enhanced.



Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

CHAPTER 4

KEY STUDY FINDINGS AND IMPACT

The key study findings and impact analysis provide valuable insights into the effectiveness of the initiatives undertaken by Bharati Hospital and Sassoon Hospital, facilitated by the support of Finolex Industria United (FIL) and implemented by Mukul Madhav Foundation (MMF). Through initiatives such as the Human Milk Bank (HMB) program at Bharati Hospital and the Equipment Intervention Program at Sassoon Hospital, significant strides have been made in addressing critical healthcare challenges and improving service delivery. These initiatives have not only enhanced access to essential healthcare services but have also positively impacted the lives of numerous beneficiaries, particularly vulnerable communities, and individuals. The following sections delive into the specific findings and impacts observed across both hospitals, highlighting the transformative outcomes achieved through collaborative efforts and strategic interventions.

PASTEURISE MILK



KEY PROGRAM INPUTS AND ACTIVITIES

BHARATI HOSPITAL - HUMAN MILK BANK PROGRAM



INITIATION

Establishment of the Human Milk Bank (HMB) program in March 2022 at Bharati Hospital.



SAFETY MEASURES

Implementation of safety and confidentiality measures during milk collection, processing, and distribution



DONOR HEALTH

Conduct health checks, including HIV, HBsAg, and VDRL screenings on donors to ensure milk safety.



MILK COLLECTION

Collection of over 44,200 ml of human milk at Bharati Hospital, benefiting 59 NICU babies.



EQUIPMENT PROCUREMENT

Procurement of essential equipment such as breast pumps, sterilizers, refrigerators, and a pasteurizer facilitated by Finolex's support.



COMMUNITY

Mobilizing individual donors through community engagement and counselling sessions.



CCESSIBILITY

Ensuring accessibility by offering services to children from both affluent and needy backgrounds at Bharati Hospital.

KEY PROGRAM INPUTS AND ACTIVITIES

SASSOON HOSPITAL - EQUIPMENT INTERVENTION PROGRAM



INITIATION

Commencement of the equipment intervention program addressing challenges in departments like pathology, radiology, and gastrology.



MAINTENANC

Maintenance of machines through comprehensive maintenance contracts to ensure optimal functioning.



ADVANCED MACHINERY

to improve diagnostic and treatment capabilities at Sassoon Hospital.



TIMELY DIAGNOSIS

Timely and accurate diagnosis within the hospital premises, reducing the need for external referrals.



NDOSCOPY

The introduction of two new endoscopy machines at Sassoon Hospital in 2018 and 2020.



REDUCTION OF

Reduction of unnecessary delays in diagnosis and treatment, ensuring cost-effective care for patients.



STAFF TRAINING

Training of existing staff as technicians to assist with procedures and ensure smooth operations

CHAPTER 5 KEY PROJECT IMPACT

The impact of the initiatives undertaken by Bhartal Hospital's Human Milk Bank (HMB) program and Sasson Hospital's Equipment Intervention Program has been profound. significantly improving healthcare delivery and benefiting countless individuals. Through the HMB program, over 44,200 ml of human milk has been collected, benefiting 59 NICU babies and ensuring their healthy growth and development. Similarly, the Equipment Intervention Program at Sassoon Hospital has led to a notable increase in patient footfall and admissions, with advanced machinery facilitating timely diagnosis and treatments, ultimately enhancing patient care and satisfaction. These programs exemplified the transformative power of strategic interventions and collaborative efforts in addressing healthcare challenges and improving outcomes for communities in need.

BHARATI HOSPITAL

The Human Milk Bank (HMB) initiative at Bharati Hospital stands as a pioneering effort in infant healthcare, revolutionizing the approach to nutrition for NICU babies. Established in 1992, supported by FIL and implemented by the MMF, this program has redefined the landscape of neonatal care.

	Total number of beds in the hospital (inpatient ward)	Total number of doctors (Full time/ consultants)	Total numbers of the nursing staff, ward boys, admin, and housekeeping staff	Total number of ambulances	Total number of operation theatres
1	1,071	350+	1,800+	5	15



CHART 1: TOTAL STRENGTH OF HOSPITAL

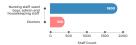
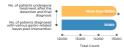


CHART 2: DIAGNOSIS AND TREATMENT



Bharati Hospital, with its comprehensive facilities and dedicated workforce, is poised to serve the healthcare needs of the community. The hospital accommodated a significant number of patients with its 1071 beds in the inpatient ward. Backed by over 550 full-time and consultant doctors, along with a wast nursing staff exceeding 1800 members, the hospital ensures specialized medical care and personalized attention for each patient. Moreover, its commitment to emergency response is evident through the provision of five ambulances, facilitating swift transportation and timely medical interventions. With 15 well-equipped operation theatres, Bharati Hospital maintains its readiness to conduct a wide range of surgical procedures efficiently. Together, these resources underscore the hospital's dedication to delivering high-quality healthcare services, making it a trusted institution in the region for those seeking medical treatment and support.

