DABUR INDIA LIMITED



Impact Assessment Report:

Healthcare Support for Poor and Needy

PROJECT YEAR: 2021-22

ASSESSMENT YEAR: 2023-24

Prepared by

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IMPACT CREW


PROB EH 7069

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1. CONTEXT

Dabur India Limited, as part of its CSR intervention through multiple 3rd party NGOs, has undertaken program on providing healthcare support to poor and needy sections of the society. A number of new initiatives with respect to health care, health awareness, health camp and supplementation of health care goods were rolled out with the support of various State governments and NGO partners to protect the health of the underserved members of the community. Dabur has worked with around 50 local NGOs and Government departments in their healthcare initiatives.

The program was executed with objectives of:

- Awareness building on multiple health issues
- Supporting NGOs and Government departments in organizing camps and awareness programs with healthcare goods.
- Socio-economic welfare of the marginalized sections of society

Target Group

Malnourished children, residents in slums, school-going children, residents of Old-Age homes, shelter homes, Ashrams, daily wages workers, ragpicker community, frontline corona warriors like police personnel, medical staff, cleaning staff, Government department workers and hospital staff, etc.

Project Intended Outcome

- Increase in awareness level of health and healthcare needs.
- Better health of the community.

The program touches almost 20 states of India covering multiple districts.

SCORE Live Impact Crew undertook the responsibility to conduct the Impact Assessment Study of the program spread across various locations in FY 2021-22.



2. OBJECTIVES & SCOPE OF THE ASSESSMENT

The key purpose of the impact study was:

- To evaluate and analyze the impact of the programme as well as extent of achievement of the intended outcomes such as – Social, Community Awareness aspects, Healthcare Fulfilment etc.
- Identify potential areas of improvement, wider impact & scale

2.1 Geographical Coverage & Beneficiaries

Basis mutual discussion with the Dabur team, the following 8 NGOs of North India (as per below list provided by Dabur) were identified as sample NGOs & locations for assessment:

Sl. No.	NGO Name	District	Contact Person	Contact Number	Email Id	Status
1	Apahaj Ashram	Jalandhar	Mr. Tarsem Kapoor	9814344383	apahaj_ashram@hotmail.com	Done
2	Baba Baidyanath Welfare Society	Deoghar	Mr. Manoj Kaushik	7764086524	dr.manojkaushik001@gmail.com	Done
3	ICD Jaipur	Jaipur	Ms. Anshul Sinha	9828898985	anshulsinha@yahoo.com	Done
4	IIRD JAIPUR	Jaipur	Mr. Hakam Singh	9001998664	iirdjpr@gmail.com	Not Done*
5	Sewa Bharti Sewadham Vidyamandir	Delhi	Mr. Rajinder Singh	7042782164	sbsewadham@yahoo.com	Done
6	Tanisa Foundation	Delhi	Ms. Meenakshi Dhingra (Director)	9810536665	meenakshi@tanisafoundation.org	Done
7	Vivekanand Ashram	Delhi	Acharya Dr. Vikramaditya	9312242570	acharyavikramaditya@gmail.com	Not Done*
8	VridhCare	Delhi	Ms. Barkha	7827733429	Ms. Barkha bkh@vridhcare.com	Done

** The assessment couldn't be conducted due to limited response and unavailability of key stakeholders from the organization.*

The scope was to cover approx. 300 – 400 beneficiaries and stakeholders as sample basis ground level situation.

Exclusion

- Verification of the activities executed by NGOs
- Any financial analysis of the project

3. ASSESSMENT METHODOLOGY

The focus of the study was qualitative. The quantitative aspects about the project were intended to be leveraged from reports of NGOs involved in the implementation.

Given the ground reality, we conducted KII (Key Informant Interviews) and FGDs (Focus Group Discussions). The protocol and interview questionnaire were prepared in advance (refer Annexure-II for the same).

Key Stakeholders Included:

- FGD – Target Beneficiaries of each NGO
- KII – Key person of the NGO, Sarpanch, School Principal, Old-Age home in-charge etc

Given the ground situation, mostly KIIs were conducted with beneficiaries and stakeholders.

