



DABUR INDIA LIMITED

IMPACT ASSESSMENT REPORT

Meeting Nutrition Needs of Poor & Needy

PROJECT YEAR: 2020-21

ASSESSMENT YEAR: 2022-23



PREPARED FOR

PREPARED BY




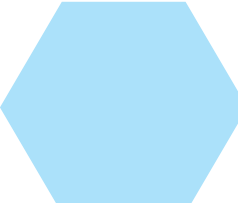


ACKNOWLEDGEMENT

This report is the result of the Impact Assessment Study of Dabur India Limited's CSR Project 'Meeting the Nutrition Needs of Poor & Needy'.

The beneficiaries of the project and the implementing partner NGOs were interviewed to understand the benefits of the nutrition support given by Dabur India Ltd. during the COVID year.

The research team would like to express its sincere gratitude to Dabur India Management, NGO Partners, Beneficiaries and all Stakeholders of the CSR Initiative for extending full support to the SoulAce Survey team for conducting the study.



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CHAPTER 1:

INTRODUCTION

Dabur India Limited implemented an awareness-cum-distribution program of Nutrition Supplements and Food Products across India in FY 2020-21 with an objective 'to create awareness and meet the nutrition needs of marginalized sections of society.'

The program was aimed at fighting malnutrition and building nutrition, besides supplementing the nutrition needs of the marginalised sections of society as per the local needs of the community. The project was implemented with the support of multiple NGOs across the country.

The Nutrition Support Program, supported by Dabur, aimed to provide nutritional and healthcare assistance to needy communities. As part of its larger agenda to support the health and nutrition of marginalized communities, this project sought to help the beneficiaries through the following programs:



**Nutritional assistance
programme**

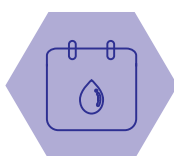


**Oral Care assistance
programme**



**Healthcare assistance
programme**

The Project strived to help the beneficiaries through health and hygiene programs



**Menstrual Hygiene
awareness workshop**



**Health, Nutritious Diet, and
Oral Hygiene workshop**



THEMATIC AREAS



Eradicating Hunger



Poverty



Malnutrition



Health & Hygiene

◆ PROJECT PARTNER

- ◆ Direct through 3rd party NGOs (multiple child NGOs).
- ◆ Dabur worked with local NGOs in supplementing their nutrition-led programs. More than 100,000 beneficiaries were reached through the initiative.

◆ ACTIVITY DETAIL

- ◆ Awareness program on health and nutrition needs of the community
- ◆ Health camps
- ◆ Supplementation of nutrition needs of a needy community

◆ PROJECT KEY INDICATORS

- ◆ Number of awareness camps held
- ◆ Number of health camps held
- ◆ Increase in the nutrition level of the community

◆ TARGET GROUP

- ◆ Slums
- ◆ Schools
- ◆ Community
- ◆ Families of the students
- ◆ Teachers
- ◆ Parents

◆ BENEFICIARIES

- ◆ 1,00,000 (Approx.)



RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

The objective of the study was to conduct impact assessment of the Nutrition Support Program that's aimed at meeting the nutrition needs of marginalized communities.

RESEARCH DESIGN

Research Methodology is a crucial part in any research study in order to meet the desired level of outcome pertaining to the existing research problem. It starts with identification of research problem based on objective of the study followed by other methodological processes like identification of data sources, collection of data in terms of qualitative and quantitative, data cleaning, data entry, data analysis, and deriving the significant findings.

Secondary research started in the month of February 2023 with the review of secondary information received from Dabur India Ltd. and associated project implementing partners. The primary research was carried out by interacting with the implementing NGO Partners and members and by interviewing the beneficiaries of the program.

LIMITATIONS OF THE STUDY

The beneficiaries approached under the study were from the financial year 2020-21. During that year, there was intermittent lockdown across various parts of the country. SoulAce has interviewed the beneficiaries through the help of the implementing NGO partners and associated members who facilitated the distribution.

STUDY TOOLS

The study team used semi structured questionnaire and Focus Group Discussion (FGDs) to interact with the beneficiary community and understand the outcome of the initiative.