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"I am immensely proud of our hospital's Human Milk Bank initiative, which has been instrumental in providing vital nutrition to NICU bables. With the support of Finolex industries Limited and the dedication of our team, we have successfully collected over 44.200ml of human milk, benefiting 59 precious lives. The seamless implementation and meticulous attention to safety protocols ensure that every drop of donated milk reaches its intended recipient safely, I am grateful for the opportunity to contribute to such a noble cause and look forward to furthering our impact in the future."

- Dr. Nandini Malshe, Head of Neonatology, Bharati Hospital.

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The HMB program embodied innovation at its core, leveraging technology, community engagement and stringent safety protocols to ensure the provision of high-quality human milk to vulnerable infants. By integrating breast pumps, sterilizers, refrigerators, and a pasteurizer, the program has created a seamless ecosystem for milk collection, processing, and distribution. The hospital received 3 breast pumps, 2 sterilizers, 2 deep refrigerators and la pasteurizer with the support of this program.

CHART 3: PRESENT STATUS OF THE MACHINE



All good but pasteurizer need upgradation in Biomedical Department

Poor Condition

While the majority of the equipment are in good condition. There's a consensus among respondents that the pasteurizer in the Biomedical Department requires upgrading. Despite this, satisfaction with the initiative remains remarkably high, as all respondents expressed contentment with the hospital's efforts in implementing and maintaining the program. This combination of robust facilities identified areas for improvement, and overall satisfaction underscored Bharati Hospital's commitment to providing quality healthcare services to its community.



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Through Finolex's support and the dedication of our team, we have been able to provide essential nutrition to premature infants, nurturing their growth and development. I am proud to be part of this initiative that embodies compassion and care for our community's youngest members."

-S/N Neha, Staff Nurse, Bharati Hospital.

77



KIMI PASTEURIZER



One of the most impactful aspects of the HMB initiative is its focus on community empowerment. Through one-on-one counselling sessions and community engagement activities, the program mobilized individual donors and fostered a sense of ownership and responsibility towards the well-being of NICU absies. This grassroot approach not only ensured sustainable support but also promoted a culture of compassion and solidarity within the community.

"

"As a parent. I am grateful for the support we received from the Human Milk Bank for our newborn child. The reassurance provided by the hospital staff and the seamless arrangement made it possible for us to ensure our baby received the necessary nutrition during a critical time. I would recommend this program to any parent facing smillar challenges without hestiation."

- Pooja Durage, Parent.

77



The health impact of the HMB program cannot be overstated. By providing vital nutrition through human milk the initiative has significantly reduced the risk of infections, improved immune function, and facilitated optimal growth and development among NICU babies. The seamless implementation and adherence to safety standards have ensured that each drop of donated milk contributes to the health and well-being of these vulnerable infants.



"I have witnessed the positive impact of our program. Through the support of Finolex, we have been able to provide essential nutrition to vulnerable infants, giving them a better chance at a healthy life. I am truly grateful to be part of this noble initiative that embodies compassion and care."

- Amruta Khutwad, Coordinator, Bharati Hospital.

"





A hallmark of the HMB program is its commitment to equity and inclusivity. By catering to both affluent and needy families, the catering to both affluent and needy families, the ensured that every child, regardless of their background, has access to essential nutrition during the critical early stages of life. This enrophasis on inclusivity reflected Bharati Hospital's dedication to upholding the principles of social lustice and equity in healthcare delivery.

CHART 4: PERCEPTION OF THE PROGRAM



Satisfied

Not Satisfied

All the respondents shared their satisfaction with their perception of the program.



Beyond the immediate impact, the HMB initiative was poised to create a lasting legacy of health and well-being Through regular maintenance and upgrades, including the planned enhancement of machinery such as the pasteutizer, the program demonstrated a commitment to long-term sustainability and scalability. By investing in infrastructure and capacity-building. Bharati Hospital laid the foundation for continued success and expansion of the HMB program and ensured that future generations of NICU babies receive the care they deserve.

"

The support received from the hospital staff made it possible for us to ensure our child received the necessary nutrition. I commend this program to other parents facing similar challenges."

- Kalvani Sukale, Parent, Pune.