Stratified Sampling, ensuring fair representation of varieties and variations, if any, was conducted

- Approx 40 - 50 beneficiaries of each NGO were considered for assessment in selected cities
- Effort was made to cover various types of beneficiaries/ target groups

We adopted the following approach for the assessment to ensure an **independent perspective** of the project impact:

Orientation

With the help of the CSR team at Dabur, an orientation call was set-up with each of the above NGOs with the following purpose:

- Apprise the NGOs of the purpose of the assessment and details around it, including support required from them to conduct assessment smoothly
- Request for data/ information about their methodology adopted for execution of the program
- Seek their concurrence to schedule a field visit at their location

All NGOs agreed for the required support. However, there was limited data/ information provided over email for FY 2021-22 project duration.

Field Visits

Basis concurrence with all the above NGOs, following field visits were conducted:

Sl. No.	NGO Name	District	Person Met	Visit Date
1	Apahaj Ashram	Jalandhar	Mr. Tarsem Kapoor	15th March'24
2	Baba Baidyanath Welfare Society	Deoghar	Mr. Manoj Kaushik	22nd Jan'24
3	ICD Jaipur	Jaipur	Ms. Anshul Sinha	22nd Feb'24
4	IIRD JAIPUR	Jaipur	Mr. Hakam Singh	Failed to seek time
5	Sewa Bharti Sewadham Vidyamandir,	Ghaziabad	Mr. Rajinder Singh	14th Feb'24
6	Tanisha Foundation	Delhi	Ms. Meenakshi Dhingra	16th Feb'24
7	Vivekanand Ashram	Delhi	Acharya Dr. Vikramaditya	Failed to seek time
8	VridhCare	Delhi	Ms. Barkha	12th Feb'24

During the visit, the following activities were conducted:

- Interview with key stakeholders of each organization with focus on program approach and mechanism, outreach and impact

- Visit to locations to meet beneficiaries and interview them to understand impact
- Identify challenges, if any, alongwith recommendations

Final Report

- Basis the visit and details captured, a final impact assessment report is prepared with details with the objective of improving the effectiveness of the program

Key Challenges Encountered during the Assessment

- Limited availability of data (FY 2021-22) in a structured manner by NGOs, which prohibited any data analysis of the project. Most of the data available was of the goods sent by Dabur and their value in hard copy
- Non-availability of any report from NGOs related to FY 2021-22. Hence, there was no mechanism to ascertain the number of beneficiaries reached during the above period
- In many cases, the beneficiaries had changed or there is no tracking of any improvement



4. PROJECT UNDERSTANDING & OVERALL ASSESSMENT

The project based on the push model, with focus on providing goods related to Health and Hygiene to NGOs for further distribution to beneficiaries or agencies who are into supporting the needy, poor and destitute people.



- Dabur identifies items which are near locations where they are available. Accordingly, co-ordinates with designated NGO and informs them about dispatch of items
- NGOs receive the items at their warehouse. Review the items and then schedule the visit to beneficiaries
- NGOs carry the goods in their vehicle and distributes them to various beneficiaries in their respective locations

The goods provided by Dabur include cough syrups, fruit juice, butter milk, mosquito repellent, toothpaste & toothbrush, shampoo, health supplements, honey, cleaning agents, etc

Given the nature of program, the outreach of each NGO is significant. However, due to lack of data (i.e. number of events conducted, number of beneficiaries in each event etc), it is difficult to ascertain the exact numbers of beneficiaries.

Below is the summarised assessment of the program:

	1	2	3	4	5
Scalability Potential				☑	
Effectiveness			☑		
Relevance					☑
Impact			☑		
Efficiency		☑			
Sustainability			☑		

Rating Scale

1 – Drop; 2 – Needs Improvement; 3 – Met Expectations;
4 – Exceeded Expectations; 5 - Outstanding

5. SUMMARY OF FINDINGS – IMPACT

The program, supported by Dabur, is very important for the society and for the well-being of various stakeholders. The idea of the program is to ensure that healthy and hygienic products reach people who are needy and could not afford to buy them.