Descriptive Research was chosen as an approach to understand the impact of the project.

- ◆ Observation
- ◆ Qualitative Survey
- ◆ Case Study/Testimonials of Stakeholders and Beneficiary Communities

LOCATIONS COVERED IN THE IMPACT STUDY

S. no.	Partners	Location	Total Beneficiaries Served
1	SEVA Trust	Ambala	2,00,000
2	Action India	Delhi	1,19,984
3	SETU	Noida	5,000
4	VridhCare	Delhi	1,000
5	Srijan Society	Kanpur	20,000
6	Jan Kalyan Maha Samiti (JKMS)	Fatehpur	80,000
7	Institute of Community Development (ICD)	Jaipur	25,000

MAJOR FINDINGS

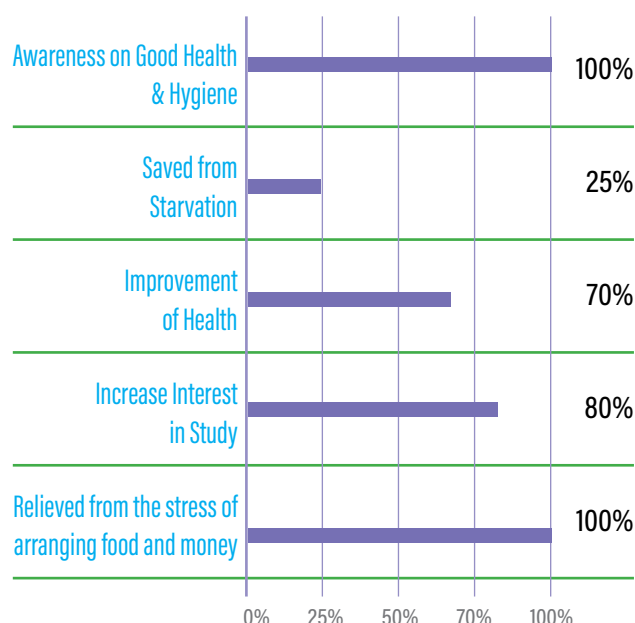
3.1 FOOD SECURITY (RATION KIT AND COOKED FOOD)

Under the initiative, Dabur provided ration kits and cooked meals to the poor and needy people during the COVID year. The distribution was carried out in collaboration with different NGO partners to reach out to different communities and groups across different locations in India.

◆ SCHOOL STUDENTS & FAMILIES

Dabur, in collaboration with their NGO partner SETU (Skill and Empower the Underserved), supported schools and skill centres through meal distribution during COVID. A total of 6 lakh meals were distributed throughout 24 days. Students and their families were the prime beneficiaries of the support. In addition to the distribution, awareness camps were also conducted focusing on a good diet, health and hygiene. Other than meals, other packaged products like juices were also distributed along with awareness camps on a good diet, health, and hygiene.

◆ BENEFITS FROM THE SUPPORT



Parents of the students, along with school teachers and principals, interacted during the study and reported different benefits they had received from the support. All of the beneficiaries admitted that the support relieved them from the stress of arranging food and money during the COVID-19 pandemic. Nevertheless, all of the beneficiaries also reported that the awareness program helped them in maintaining their health and hygiene which was of utmost importance during the pandemic. The majority of the beneficiaries had also seen an improved interest in their children's studies.

All of the beneficiaries reported liking the Nutrition Supplements and Food products, as well as that their health had improved significantly. They further stated that the products were alike to those that were available on the market, which were quite expensive. They expressed that they felt good about the support from Dabur.