"

In conclusion, the Human Milk Bank initiative at Bharati Hospital represented a paradigm shift in infant healthcare, driven by innovation, community empowerment, and a relentiess commitment to health equity, by harnessing the power of human milk and nurturing partnerships with stakeholders, this program has not only saved lives but also inspired a new era of compassionate, inclusive healthcare delivery. As we look towards the future, the impact of the HMB initiative will continue to reverberate, transforming the lives of countless infants and families for penerations to come

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SASSOON HOSPITAL

Sasson Hospital operates with a compact staff comprising four doctors and five personnel covering unusing, ward management, administration, and housekeeping. Despite its relatively small team, the hospital manages a substantial patient load, with an average footfall of 300 per day in the outpatient department and 250 admissions per day in the inpatient department. Post-intervention, the endoscopy machine has screened 300 patients, contributing significantly to the diagnosis and treatment of gastrointestinal issues, with 15,000 patients diagnosed and treated. Impressively, all respondents report the machine to be in good condition, reflecting the hospitals's commitment to maintenance. Furthermore, satisfaction with the initiative is unanimous, indicating the program's success in meeting the hospital's healthcare objectives.



CHART 4: AVERAGE FOOTFALL AND ADMISSION PER DAY

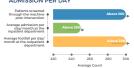
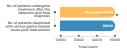


CHART 5: DIAGNOSIS AND TREATMENT



Sassoon Hospital, with its impressive infrastructure comprised of 1296 beds in the inpatient ward, serves as a cornerstone of healthcare provision in the region. Witnessing a steady influx of over 200 patients per day in the outpatient department and admitting an average of 250 patients daily into its inpatient department, the hospital demonstrated its capacity to deliver comprehensive medical care to a diverse patient population. Conducting an average of 20 surgical operations daily, Sassoon Hospital showcases its proficiency in addressing acute medical needs and prioritizing patient safety. Moreover, with over 15,000 patients diagnosed and treated for various gastor-related issues post-intervention, the hospital's commitment to advanced diagnostics and effective treatment protocols is evident, resulting in positive patient sucknows and improved community health.



I am delighted with the positive impact of the equipment intervention program. The addition of a new endoscopy machine has significantly enhanced our ability to serve patients, leading to a notable increase in procedures conducted each month. The training and support provided have been instrumental in ensuring the smooth functioning of these machines. I commend this initiative for its effectiveness and the tangible benefits it has brought to our department.*

- Dr. R.T Borse, Professor and Head of the Department, Sassoon Government Hospital.

"



Before the intervention, Sassoon Hospital faced daunting challenges due to outdated machinery, severely hampering the efficiency of patient care. However, with the initiation of the equipment intervention program, the hospital received advanced machinery, significantly enhancing its diagnostic and treatment capabilities.

The introduction of advanced machinery has led to a notable increase in patient footfall and admissions. With the availability of pathology and radiology tests post-intervention, patients now receive comprehensive diagnostic services within the hospital premises, eliminating the need to seek services elsewhere. The gastrology department, equipped with two new endoscopy machines provided through the program, has witnessed remarkable improvements. These machines have facilitated timely diagnosis and treatment, reduced unnecessary delays, and ensured cost-effective care for patients.

CHART 6: PRESENT STATUS OF THE MACHINE



Good Condition

The current status of the machine at Sassoon Hospital reflects an overwhelmingly positive assessment, with all (100%) of respondents affirming its good condition. This agreement underscored the hospital's commitment to maintenance and ensured that its medical equipment operated optimally to enhance patient care and treatment outcomes. The

The meticulous attention to maintenance provided by Sassoon Hospital staff ensures that the machine operates smoothly and reliably, contributing significantly to our ability to provide optimal care to patients. With a well-maintained machine, we can continue to fulfill our mission of providing top-quality healthcare services to our community."

- Dr. Adesh, Associate Professor, Sassoor Government Hospital.



COMMUNITY WELLNESS

The equipment intervention program at Sassoon Covernment hospital has been instrumental in overcoming challenges and enhancing patient care. The introduction of advanced machinery has led to a remarkable increase in patient foorfall and admissions. With the availability of comprehensive diagnostic services post-intervention, patients now receive timely and accurate diagnosis within the hospital premises. With the successful implementation of the program and the satisfaction expressed by hospital staff, it is evident that such interventions play a crucial role in improving healthcare services in government institutions.



The hospital is satisfied with the upgraded machines, which are maintenied in good condition through comprehensive maintenance contracts. The responsibility for regular maintenance lies with the hospital, ensuring uninterrupted functioning of the equipment.

"

"As a Staff Nurse at Sasson Covernment thospital, I am delighted with the positive impact of the equipment intervention program. The introduction of advanced machinery has positively impacted our diagnostic and restament capabilities. I allowing us to serve patients more efficiently and effectively, commend the initiative for its contribution to improving healthcare delivery in our hospital."

 Sandip Ashok Jadhav, Staff Nurse, Sassoon Government Hospital.

"

STAFF TRAINING

The staff training program at Sassoon Hospital was designed to equip healthcare professionals with the essential skills and knowledge required to operate and manage newly acquired equipment, particularly in the departments of pathology, radiology and gastrology. The program encompassed modules on equipment operation, patient care protocols, diagnostic procedures, and continuous professional development. Through interactive training sessions, staff members enhanced their proficiency in equipment operation, patient care, diagnostic accuracy, teamwork, and continuous learning. By investing in staff training and development, Sassoon Hospital aimed to optimize patient care, improve diagnostic services, and uphold its commitment to excellence in healthcare delivery.