Beneficiaries include growing school children from government schools, old couples who have left home or are homeless, cancer patients, poor patients in hospitals, poor religious devotees from villages, tribal children in hostels studying in schools away from home etc.

Impact Witnessed during the Assessment

- Health & Hygiene are the most important aspect of any human existence. The program directly tries to address the concern related to both. The most visible impact of the program is increased awareness towards health & hygiene and sense of responsibility within NGOs who work tirelessly to support various types of beneficiaries
- Across various beneficiaries, there is good awareness about healthy food and importance of hygiene practices. In some schools witnessed in Jaipur, the students ensure proper cleaning of area where they eat mid-day meal. They wash their hands with kits provided by Dabur (whenever available) before and after eating. They even use trash bins to dispose the juice packets and hence, keep the environment clean
- Beneficiaries were very happy with the project and its output. The targeted communities cannot buy these products on their own. Thus, this free distribution has really helped them improve their overall health, especially the people in Old-Age homes and growing children in schools.
- School children, especially in Government schools, have weak immunity and with these goods, they understood the importance of health and the implications of poor health
- Tribal children, who are good in sports, get access to juices during their events which help them compete well
- Cancer patients get hygienic products including soap, toothpaste, kadha, hair oil etc. so that they can maintain body cleanliness. This helps them improve not only their own hygiene but also of their attendants
- In some cases, the consumption of these products have become a habit for beneficiaries and when they are not freely available, they somehow buy them. Hence, nearby kirana shops have started storing them as well. Due to consumption of products by students in school, parents have also started using them for their consumption.

6. PROGRAM CHALLENGES & KEY RECOMMENDATIONS

The program is being delivered effectively. However, there are some challenges faced by NGOs in implementation:

- Lack of consistent supply of items, thereby impacting the continuity of intake by beneficiaries. This gap in supply leads to limited health benefits
- The model operates on a push model. The demand of NGOs has limited hearing. Hence, there is challenge in providing goods at the right time. The seasonality of products needs to be ascertained like fruit juices most likely in summer and health supplements in winter etc.
- There is low sensitization from Dabur about the impact of product especially when given to patients. NGOs lack understanding which may lead to consumption of product that may impact health negatively for e.g. sugar-sweetened juices being given to some patients (diabetes or cancer)
- Limited visibility or lack of prior intimation on products being dispatched, which has impact on distribution schedule of NGOs
- NGOs incur cost on last-mile distribution of products by way of manpower and transportation, which, at times, is difficult for them to manage

Key Recommendations

- Map the expectations of each NGO location-wise and try to match demand with supply to enhance effectiveness and efficiency of the program
- Financial assistance to cover cost for transportation, manpower and other overheads will certainly motivate the team & organization
- Make regular contact with NGOs, Ashrams, and Communities where the goods are being distributed
- Define proper governance and review mechanisms. Avail report from each NGO in terms of goods received, number of events conducted, number of beneficiaries reached and evidential photographs. This will help ascertain distribution and also help ascertain extent of outreach
- The distribution of goods should be monthly or 5-6 times in a year with a defined schedule so that the beneficiaries have consistency of product consumption and NGOs can plan distribution properly
- Proper records/documented evidence to be maintained at the NGO level and must be submitted to Dabur and kept handy for future reference
- Annual planning exercise would be good to do by Dabur along with the respective implementation partners to calendarize the events and plan the distribution accordingly to move away from random approach to specific interventions
- In addition, there can be IEC material distributed by NGOs for creating health and hygiene awareness. Also, they can conduct periodic sessions with beneficiaries in addition to goods distribution

7. ANNEXURE I: SUMMARY OF FINDINGS OF EACH NGO

a. Apahaj Ashram, Jalandhar, Punjab

Apahaj Ashram is a home for the old, infirm, destitute people, both men & women. They provide all modern amenities of life, like free boarding, free lodging & free medical aid etc. to all the inmates of the ashram. The aim of Apahaj Ashram is to provide a better environment for disabled people in all aspects of their lives & treat them with respect & dignity. They have partnered with Dabur since 2013 and distributed goods at health camps and events in schools, hospitals, ashram & community.