◆ VILLAGE COMMUNITIES

Dabur collaborated with SEVA Trust to implement the project in Ambala. More than 2,00,000 individuals benefitted from the distribution of nutrition and ration kits supported by Dabur. SEVA Trust is a volunteer-driven organization. Over the years, volunteers formed linkages with government offices, village Pradhans, NGOs, municipal councilors, old age homes, and orphan homes. These linkages were utilized to mobilize the beneficiaries during the distribution of the nutrition and ration kits. Places were selected where the volunteers had a strong presence ensuring they reach proper beneficiaries, most cost-effectively. Support from district administration, gram panchayat, and municipal councils was also an added advantage for the swift distribution of the products. Most of the distribution programs were attended by the Chairperson of Kurukshetra Municipal Council, various Gram Pradhans, and senior district administration officials. Once the goods were received at the SEVA office, district coordinators were informed to plan the events accordingly. The schedule received from them helped in planning for the logistics and the district coordinator, then distributed the materials to sub-teams for their events. The materials to the beneficiaries were given in bags that were printed for this campaign. Monthly data for the outreach of the beneficiaries and types of products distributed were submitted by the district coordinators accordingly. The events were also highlighted in print and social media. In total, SEVA Trust was able to reach out to 2,92,149 beneficiaries, through 716 programs.

Beneficiaries Common Opinion

▪ SHG Women and Labours:

The average monthly income of the beneficiaries was around Rs. 7,000. During the COVID-19 pandemic, about 70% of them had to face unemployment and the economic condition of the family got worse due to the complete loss of income during the lockdown. With the support of Dabur, the residents were provided with dry ration kits

four times and other food items twice. The quality and packaging of the ration kit provided by Dabur were good. Beneficiaries expressed their gratitude to Dabur for all the support they received during the tough times.

▪ Sweepers and Specially-Abled Persons:

With the support of Dabur, the residents were provided a dry ration along with nutritional support, which was very useful to them. Beneficiaries said that they will always be grateful to Dabur for the support that they received during the tough times. The quality and packaging of the ration kit provided by Dabur were good too.

▪ Slums & Resettlement Colonies

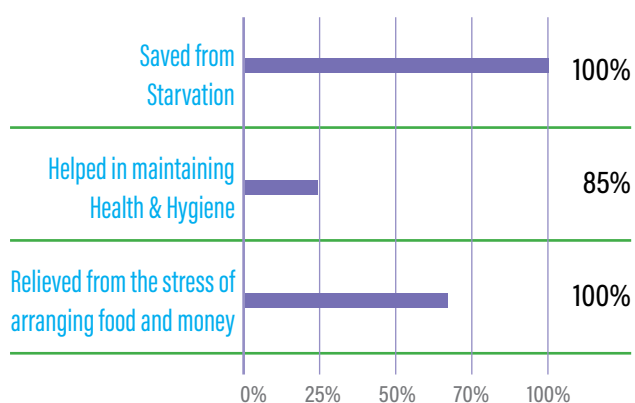
Dabur collaborated with Action India, Delhi, to implement Nutrition Support Project in Delhi. Under the initiative, an awareness camp was conducted along with the distribution of nutrition goods and supplements. Action India had a strong presence in resettlement colonies and slums and had been working with them for the past 40 years across Delhi. Mobilizations of the beneficiaries were not an issue for the awareness camps and distribution support. Many groups such as pregnant women's groups, youth groups, lactating mothers groups, TB patients and women's panchayat groups benefited from the project. Action India works with impoverished individuals in the *Basti* and has a strong connection with government personnel and agencies adhering to constant assistance from time to time. A proper strategy was adopted to transport and distribute the products in slums and resettlement colonies. Whenever the products arrived, distributions were carried out immediately. It was also kept in mind that the community that was not included in the previous distribution should be prioritized. The support reached out to approximately 29,000 beneficiaries across the slums and resettlement colonies of Delhi.

Benefits from the Support

Beneficiaries reported encountering every imaginable hardship during the COVID-19 pandemic. During the



pandemic, most of the beneficiaries' husbands lost their jobs and went hungry for days owing to a lack of money. Due to the scarcity of food, people's health deteriorated. At that period, beneficiaries were barely surviving, and the jobs lost during the pandemic were yet to be restored. The lack of ration cards also created challenges in receiving government services.



All the beneficiaries reported that the support saved them from starvation. Besides, the support also relieved them from the stress of arranging food and money during the pandemic. A majority of the beneficiaries also stated that the support helped them in maintaining their health and hygiene.