CHART 7: PERCEPTION OF THE PPOCPAM



Not Satisfied

All the respondents shared their satisfaction with the program.

In conclusion, Sassoon Hospital's commitment to addressing challenges in healthcare delivery through the equipment intervention program. coupled with comprehensive staff training initiatives, reflected its dedication to excellence in patient care. By providing advanced machinery and ensuring that staff members are well-trained to utilize these resources effectively. Sassoon Hospital has significantly enhanced its diagnostic and treatment capabilities. This proactive approach not only improved patient outcomes but also underscored the hospital's commitment to continuous improvement and delivering quality healthcare services to the community.



CHAPTER 6

Impact Created Across Multiple Levels



INDIVIDUAL LEVEL

The program directly impacted the well-being of patients by providing timely and accurate diagnosis, leading to appropriate treatment and improved health outcomes. Patients benefited from enhanced access to diagnostic services, resulting in better management of their medical conditions and an overall improved quality of life.



HOUSEHOLD

The program indirectly influenced households by alleviating the financial burden associated with seeking diagnostic services elsewhere. With comprehensive diagnostic services available within the hospital premises, families experienced reduced healthcarerelated expenses, contributing to financial stability and improved household well-being.



COLLECTIVE

At the collective level, the program contributed to the overall efficiency of healthcar delivery within the hospital, leading to smoother operations reduced waiting times, and enhanced patient satisfaction. By streamlining diagnostic processes and ensuring timely treatment, the program fostered a conducive environment for collective well-being among patients carecivers and healthcare providers.



COMMUNITY

The programs impact extended to the broader community by promoting health awareness and preventive care initiatives. Through its outreach efforts and community engagement programs, the hospital raised awareness about the importance of early detection and treatment of medical conditions, thereby empowering community members to take proactive steps towards maintaining heir health.



STATE

At the state level, the program played a role in strengthening healthcare infrastructure and contributing to the achievement of state health goals. By providing advance diagnostic services and improving healthcare access, the program supported the state's efforts to enhance healthcare quality, reduce disease burden, and improve overal nonulation bealth.



NATIONAI EVEL

The programs impact at the national level is reflected in its contribution to national health indicators, such as reduced morbidity rates, improved disease management, and enhanced healthcare access. By setting a precedent for effective healthcare interventions and outcomes, the program served as a model for replication and scale up across other healthcare facilities nationwide, ultimately benefiting the health and well-being of the entire nation.

CHAPTER 7

Sustainability

INFRASTRUCTURE UPKEEP



Both programs prioritized the maintenance and upkeep of hospital infrastructure to ensure a conductive environment for healthcare delivery. Facilities such as storage rooms, laboratories, and treatment areas were regularly inspected, repaired, and upgraded as needed to meet safety standards and operational requirements.

EQUIPMENT UPGRADATION



Continuous efforts were made to upgrade and modernize existing equipment and infrastructure to keep pace with evolving healthcare needs and technological advancements. Outdated or obsolete equipment was replaced with state-of-theart alternatives to enhance diagnostic accuracy, treatment efficacy and oatlent safety.

ACCESSIBILITY AND INCLUSIVITY



Infrastructure-related initiatives focused on improving accessibility and inclusivity for all patients, including those with disabilities or special needs. Barrier free design principles were integrated into facility planning and renovation efforts to ensure that hospital environments were accessible and accommodating to diverse patient booulation.

STAFF TRAINING AND DEVELOPMENT



The programs prioritized training and capacity building for hospital staff. Staff members were trained in equipment operation, maintenance procedures, safety protocols and patient care practices. This ensured that the staff were equipped with the necessary skills to sustain the programs' operations effectively.

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CHAPTER 08. OECD FRAMEWORK





The relevance of the program lies in its alignment with the identified healthcare needs of the target population served by Bharati Hospital and Sassoon Hospital. By addressing critical healthcare challenges such as improving access to essential services, enhancing diagnostic capabilities, and providing specialized care to vulnerable populations, the program directly addresses pressing issues within the community. Furthermore, the program's focus on initiatives like establishing a Human Milk Bank and procuring advanced medical equipment demonstrated its responsiveness to specific health needs, ensuring that resources are allocated to areas where they are most needed.