Target Group

Disabled people, children, women, girls, and youth from the tribal slum areas and hospital patients.

Assistance Received from Dabur

NGO has received various items from Dabur like toothpaste, juice, honey, badam oil, health supplements, handwash, cough syrup, kadha etc. These products were distributed during various events organized in school and community like Apahaj Sahayak Sabha Jalandhar, GSSS Gandhi Camp (B) M.c. Jal Ward No. 23, (Jalandhar), Punjab, GSSS, Basti Mithu, GSSS Danish Mandhir, Government Public School Basti, GSSS, Loharan, Sonika Kohli Khanna Foundation, Guru Nanak Mission Hospital etc. In total, approximately 55,000 beneficiaries were covered from around 29 communities/ schools.



Key Interactions

Name of the Stakeholders	Key People and Designation	Discussion Points
Apahaj Sahayak Sabha Management & Team	Mr. Tarsem Kapoor (Chairman) Mr. R. K. Bhandari (President) Mr. Baldev Raj Katyal (Gen. Secretary) Mr. Brij Mittal (Treasurer) Mr. Subash Aggarwal (Sr. Vice President) Mr. Manohar Lal Sharma (Vice President) Mr. Sanjay Sabharwal (Joint Secretary)	The foremost focus of this organization is implementation of Dabur project throughout the area and help provide people a better environment, health for disabled people in all aspects of their lives & treat them with respect & dignity
Discussion with the school Principal, Teacher & Children at GSSS Gandhi Camp (B) M.C. Jal Ward No. 23, (Jalandhar), Punjab	Mrs. Kumud Kumari Shama (Principal) Mrs. Asha Rani (Lecturer, Political Science) Mr. Jatinder Kumar (Lecturer, English)	Events organized in school and measure its impact under the project Discussion with children about their awareness about Dabur and the goods received by them
Focused group Discussion with communities	Apahaj Sahayak Sabha Jalandhar (Met with about 166 people)	There are some major health issues like back and neck pain, diabetes, dengue, low immunity & malaria etc. Community is aware about Dabur and its products. Dabur is helping us improve health and save money as mentioned by Mr. Tarsem Kapoor (Chairman) when it was asked the impact of the intervention.

Overall Impact on Community/ Beneficiaries

- Community is much better informed and aware about health due to the project
- Beneficiaries are very happy to get benefit of healthy products and goods from Dabur, which not only help them become more energetic but also improved hygiene practices

- The targeted communities cannot buy these products on their own thus this free distribution has really helped improve their overall health, especially of the people at the old age home.
- School children, especially in Government schools, suffer from weak immunity and these goods helped them understand the importance of health
- Free goods distribution along with health awareness has triple impact on the community – improved immunity and overall health, cost saving (they would incur a cost of around ₹ 500-1,500 a month if they were to buy these goods from the market) and enhanced awareness on health, sanitation, and hygiene.
- Considering the enhanced demand, local shops started keeping these products like toothpaste, honey, kvvadha, health supplements, etc.

Key Areas of Improvement Highlighted by Stakeholders

- Consistent supply of goods helps maintain continuity with proper mix of health and hygiene items
- Product supply must be done keeping seasonality in mind.
- There must be a need to supply routine usable products like toilet cleaners, toothpastes etc.
- Financial assistance to cover cost of transportation and other overheads will certainly help
- Plan and manage supply of goods with better visibility will help NGOs better optimize distribution

Voices of Beneficiaries

I received health supplements for free and used it for the first time and it has improved my health. I had a problem of falling ill quite often and had taken medicines some times, but there was no relief. Now I use the health supplements on a regular basis and I am thankful to Dabur and Mr. Tarsem Kapoor ji for providing the same. I can't afford to buy this.