3.2 SUPPORT TO ANGANWADI

◆ ANGANWADI CENTRES

Dabur, under the Nutrition Support Project, extended its support to pregnant and lactating women, school children, and people in the slums in Kanpur in collaboration with the Srijan Society. Under the initiative, awareness activities were carried out along with the distribution of nutritional supplements, besides soaps and sanitizers. The objective of the support was to improve the health of the people and ensure the accessibility of basic facilities. To prevent malnutrition among children, adolescent girls, and pregnant and lactating women, health camps were organized from time to time, in which free health check-ups and medicines were provided. The activities were continued even after the COVID pandemic to ensure that there was a sustained impact on the lives of the disadvantaged communities in the project region. At Anganwadi centres, children between the ages of 0-2 years, 2-5 years, pregnant women, and adolescent girls were provided with the necessary material according to their needs, to improve their health. As a result of the program, the number of kids enrolled in Anganwadi centres increased and there was an improvement in daily attendance too.

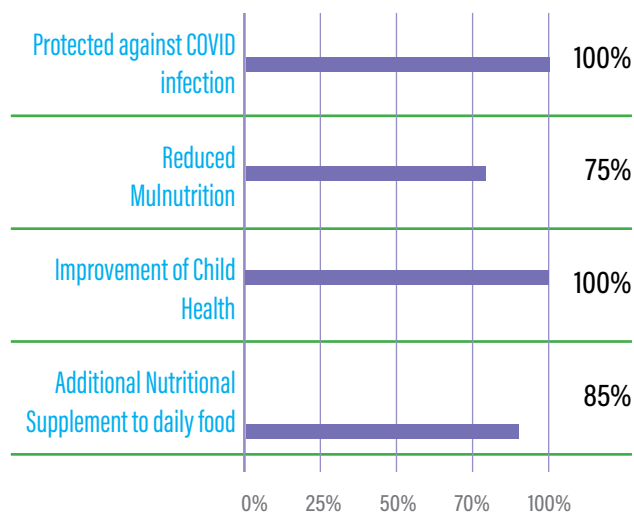
Boys and girls between the ages of 6-11 years in primary schools and from families living below the poverty line were selected and provided with the necessary material. In the upper primary schools, the underprivileged children aged 11-14 years were also provided with nutrition goods and medicines.. Children between the ages of 11-14 years in residential schools were also provided with nutrition goods through Srijan Society every month. The organization distributed available resources by identifying the needy people in the meetings organized by the women's self-help group and councilor AashaBahu in the urban area. Similarly, in rural areas, meetings were organized by village heads and public representatives, and the organization distributed available resources.

Benefits from the Support

Women and girls beneficiaries were happy for the different types of support received from Dabur; primarily through nutrition & health supplements. All of them reported that the quality of the products was very good and effective for their health.

Beneficiaries reported improved health of their children due to regular distribution of the nutritional products.

Besides, all the beneficiaries reported that the distribution of masks, soaps, giloy, and other items helped them in protecting themselves from COVID-19 infection. The beneficiaries felt that the products were additional support to their daily meals, which further helped in improving their health.



All of our team members are thankful to Dabur and the VridhCare Quality of Life Foundation for their kindness.

All products are distributed within a given timeframe, and beneficiaries are very happy to receive the nutrition kits. It helps improve health and provides proper nutrition for a strong mind. Once again, Thank You Dabur.

**J.P Singh,
Secretary, Srijan Society**

At the Anganwadi centres, pregnant women, girls and children are chosen as the beneficiaries, which helps to maintain proper attendance at the centre.

**Kiran, Anganwadi
Teacher**

With pleasure, I would like to express my gratitude to Dabur and the VridhCare Quality of Life Foundation. The goods have been provided sufficiently to the beneficiaries, which reflects the importance of Dabur's beliefs and progress. Our aim through this program is to satisfy the needs of every person and create a better society. Thank You Dabur for providing us with this excellent program to deliver to the beneficiaries.