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The project exhibited strong coherence by aligning its goals with the real needs felt by beneficiaries and demonstrating complementarity and synergy through collaborations with grassroot organizations and corporates. The program aligned with the following Sustainable Development Goals (SDGs):

- · SDG 3: Good Health and Well-being
- SDG 10: Reduced Inequality
- · SDG 17: Partnerships for the Goals







The Human Milk Bank program has successfully provided vital nutrition to NICU babies, resulting in improved health outcomes and reduced morbidity rates. Similarly, the Equipment Intervention Program has enhanced diagnostic capabilities at Sassoon Hospital, leading to timely and accurate diagnosis and improved treatment outcomes for patients. These achievements highlighted the program's effectiveness in addressing critical healthcare challenges and meeting the needs of the target population.

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Finolex Industries Limited Mukul Madhav Foundation



Efficiency

By leveraging support from partners such as Finolex Industries Limited and Mukul Madhay Foundation, the program has been able to procure essential equipment. establish infrastructure and implement interventions in a cost-effective manner. Additionally, by training existing staff and mobilizing community resources, the program has ensured that resources are utilized efficiently to achieve desired results, minimizing wastage, and maximizing impact.

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The program has had a significant impact on individuals, communities, and healthcare systems, leading to positive changes in health outcomes and overall well-being. The program has improved access to essential healthcare services, reduced healthcare disparities and empowered communities to address their health needs. These impacts are evident in the improved health outcomes among NICU babies, the increased patient footfall and admissions at Sassoon Hospital, and the enhanced diagnostic and treatment capabilities at both hospitals.

....



Sustainability

The program demonstrated sustainability by implementing strategies to maintain its benefits and outcomes over the long term. By establishing partnerships with local authorities, training hospital staff and engaging community members, the program has built capacity and ownership within the community, ensuring that interventions are sustained beyond the life of the program. Additionally, by integrating interventions into existing healthcare systems and practices, the program has institutionalized its impact. ensuring that improvements in healthcare delivery and patient care are maintained over time.

















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

CHAPTER 9 The Way Forward

Based on the evaluation of the program, several indicators could be addressed to further enhance its impact and sustainability.



Continuous monitoring and evaluation could be implemented to track the progress and outcomes of the program. Regular assessments could help identify areas for improvement and ensure that interventions remain responsive to evolving healthcare needs.



Capacity building could be invested in, with continuous training and capacity-building initiatives for hospital staff to enhance their skills and knowledge in delivering quality healthcare services. This could include training on new medical equipment, updated medical protocols, and best practices in patient care.



Community engagement could be atrengthened with greater efforts made to foster participation and ownership of healthcare initiatives among community members. Community engagement could involve community members in decision-making processes, health education programs, and outreach activities to promote health-seeking behaviours and preventive care practices.



Expansion and scale-up opportunities could be explored to reach a larger population and address emerging healthcare challenges. This would involve replicating successful interventions in other healthcare facilities, collaborating with additional partners, and leveraging innovative technologies for service delivery.



Innovation and research could be encouraged, fostering a culture of innovation and research within the healthcare system to identify new solutions and approaches to healthcare delivery. Collaboration between healthcare professionals, researchers, and industry partners could be encouraged to develop and implement cutting-edge technologies and practices.

CHAPTER 10 CONCLUSION

In conclusion, the program demonstrated its commitment to improving healthcare delivery and addressing critical health challenges faced by communities served by Bharati hospital and Sassoon Hospital. Through innovative initiatives, collaborative partnerships, and a steaffast dedication to patient care, significant progress has been achieved in enhancing access to essential healthcare services and improving health outcomes for individuals and families. The program's success can be attributed to the tireless efforts of healthcare professionals, the support of stakeholders and the resilience of the communities served. Looking ahead, the program will continue to evolve, adapt, and innovate to meet the changing healthcare needs of the community, ensuring that its impact endures for years to come.



GIVE WITH DIGNITY & COVID SUPPORT PROGRAM

Implementing partner: Mukul Madhav Foundation



CONTENTS

Abbreviations	01
Chapter 2 Executive Summary	02 - 03
Project Background	02
Project Activities	02
Design Snapshot	02
Key Output	03
Key Impact	03
Chapter 3 Introduction	04
Background and Need of the Program	04
About Finolex Industries Limited (FIL) Objectives of the Program	04
About CSR Partner	04
About CSR Partner	04
Chapter 4 Research Methodology	05 - 08
Objectives of the study	05
Definition of Research	05
Use of Mixed Methodology	06
Application of Quantitative Techniques	06
Application of Qualitative Techniques	06
Project Evaluation Framework	06
Ensuring Triangulation	06
Research Design	07
Key Stakeholders	07
Study Tools	07
Ensuring Commitment to Research Ethics	08
Chapter 5 Key Study Findings and Impact	09 - 10
	09
Give with Dignity Covid Support Program	10
Chapter 6 Key Project Impact	11 - 12
Chapter 7 Impact Created Across Multiple Levels	13
Chapter 8 OECD Framework	14 - 15
Chapter 9 Conclusion	16