- **Mr. Khem Chhander**

I would like to thank the Dabur team for their superb innovation. I have been using the goods for last 2-3 years and found very good results. The toothpaste has helped me get rid of cavity problem. Once again, I thank you and give 100 out of 100 marks for this project.

- **Mrs. Isha Saini**

The baby massage oil provided by Dabur is a very useful for babies as it has helped make the baby's muscles and bone healthy and strong.

- **Ms. Jaishree**



b. Baba Baidyanath Welfare Society, Deoghar

Baba Baidyanath Welfare Society (BBWS) started on 15th March 2011 as a Society in Deoghar district of Jharkhand. The organization has its focus on Education, Women Empowerment, Community Development, Skills Development, and Health.

It partnered with Dabur since 2013 and they have organized health camps and events in schools & communities. Goods are also distributed during these events and this partnership has created good visibility for the organization (BBWS) among the stakeholders.

Target Group for the Dabur Project

Children, women, girls, and youth from the tribal, schedule cast, schedule tribes, and other backward cast.



Key Interactions

Name of the Stakeholders	Key People and Designation	Discussion Points
Baba Baidyanath Welfare Society management and team	Dr. Manoj Mishra (Secretary) Dr. Pallavi Gunjan (Programme Lead) Implementation team (5 members)	Overall organization, its thematic focus and in specific to the Dabur project implementation
Discussion with the school principal, teacher & children at Government Secondary School, Deoghar, Ward number 6	Ms. Sobha (School Principal) Ms. Sandhya (School Teacher)	Events organized in school and its impact under the Dabur project Discussion with children about their awareness about Dabur and the goods received by them
Focused group discussion with communities	Kuriyasa village of Deoghar with 60-70 women and girls	• Village has major health issues like dengue, malaria, anaemia etc. • Community is aware of Dabur • They have received goofs like fruit juices, handwash, cough syrup, toothpaste, kadha etc • Dabur is helping improve health and save money as mentioned by Ratna Kumari when asked about the impact of the intervention
Meeting with the Disaster Management team of Deoghar	Mr. Rajesh Ranjan and team	General discussion to understand the impact of Dabur project during the Kawaria events as BBWS organised health & sewa camps during that time

Assistance Received from Dabur

As part of this project, BBWS has received various daily use items like fruit juices, glucose power, toilet cleaners, kadha, digestives, sattu, handwash etc.

These products were distributed during various events organized in school and community like

Koriyasa, Tekra, Karon, Devipur, Kothiya, Kakwara, Sono, Katwan, Chakai, Saron, Pathrol, Rajpura, Katoriya, Rajwara, Tapki, Dubba, Janakpur, Devasi, Sanhola, Katoriya, Pobi Mirjaganj, Jhagrahi, Kajra, Amjhari, Orpa, Kathikund, Sahara, Shyampur and Masaliya. In total, approximately 50,000 beneficiaries were covered from around 29 community/villages.

Impact on Community

The community is more informed and aware about various health issues. The goods supplied to the community, especially tribals, was highly beneficial as they could not afford to buy them regularly. It has certainly impacted people's mindset and attitude towards health, sanitation, and hygiene.

Suggestions for Improvement

- Financial assistance to cover the cost of last-mile transportation and other overheads will certainly motivate the team & organization.
- Implementation partnership should have annual, quarterly plan to do the health awareness and goods distribution
- Database of the events, distribution should be maintained regularly with proper evidence

Voices of Beneficiaries

> Received health supplements for free and used it for the first time, and it has improved my health. I had a problem of catching a cold and had taken medicines but there was no relief. Now I use this health supplement on a regular basis and I am thankful to Dabur and Manoj ji for providing the same.
>
> - **Sangeeta Kumari**



c. ICD, Jaipur

Institute of Community Development (ICD) is a not-for-profit organization based in Jaipur, Rajasthan. It was started by Dr Anshul Sinha. It is into multiple thematic focus areas including Health, Hygiene, Skill Building and Livelihood. Its main objective is to build a sustainable society and drive community growth through participatory approach.