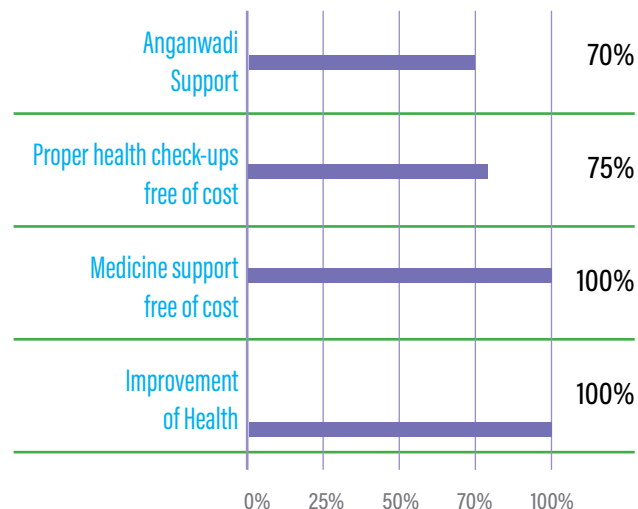
**P.D Pandey, Secretary, Jan
Kalyan Maha Samiti**

◆ INSIGHTS 2

Dabur India Limited, in collaboration with the Quality of Life Foundation, operated to eradicate malnutrition from the society through the JKMS (Jan Kalyan Maha Samiti) in the backward region of Fatehpur District, Uttar Pradesh. The primary objective of the project was to improve the standard of living, better health and remove malnutrition among rural and urban children, women and farmers. The program was implemented in the urban and rural areas of the Fatehpur district of Uttar Pradesh. The selected urban areas under the project were Hariharganj, Collectorganj, Block Gazipur, Teliyani, Haswa and Block Bhitaura. Under the project, the Anganwadi centres, primary schools, upper primary schools, residential schools, private schools, supported schools, women's self-help groups, and panchayats benefited. The project had an outreach of 80,000 beneficiaries.

Benefits from the support

The health of the people living in the selected project locations had improved with readily available basic facilities that were distributed by Dabur. Beneficiaries reported that children, pregnant or lactating women, etc. were primarily becoming a victim of malnutrition. All the beneficiaries reported that they were able to check their



health free of cost in the camps that were organized from time to time by the Jan Kalyan Maha Samiti. They further reported that medicines were provided free of cost, according to the need.

The Anganwadi centres provided essential services to children aged 0-2 years and 2-5 years, pregnant women, and adolescent girls by distributing the necessary resources to improve their health as well. As a result of the Nutrition Support program, the number of beneficiaries in Anganwadi centres increased, and daily attendance also improved.

“ Whenever we distribute the kits, crowds gather because of the company's focus on health. These programs are an excellent effort for poor families who are unable to buy healthy products for their children.

Rajendra Singh,
Caretaker of Krishna Dham
Vridha Ashram

“ Some products are only available for a limited time, but the demand for these products is very high. Therefore, I kindly request that Dabur provides these products again so that the beneficiaries can be satisfied with them once more.

Budh Prakash,
Gram Pradhan

3.3 NUTRITIONAL SUPPORT: OLD AGE HOMES

◆ OLD AGE HOMES /ELDERLY

Dabur extended its support to elderly people under the nutrition support project. Under the support, nutritional products like juices, immunity boosters, Besan, and Poha were distributed among the elderly along with food awareness activities. The support was carried out in coordination with the implementing partner VridhCare Quality of Life, which benefitted more than 1,000 people across 40 old-age homes in Delhi.

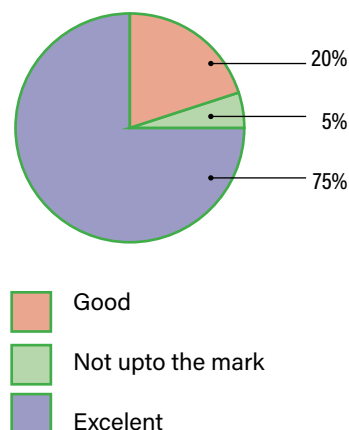
The products were delivered twice a month. Vridh Care identified old-age homes that were associated with them for a long time and distributed various products and services to senior citizens. Many old-age homes contacted VridhCare directly. Based on the need, VridhCare prepared a preference list, tried associating with them on common grounds, and began providing their services.