01. ABBREVIATIONS

CSR Corporate Social Responsibility

Finolex Industries Limited

FY Financial Year

MMF Mukul Madhav Foundation

NGO Non-Governmental Organization

Sustainable Development Goals

02. EXECUTIVE SUMMARY

Project Background

Finolex Industries Limited (FIL) Hospital through its Corporate Social Responsibility (CSR) initiatives with support of Mukul Madhav Foundation implemented a Pan India campaign named as "Give with Dignity" to support the marginalized sections with ration and hygiene kits. A total of 14 states were covered under this program with has support about 5000 plus individuals who belonged to marginalized sections of the society this program also encouraged the small scale business which included around 120 during the COVID Pandemic time of 2020 lock down period by purchasing relief kits which included groceries, utility and hygiene items. As a good gesture Mukul Madhav Foundation had provided the old age homes with decorative item during Diwali which boosted the morale of the elderly residing in the old age homes.

Project Activities



Identification of needy families.



Procurement of relief kits material from small business.



Distribution of relief kits within the communities.



Donation of essential machines & PPE kits to hospitals to combat COVID 19.

Support to SHG by means of livelihood opportunities



FY 2020-21



Mukul Madhay Foundation



Pune. Maharashtra





 SDG 3: Good Health and Well-being SDC 10: Reduced Inequality

EV 2023-24

- SDG 8: Decent work & economic growth · SDG 17: Partnerships for the Goals







Design Snapshot

COVID Relief & Give with dignity

program



Descriptive and Interpretive research desian



Purposive and random sampling



50





Key Outputs



Ensured monthly supply to old ago homes.



Improved wellbeing & hygiene of the beneficiaries.



Increased awareness regarding COVID 19 pandemic within the community.



Support to hospital to serve the COVID affected patients.



Empowerment of hospitals to ensure smooth operation and maintenance of advanced machinery.

Key Impact



Strengthened community engagement and participation in healthcare initiatives, fostering a sense of ownership and responsibility.



Support for vulnerable populations.



Reduction in healthcare disparities during the COVID 19 lockdown period.



Contribution to the achievement of broader societal goals related to healthcare access, equity, and well-being.

CHAPTER 3

INTRODUCTION

BACKGROUND AND NEED OF THE PROGRAM

Finolex Industries Limited (FiL) and Mukul Madhav Foundation (MMF) intensified their commitment to social responsibility during the fiscal year 2020-21. focusing notably on relief & support initiatives during the critical COVID 19 lockdown period in an exemplay and synergistic approach towards community welfare. reflecting FIL and MMFs shared commitment to addressing pressing social challenges and empowering individuals to thrive.

ABOUT FINOLEX INDUSTRIES LIMITED (FIL)

Since its inception, Finolex Industries Limited (FIL) has nutrured a core philosophy of social responsibility born from the belief that every person has a right to live with dignity. Together with its partner, Mukul Madhav Foundation, FIL has been actively working with communities to empower them to raise above their limitations. FIL works extensively in and around our bases of operations in the areas of education, healthcare, social welfare, skill development and lots more.

OBJECTIVES OF THE PROGRAM



To provide essential items to ensure smooth functioning of the marginalized household.



To upgrade the existing setup of hospitals for treatment of COVID affected patients.

ABOUT CSP PARTNER

Mukul Madhay Foundation (MMF) is a charitable trust based in India, founded in 1998 and officially registered in 1999. MMF operates primarily at the grassroots level, engaging with vulnerable and marginalized communities and individuals to provide access to essential resources for their well-being empowerment. The foundation collaborates with various stakeholders, including corporates, individuals, organizations, and on-ground partners, as well as serving as a CSR partner to Finolex Industries since 2014. MMF's initiatives span across multiple sectors, including healthcare, education, social welfare, water and environmental conservation sanitation women's empowerment, disaster relief, promotion of sports, and skill development.



INTERACTION WITH ASHA WORKER

CHAPTER 4 RESEARCH METHODOLOGY

FIL commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented relief & support program. The impact assessment study was conducted in FY 2023-24.

Objectives of the study



To assess the immediate impacts of the program implemented.



To evaluate the enduring impacts of the program over time.



To measure the effectiveness of the program in achieving its intended goals.



improvement in the program's implementation.



To provide recommendations for enhancing the program's impact and sustainability.

Definition of Research

Social science research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimize bias and subjectivity. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency. The identification of the research problem provides the starting point of research, which is then defined and redefined through a proper review of the literature on the problem or deliberations with research experts and knowledgeable others in the subject matter of interest.



Thus, we need to delimit the research problem into a measurable problem and formulate objectives, make decisions on the research design, sample design, type of research instruments for collecting the data, and how these data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached. Every research needs to have a proper methodology to foresee the problems that could arise in the process and steer through it in a proper direction without losing focus.