The organization, along with employees and volunteers, conduct various events/ camps across various institutions or organizations. They have supported 50–55 government schools, Apna Ghar, Banjara Basti (Lohar), Melas, Hospitals, and religious processions, by providing healthcare goods.

Target Group for the Dabur Project

Government school students, Old-Age homes, Aaganwadi workers and beggars.



Key Interactions

Name of the Stakeholders	Key People and Designation	Discussion Points
ICD management and team	Ms. Nirmala Mr Anshul and telephonic conservation with Dr Anshul Sinha	Overall organization, its thematic focus and in specific to the Dabur project implementation Students are of growing age and nutritional products help improve their energy levels, boost immunity and is aspirational for students to have it
FGD with Teachers and Students at Government Senior Secondary School, Tilawala, Jagatpura, Sangner, Jaipur	Mr Shankar Lal (Principal) Teachers	The school has approx. 200 students and there is Aaganwadi with 10 kids. Students identified ICD team as juice provider. They are super happy to get fruit juices and coconut water etc. Teachers indicated that during summer, these juices, chaas etc come very handy for students and provide a huge relief
Interview with Teachers at Government Senior Secondary School, Bambala Sangner	Mrs Poonam Bhatia (Principal) Teachers and Students	This school is till 8th Std and has approx. 168 students. Students were happy to get fruit juices, coconut water etc
Government Primary School, Devnagar, Jaipur	Mrs Suman Bisht (Principal) Interacted with students and teachers	School upto 5th std. There are approx. 103 students. All kids are well trained on hygiene and social/ moral values. Students get regular juices, coconut water etc

In addition, held interaction with students of Government Primary School at Kacchi Basti, Diggi Road, Hirawat Nagar, Jaipur

Assistance Received from Dabur

As part of this project, ICD has received various items like fruit juices, toilet cleaners, tea, digestives, honey, etc.

These goods were distributed during various events organized in school and community covering approx. 5,000+ beneficiaries

Impact on Community

Community is highly informed and aware on various health issues for students and other beneficiaries. The community could never afford to buy the goods made available by Dabur and hence, it was a unique experience for them. It has certainly impacted students' mindset and attitude towards health, sanitation, and hygiene. School at Diggi road informed that due to distribution of these products, drop-outs have reduced.

Suggestions for Improvement

- Financial assistance to cover the cost of last mile transportation and other overheads will certainly motivate the team & organization.

Voices of Beneficiaries

All smile when consuming the goods supplied by Dabur

- Rama Singh, a special student at Devnagar

All kids are happy and super excited. Appreciate the distribution of juices, chawanprash and hygiene products. This helps inculcate hygiene practices and also school drop-outs have reduced.

- Suman Bisht, Principal at Devnagar



d. Sewa Bharti Sewadham Vidyamandir, Delhi

Sewa Bharti Sewadham Vidyamandir (SBSV) is based in Mandoli, Delhi, and provides free fully residential CBSE education from 6th upto 12thstandard. It started in July 1988 and has a capacity of manage 300 male students with hostel facility and is supported by team of 40 teachers/ staff members. Its prime objective is to support poor, underprivileged, remote tribal students who are good in studies, providing them the right facility and quality education, including moral education and discipline.

Students come from North Eastern States, Bihar, Jharkhand, Delhi and other states with representation from SC, ST, OBC, Tribal Area and General. Dabur has been supporting the school for the past 10 years.

Target Group for the Dabur Project

Students and teachers who are part of the school. In addition, the school sends some goods to hostel for blind girls as well.

Ket Interactions

Key People and Designation	Discussion Points
Mr. Rajinder Singh (Principal and overall incharge)	Overall organization, its thematic focus and in specific to the Dabur project implementation
Kitchen Caretaker and 2 other team members	Students are of a growing age and nutritional products help boost their energy levels, immunity and is aspirational for them

Assistance Received from Dabur

As part of this project, SBSV has received various products like fruit juices, toilet cleaners, hair oils, shampoos, honey, toothpaste, health supplements etc.