Nutritional Supplements	Other
Juice	Toilet Cleaner
Coconut Water	Antiseptic Liquid
Immunity Boosters	Toothpaste
Glucose	Mask
Kadha	Sanitizers
	Mosquito Repellents

Benefits from the support

All the beneficiaries reported receiving nutritional products like juices, immunity boosters, coconut water, glucose and kadha, twice a month along with other essential products like antiseptic liquid, toothpaste, sanitizers, etc. All the beneficiaries expressed that they liked the juices and immunity boosters like Chyawanprash most and were excited about getting something beyond dal and rice during the pandemic.

Quality of the products



Most of the beneficiaries (75%) reported the quality of the products as excellent. Some of them even reported an improvement in their health condition due to chyawanprash.



“

We have been working with the nursing homes since 2019, but were not associated directly with Dabur. We obtained nutritious goods through third parties and distributed them in old-age homes. We have now established a direct relationship with Dabur. Their support is really helpful for the elderly.

**Ram Manohar, Head,
Dabur Distribution Program,
VridhCare**

“

The quality of life of senior citizens living in old-age homes has improved. Daily food is what you get, but it works wonders when you get such additional nutrition supplements.

**Rajendra Singh,
caretaker of Krishna
Dham Vridha Ashram**

”

”



3.4 SUPPORT TO SCHOOLS

Dabur collaborated with different NGO Partners to implement the nutrition support program across schools in different geographies.

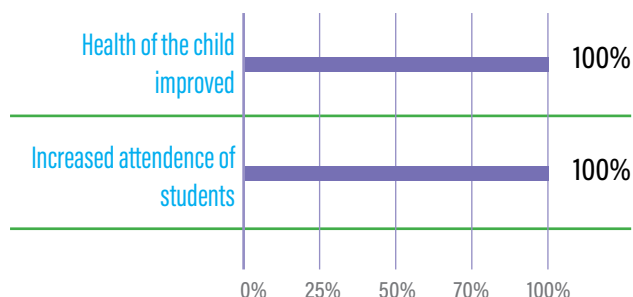
◆ PRIMARY SCHOOLS

Dabur partnered with JKMS (Jan Kalyan Maha Samiti) and implemented the project in targeted primary schools in Fatehpur. Children under the poverty line, aged 6-11 years, were provided with a continuous distribution of resources that were available or needed by the institution. In the upper primary schools, needy children aged 11-14 years, were provided with the nutrition supplements by the organization. The children aged 11-14 years in residential schools were also provided with available resources, which were distributed monthly by Dabur through the Jan Kalyan Maha Samiti.

Benefits from the support

Beneficiaries and stakeholders reported different benefits attained from the support. All the beneficiaries (students) reported improvement in their child's health. They further reported their regularity in attending classes had improved due to the provision of nutritional supplements at their schools.

All the beneficiaries said that the quality of the products was very good and found it to be nutritional.



◆ GOVERNMENT SCHOOLS

Dabur partnered with ICD, Jaipur, to implement the project by targeting poor women and children in Jaipur. Under the initiative, awareness camps along with the distribution of food and supplements were carried out. The ICD project team connected the recipients with the food distribution program. The team travelled to numerous communities and schools to distribute these products and informed the community about the value of keeping good health during the epidemic.

The number of family members in each home and their economic situation were considered while choosing the recipients. The team worked to identify the families that required the most assistance and made sure they got it. To properly organize and carry out the program, the team picked government schools and met with the instructors. The program was effective in supplying schools with a range of nutritional supplements, which was extremely beneficial to the children and their families.

Benefits from the Support

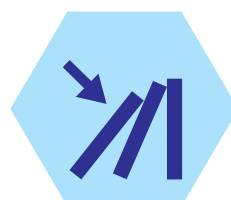
Dabur partnered with JKMS (Jan Kalyan Maha Samiti) and implemented the project in targeted primary schools in Fatehpur. Children under the poverty line, aged 6-11 years, were provided with a continuous distribution of resources that were available or needed by the institution. In the upper primary schools, needy children aged 11-14 years, were provided with the nutrition supplements by the organization. The children aged 11-14 years in residential schools were also provided with available resources, which were distributed monthly by Dabur through the Jan Kalyan Maha Samiti.