Use of Mixed Methodology for maximum insights

The research problem pertained to assessing the impact of this initiative on local communities. The purpose of this study is to evaluate and understand the positive effects that FLI's CSR initiatives have had on the lives of the beneficiaries and stakeholders involved. By conducting this assessment, FIL aims to gain insights into the actual impact created by its CSR projects and use the findings to further enhance its social initiatives.

Application of Quantitative Techniques

A quantitative study is needed when the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. In quantitative research, standardized instruments such as questionnaires and interview schedules are employed to collect data. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its own limitations, it can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden. In this study, to assess the impact, structured tools like the interview schedule administered were used. This helped in obtaining quantifable informatifable informatifiable information.

Application of Qualitative Techniques

Qualitative research can only unravel enriched and hidden information that may not be evident on the face of it The qualitative approach is distinguished by deeper probling and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. For better accuracy, ensuring anonymity and at the same time, to cover a larger sample population, quantitative techniques were used. Qualitative techniques of interviews with key stakeholders and interviews with community people were adopted for a better understanding of the problem alongside quantitative research.

Project Evaluation Framework

After the collection of relevant information and perceptions through interviews, the OECD framework would be followed/applied that has six evaluation criteria - relevance, coherence, efficiency, effectiveness, impact, and sustainability for each of the indicators.



Ensuring Triangulation

Triangulation was needed to increase the credibility and validity of the research findings. It was also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research, and the report has also been structured to reflect this point.

Research Design



Name of the project



Implementing agency
Mukul Madhay Foundation



Research Design Used

Descriptive research design



Sampling Technique

Purposive and stratified random sampling



Qualitative Methods Used

Testimonials and focus group discussions

Key Stakeholders



NGO, Project Manager, Coordinator



Sub NGO Partners



Staff & Management of Hospitals and Centres Primary data was collected using two types of questionnaires.



Questionnaire for Primary Beneficiaries:

Structured questionnaires were developed, reviewing the project details for each of the focus areas, and indicators were pre-defined before conducting the surveys.



Questionnaire for Secondary Beneficiaries and Stakeholders:

Semi-structured questionnaires were developed for each type of sample of this group. Stakeholders were identified across the focus areas.

One-on-one discussions were done with beneficiaries to prepare case studies.



INTERVIEW WITH STAFF NURSE

Ensuring Commitment to Research Ethics



Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly sticks to not revealing the identity of respondents unless the same is warranted for the illustration of success stories or case studies. After the research was completed. the study did not reveal which individual respondents answered which question in what manner. The results were revealed only as an aggregate, so no one would be able to single out the identity of a particular respondent. This was required to not break the trust of the respondent by not revealing the individual identity.



Confidentiality

Research subjects participate in the process only based on the trust that confidentiality is maintained. Hence, the research would not reveal any data regarding the respondents for purposes other than the research study.



Non-Maleficence

Research would not lead to harm to the research subjects. This study ensured that the respondents were not harmed in any way.



Beneficence

Any research study should lead to some benefits for the respondent. This research study also ensures that individuals, groups, and communities benefit and their well-being is enhanced.



Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

CHAPTER 5 KEY STUDY FINDINGS AND IMPACT

The key study findings and impact analysis provide valuable insights into the effectiveness of the initiatives undertaken by the support of Finolex Industries Limited (Fil.) and implemented by Mukul Madro-Foundation (MMF). Significant strides have been made in addressing critical challenges and improving their life.

The following sections delve into the specific findings and impacts observed across levels:

GIVE WITH DIGNITY

Give with dignity initiative had created a positive impact during the critical times of global covid pandemic. The outreach of the project is as below

	49 Institutes	2,500 Individuals supported in these institutes	150 Total number of operation theatres
--	------------------	---	---

State wise relief provided:

SI.	State	Families supported	
1	Maharashtra	250	
2	Gujarat	700	
3	Rajasthan	600	
4	MP	600	
5	Tamil Nadu	500	
6	Srinagar	500	
7	Leh	458	
8	Goa	500	
9	Telengana	600	

State wise relief provided:

SI.	State	Families supported	
10	Karnataka	500	
n	Haryana	350	
12	Uttarakhand	500	

COVID SUPPORT PROGRAM

The following were the items supported by MMF & FIL for capacity building of the healthcare sector.

22,056	88,224	3,500 Ltrs	5,550
Ration Kits	Masks	Sanitizers	Warrior Kits
68 Ventilators	478 Oxygen Concentrators	226 Medical Equipment	8,335 PPE Suits

CHAPTER 6 KEY PROJECT IMPACT

The impact of the initiatives has been profound, significantly improving healthcare delivery and benefiting countless individuals those are been listed as below.

CHART 1: DID YOU RECEIVE ANY RELIEF KIT FROM FINOLEX DURING THE COVID PERIOD



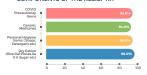
It was observed that majority of the beneficiaries had positive response when they were questioned about the relief as about 94% of them mentioned that they have got the kits from MMF during the pandemic time.