The organization maintains separate file of all goods received from Dabur. They have proper storage facility to ensure timely distribution of goods

Impact on Students

It's a privileged experience for the students as most of them cannot afford to buy the products. It has certainly impacted students' mindset and attitude towards health, sanitation and hygiene. It gives them energy and refreshment when they go outstation to compete in tournaments.

Key Challenges and Areas of Improvement in the Project

- Limited visibility of goods being supplied and hence there is mismatch in demand Vs supply
- Limited supply of cleaning items, which are much needed

Voices of Beneficiaries

> Happy to get fruit juices as it's an energy booster especially after playing in the ground. We are thankful to Dabur and school staff for the same.
>
> - **Ramesh & Aakash (Students)**

e. VridhCare, Delhi

VridhCare started in 2018 and was registered as a Section 8 Company in 2019. It is a Delhi-based organization with the prime objective to support Old-Age Homes across the country with various interventions related to health, nutrition, entertainment, mental wellness, art of living, hygiene etc. Currently, they have more than 900 Old Age Homes, covering more than 65,000 – 70,000 beneficiaries who are 50 years of age or older. It was started by Dr. Sashi Khare and is overall managed on-ground by the Ms. Gargi Lakhanpal (Director).

It partnered with Dabur since 2020 for organising health camps, nutrition sessions and entertainment events in old age homes. Goods supplied by Dabur are also distributed during these events. This partnership has created good visibility and support for VridhCare among the stakeholders.

Target Group for the Dabur Project

People in Old-Age homes staying free of cost with some basic amenities.



Key Interactions

Key People and Designation	Discussion Points
Focused Group Discussion with the caretaker of Raunak Vridh Ashram and inhabitants	
Ms. Rosy Sachdeva (Owner) Ms. Alka (Caretaker) Sujata (Cook) 4 staff members	Operational since 6 years It has 25 people at the center between 57 to 83 years of age (male female both) FGD was conducted with residents and they were super enthusiastic of the support provided by Dabur. Key benefits achieved by some residents are weight increase, strength and ability to walk regularly, immunity increased as they have not fallen ill for a year Met beneficiaries Trilok Chand, Rajpalji, Tripta, Jile Singh, Ram Thakurji etc
Focused Group Discussion with people in ASRA (Association for Social Research & Action) Old-Age Home	
Mr Manoj Solanki (Owner) Mrs Sumitra (Caretaker and Kitchen incharge)	It is operational since 2015 with the vision of Mr Manoj Solanki who is also an advocate by profession. The idea of this ashram is to provide shelter to destitute or old people who have been abandoned by their families. Efforts are made to send them back to their children if they wish to accept them or keep them in the ashram. Approx. 20 people stay in the facility Residents are happy with the goods supplied by Dabur. They enjoy juices and a game of carrom. Health is maintained and were highly active during the discussion. Met Azad Singh, Hawa Singh, Attar Singh (He was into exports earlier), Gyan Devi etc
VridhCare Management and Team	
Dr Sashi Khare (Founder) Ms Gargi Lakhanpal (Director) Ms Barkha Madan (CSR Tie-ups) Ms Tina Anurag (Nutritionist) Additional 5 members	Overall organization, its thematic focus and in specific to the Dabur project implementation

Assistance Received from Dabur

As part of this project, VridhCare has received various items like fruit juices, Glucose, Toilet cleaners, air fresheners, tea, soap, kadha, shampoo, digestives, honey, coconut water, toothpaste, health supplements, handwash, mosquito repellents etc.

The organization has awell-defined mechanism to track the items reaching them and being distributed. In addition to distribution, the organization focusses on providing nutrition input, mental health sessions, which help in improving the health conditions of beneficiaries. The goods supplied by Dabur help support better health and hygiene.

Impact on Community

Beneficiaries are highly informed and aware about various health issues. The goods were made available to the residents free of cost. Hence, it's a privilege experience for them. It has certainly impacted people's mindset and attitude towards health, sanitation, and hygiene of beneficiaries and also of the residents of Old-Age Homes.