SWOT ANALYSIS



STRENGTH

- ◆ The products (Nutrition Kit and Ration Kit) were provided to communities during the COVID pandemic when there was a complete shortage of goods across India.
- ◆ Dabur partnered with the implementing organization with good credentials to establish a pan-India distribution network.
- ◆ The Ration Kit/ Nutrition Kit supported the health and nutrition needs of the beneficiary communities.



WEAKNESS

- ◆ The selection of the beneficiaries got difficult in semi-urban locations where needy and marginalized communities lived amidst well-to-do people.



OPPORTUNITIES

- ◆ There is a huge need in disadvantaged communities looking for health and nutrition support. Dabur could have an organized approach to supporting needy communities on a large scale.



THREATS

- ◆ Distribution of seasonal products created challenges.

EFFECTIVENESS SCALE

The study team met with the stakeholders and beneficiaries of Dabur India Ltd's program to meet the nutrition needs of poor and needy across seven locations and summarised the effectiveness of the program on the parameters of distribution efficiency, community satisfaction, and quality of products distributed as part of the initiative.

Distribution Efficiency (Scale: 1 to 5)

Sl no.	Partners	1- Very Poor	2 - Poor	3- Average	4- Good	5- Excellent
1	Srijan Society					
2	JKMS					
3	ICD					
4	SEVA Trust					
5	VridhCare Quality of Life					
6	Action India					
7	SETU					

It can be inferred from the chart that in all the seven locations the distribution was stated to be good. The events were organized well and the beneficiary selection was done properly.

Community Satisfaction (Scale: 1 to 5)

Sl no.	Partners	1- Very Poor	2 - Poor	3- Average	4- Good	5- Excellent
1	Srijan Society					
2	JKMS					
3	ICD					
4	SEVA Trust					
5	VridhCare Quality of Life					
6	Action India					
7	SETU					

It can be inferred from the chart that in all the 7 locations, the distribution was stated to be good except Srijan Society, Kanpur, and JKMS, Fatehpur, where they rated it highly and said it to be excellent.

Quality of Products (Scale: 1 to 5)

Sl no.	Partners	1- Very Poor	2 - Poor	3- Average	4- Good	5- Excellent
1	Srijan Society					
2	JKMS					
3	ICD					
4	SEVA Trust					
5	VridhCare Quality of Life					
6	Action India					
7	SETU					

It can be seen from the chart that in all the 7 locations the distribution has been stated to be good, except VridhCare Quality of Life, and Action India, Delhi, where they rated it highly and said it to be excellent.



OECD FRAMEWORK

RELEVANCE

Rating



COVID-19 created different kinds of challenges for all kinds of communities; however, underprivileged communities had to face it to a greater extent. With the unavailability of resources, they had to suffer every day, and maintaining nutritional intake was a major challenge. Dabur, under its project 'Meeting Nutrition Needs of Poor & Needy', undertook different activities to address the key issues and helped in neutralizing the challenges of the communities. The activities not only focused on the distribution of meals and nutritional products but also on creating awareness among the masses to address the challenge of COVID in marginalized communities. The project was very relevant during the times of the COVID pandemic as there was a country-wide lockdown and food supplies were severely impacted.

COHERENCE

Rating



The project was in line with the below-mentioned SDGs:

Goal 1: No Poverty

Goal 2: Zero Hunger

Goal 3: Good Health and Well-being



During the COVID pandemic, the Indian Government had programs like ICDS, PDS, and Antyodaya Anna Yojana to help marginalized people. Dabur's support through nutrition and hygiene kits complemented the government's efforts.

EFFECTIVENESS

Rating



All the beneficiaries and stakeholders reported positively about the quality of support that was provided. The program met its objective of helping the needy during the COVID pandemic by supplying them the much-needed nutrition and hygiene kits. Further, the products reached on time to the right beneficiaries.

EFFICIENCY

Rating



There were challenges in implementation during COVID-19 times. But the program was much needed as it was directly connected to the survival of marginalized communities. All the implementing partners not only had a strong presence in the target communities but also years of experience working with government departments. Thus, it helped in efficiently delivering the project activities. Further, all of them followed proper strategies to deliver the products on time.