CHART 2: HOW WAS THE QUALITY OF THE ITEMS PROVIDED TO YOU



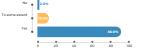
The support program was aimed at the wellbeing of the beneficiary and ensuring they do not face any shortage of essential products. The beneficiaries also reported that the quality of the provided items was very good.

CHART 3: WHAT WERE THE COMPONENTS OF THE RELIEF KIT



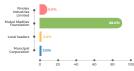
During the field visit research team tried to gain some inputs on the components of the kits based on the recall rate of the beneficiaries as shown in the graph above a variety of products were been provided in the relief kits like personal hygiene item, ration along with generic medicines & COVID precautionary items like masks sanitizes.

CHART 4: DID THE PROVIDED RELIEF KIT CATER TO YOUR NEEDS



The prime focus of the program was to support the basic needs of the beneficiaries during the pandemic times as it was evident from the findings the kits were been able to cater to the needs as majority of the beneficiaries 86% responded in a positive manner for Give with dignity campaign.

CHART 5: ARE YOU AWARE ABOUT THE SUPPORTING AGENCY FOR KIT



Cive with dignity initiative has gained some good will from the beneficiaries as it was noted by the research team that even after 2 years of the project implementation the beneficiaries still remember the name of the implementing partner Mukul Madhav Foundation which showcase that the efforts taken by MMF & FiL have been well received by the beneficiaries.



GIVE WITH DIGNITY BENEFICIARIES

Impact Created Across Multiple Levels



INDIVIDUAL LEVEL

The program resulted in wellbeing of the individuals as it ensured them with good quality of utility support & the machines provided to hospitals helped to combat COVIE 19 paneling by serving the patients in a platter way.



HOUSEHOLD

The program indirectly influenced households by providing them with relief kits which had items for daily use so there was no shortage in their household functioning.



COLLECTIVE

The program contributed to larger impact as it supported the families in critical times with relief kits as it was able to cater to the needs along with the donation of machines to hospitals boosted efficiency of healthcare infrastructure, leading to smoother operations during the pandemic times.



COMMUNITY

Through its outreach efforts and community engagement programs, the hospitals raised awareness with effective treatment by empowering community members to take proactive steps towards maintaining their health & continuous support for their household.



STATE

At the state level, the program played a role in strengthening healthcare infrastructure and contributing to the achievement of state health goals. The program supported the state's efforts to enhance the relief program and improve overall population health.



IATIONAL

The programs impact at the national level is reflected in its contribution to national health indicators, such as reduced morbidity rates, improved disease management, and enhanced healthcare access. By setting a precedent for effective healthcare interventions and outcomes, the program served as a model for replication and scale up across other healthcare facilities nationwide, ultimately benefiting the health and well-being of the entire nation.

14 Finolex Industries Limited Mukul Madhav Foundation

08. OECD FRAMEWORK





The relevance of the program is on the higher side as the priortised needs of the beneficiaries were been considered which helped the program to deliver in a proactive manner with increased outreach.



Relevance



The project exhibited strong coherence by aligning its goals with the real needs felt by beneficiaries and demonstrating complementarity and synergy through collaborations with grassroots organizations and corporates. The program aligned with the following Sustainable Development Goals (SDGs):

Coherence

- SDG 3: Good Health and Well-being
- · SDG 10: Reduced Inequality
- · SDG 17: Partnerships for the Goals







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The COVID support program has successfully provided crucial support to hospital & institutes, resulting in improved health outcomes during the COVID times. Similarly, the Interventions have enhanced the capacity of hospitals. The second component of providing diapers & ration under Give with Dignity has been highly effective.

Effectiveness

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Finolex Industries Limited Mukul Madhav Foundation



The program has ensured that resources are utilized efficiently to achieve desired results, minimizing wastage and maximizing impact.



Efficiency



The program has had a significant impact on individuals, communities, and healthcare systems, leading to positive changes in health outcomes and overall well-being. The program has improved access to essential healthcare services, reduced healthcare disparities and empowered communities to address their health needs. These impacts are evident in the improved health outcomes among old aged beneficiaries.

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The program demonstrated positive outcomes which ensured the boost in confidence of the end beneficiaries and the sustainable quotient of the program in a long term manner.

Sustainability















Sustainability

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

CHAPTER 9 CONCLUSION

In conclusion, Finolex inclustries Limited along with it's CSR Partner Mukul Madhav Foundation has demonstrated its commitment to improving the lives of the beneficiaries and addressing critical challenges faced by them through innovative initiatives, collaborative partnerships, and a steadfast dedication, Significant progress has been achieved in enhancing access to essential healthcare services and imprograph health outcomes for individuals and families. The program's success can be attributed to the trieless efforts of the team and stakeholders and by the resilience of the communities served.