Key Challenges and Areas of Improvement in the Project

- Limited visibility of goods being supplied and hence, there is mismatch in demand Vs supply most of the times
- Limited supply of cleaning items, which are much needed
- Last-mile distribution cost is increasing, hence support from Dabur will be helpful

Voices of Beneficiaries

Happy to get nutritional support from Dabur. It gives me strength to walk every evening. Caretaker ensures we get our bottle of juices and other goods.

- **Trilok Chand, a resident of Raunak Vridh Ashram**

I used to work for a bank. Now I am staying here and have been properly taken care of. Made friends and don't remember home any more. I feel happy and energetic here.

- **Hawa Singh (ASRA)**



f. Tanisa Foundation, Delhi

Tanisa Foundation is a volunteer-based organization in Delhi, which is determined to support Cancer patients with nutrition and hygiene products and various services for their heath and overall well-being. It started in April 2022 and has doubled its outreach since 2022-23. It reaches more than 8,000 beneficiaries across various institutions or locations.

The organization was started by Mrs Meenakshi and has core office in Lado Sarai of Delhi. They conduct screening camps in slums, Economically Weaker sections, villages, NGOs, RWAs etc. This helps them identify potential patients and refer them to Rajeev Gandhi Cancer Hospital and Research Centre. It provides patients with smiley kits, hair donation, nutrition products etc. Through these camps, they drive awareness about Cancer, including tobacco chewing, and various types of cancer etc. They also help generate hope in cancer patients by organising talks and supporting them with health kits. In addition, they hire nutritionist to help poor patients, providing guidance and support on nutrition. These are renowned nutritionists who help in improvement of health.

Target Group for the Dabur Project

Youth, Cancer Patients, Labor/ workers and beneficiaries, especially EWS (economically weaker sections).



Key Interactions

Name of the Stakeholders	Key People and Designation	Discussion Points
Tanisa Foundation management and team	Mrs. Meenakshi (Founder) Ms Jagriti Das (Support team) Total 5 employees and 25 – 30 volunteers	Overall organization, its thematic focus and in specific to the Dabur project implementation They primarily look for hygiene and few health goods

Assistance Received from Dabur

As part of this project, Tanisa Foundation has received various products like mosquito repellents, hair oils, shampoo, honey, glucose, sanitary pads, coconut oil, cough syrups, coconut water, digestives, toothpaste and health supplements, etc.

The organization maintains separate file of all the receipts from Dabur. They have proper storage facility to ensure effective and efficient distribution of products.

Impact on Beneficiaries

The products were made available free of cost as most of the beneficiaries cannot afford to buy them. Hence, it's a privileged experience for them and has a feel-good factor. Such support is great for patients who are struggling to survive.

Health awareness provided to various beneficiaries along with free goods have helped improve the lives of the individuals, who were not aware about hygiene practices.



Key Challenges and Areas of Improvement in the project

- Limited visibility of products being supplied and hence there is a mismatch in demand Vs supply most of the times
- Increase supply of items which are good for cancer patients like hygiene products i.e. toothpaste, sanitary pads, shampoo, oil, mosquito repellents, etc.

NOTE: *Visit to hospitals was not conducted as the foundation informed us that they don't track beneficiaries. The goods are distributed basis requirement at hospitals.*

H. Annexure II: Questionnaire

Dabur Health Project Impact Assessment for the Financial Year 2021-22

Assessment questionnaire for the Beneficiary(ies) – Individual or FGD

Date -	Name of the Assessor -
Location -	Name & contact number or total number of the beneficiaries as sessed

Information/assistance /products received under the project

What are the major common health problems?
Are you familiar with the name 'Dabur'? If yes, how many of you do and what do you know?

Which is the activity the beneficiary has participated in?	What they learned or what goods they received (No)?	Was the information or the product useful/relevant? If yes, how?
Are you interested to be a part of such activities/What are your expectations from similar activities/ How it has impacted you & your family?		

Any other relevant information

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Impact Assessment Report prepared by: SCORElive IMPACT CREW

Report Designed by: Access Services

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