IMPACT

Rating



The project was able to meet the dietary needs of the beneficiaries across the locations as the beneficiaries reported their health improvement due to nutritious food intake. Preserving food security was the prime impact of the project. The awareness programs further helped them to maintain their health and hygiene as well.

SUSTAINABILITY

Rating



The benefits would not last long as it was a one-time support program during a crisis. The nutrition and hygiene kits given to the beneficiaries during COVID were very much needed then. In many places, Dabur continued the support by recognizing the immediate need of the beneficiaries.

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



CONCLUSION & RECOMMENDATION

CONCLUSION

Dabur India Ltd. implemented its flagship initiative 'Meeting Nutrition Needs of Poor & Needy' during the COVID Pandemic to spread awareness and distribute nutritious supplements across India in the FY 2020-21, as a corporate citizen with an end objective to create awareness and meet the nutrition needs of marginalized section of society.

The program was aimed at fighting malnutrition and building the nutrition needs of marginalized sections of the society during the harsh COVID pandemic. The project was implemented with the support of multiple NGOs across the country. Some of the key partners were Srijan Society, Kanpur; JKMS, Fatehpur; VridhCare, Delhi; Action India, Delhi; SETU, Noida; ICD, Jaipur and SEWA Trust, Ambala.

All the above-stated partners mobilized the beneficiaries by liaising through local institutions, Gram Panchayat, Schools, Anganwadis, and Old Age Homes in an efficient manner. Nutrition and Ration Kit were distributed across target locations. The beneficiaries spoke very highly of the quality of products and were appreciative of the support from the local partner and Dabur India Ltd.

Dabur's support came when the world had come to a halt and nothing was available to eat or drink. Supplies of food products during those times were a great relief. The Ration Kit/ Nutrition Kit supported the health and nutrition needs of the beneficiary communities. Dabur's support continues in the project location, which has brought about a sustained impact on the lives of the beneficiary communities.

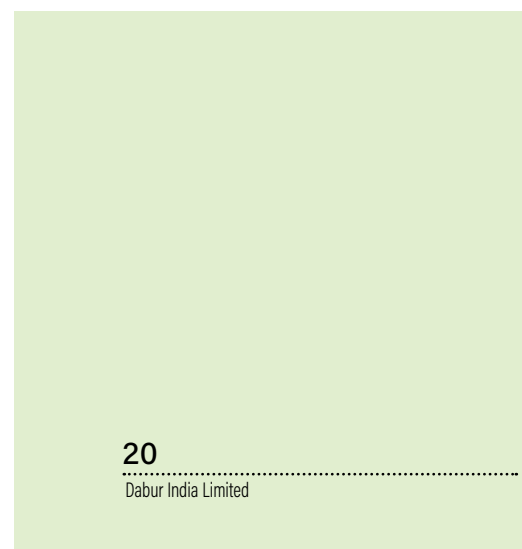
RECOMMENDATION

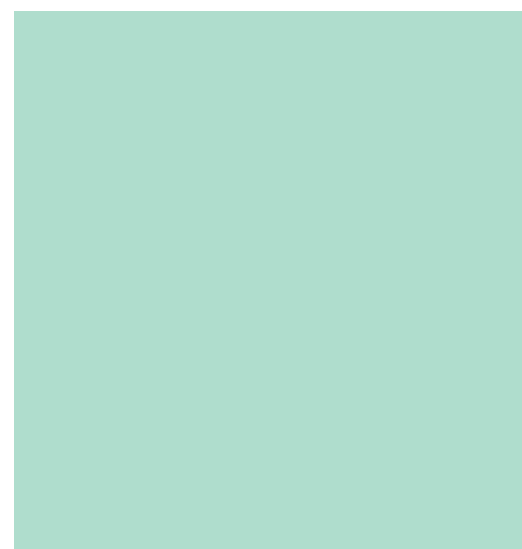
The project is scalable and replicable considering the need for nutrition among marginalized communities across India.

Dabur must also consider the distribution cost so that organizations can plan for seamless product distribution and reach the target population.











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Project implemented by:

Impact Assessment Report prepared by:



Report Designed by:

