Dabur

DABUR INDIA LIMITED



IMPACT ASSESSMENT REPORT:

PROGRAMMES TO MEET

THE NUTRITION NEEDS OF THE POOR AND NEEDY

PROJECT YEAR
2021-22

PREPARED BY
SoulAce
Path to Sustainability

ASSESSMENT YEAR
2023-24



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Executive Summary

PROJECT BACKGROUND

Dabur India Limited, in collaboration with multiple NGOs as implementing partners across India, executed an intervention aimed at organising awareness sessions and distributing food items to disadvantaged populations within communities. While the program is operational across the country, the Impact Assessment covered six districts of northern India, namely Noida, Meerut, Delhi, Kanpur, Varanasi, and Fatehpur. The primary objective of the intervention is to offer nutritional and healthcare support to needy communities.

PROJECT ACTIVITIES

Provision of food products and nutritional supplements to rural, disadvantaged communities.

Conducting awareness sessions within the community on health, hygiene, and nutrition issues, along with organizing health camps.

PROJECT DETAILS

Implementation year
FY 2021-22

Assessment year
FY 2023-24

Beneficiaries
Malnourished children, people from slums, old age homes, shelter homes, Ashrams

Locations
Pan-India

Implementing partner
3rd Party NGOs
(multiple Child NGOs)

17,000+ beneficiaries were covered through this intervention in the assessed areas

ALIGNMENT WITH SDG GOALS



DESIGN SNAPSHOT

Project Name: Programmes to meet the nutrition needs of poor and needy

Research Design: Qualitative

Sampling Methodology: Purposive

Sample Size: 400

KEY OUTCOME AND IMPACT

Addressed the dietary requirements of beneficiaries in various locations, leading to reported health improvements, attributed to the intake of nutritious food.

Improved health and hygiene among community members through awareness programs.



Chapter 1:

Introduction

BACKGROUND & NEED OF THE PROGRAM

Dabur India Limited initiated an awareness and distribution program for nutrition and food supplements nationwide. With assistance from various NGOs across India, the program focuses on combating malnutrition through community-based approaches, involving strategies for both awareness-building and food supplementation.

OBJECTIVES OF THE PROGRAM

The primary goal of the program is to raise awareness and address the nutritional requirements of the population, particularly marginalized communities.



Chapter 2:

Research Methodology

Dabur India Limited commissioned SoulAce to assess the impact of its CSR initiative and food distribution program in local communities, especially among students and daily wage earners during 2021-22.

OBJECTIVES OF THE STUDY

The primary objectives of the study were to:

To evaluate the immediate impacts of the program implemented and assess the enduring impacts of the program.

To measure the extent to which the program has contributed to the community's well-being.

To provide insights into the strengths and areas for improvement of program implementation.

QUALITATIVE METHODS APPROACH

This evaluation utilized a Qualitative Methods approach, incorporating qualitative research methods. The qualitative component delved into subjective experiences and perspectives, providing a nuanced understanding of key stakeholders' views.

The study's research design was descriptive, aiming to present a detailed analysis and exploration of the various facets of the Dabur-supported program. Descriptive research is apt for creating an overview, discerning patterns, and grasping the current state of affairs. The study aimed to deliver a thorough evaluation of the program, elucidating its impact and suggesting avenues for enhancement.

RESEARCH DESIGN

Name of the Project:
Dabur's Nutrition Support Program

Implementing Organization:
3rd party NGOs (multiple Child NGOs) including Satyakam Manav Samiti, SETU (Skill and Empower the Underserved)

Research Design Used:
Descriptive

Sampling Technique:
Purposive sampling

Sample Size:
400 beneficiaries, Stakeholders including project coordinators and vocational skill trainer

Qualitative Method Used:
Semi-structured interviews with the program implementers and surveys with beneficiaries.

KEY STAKEHOLDERS

Multiple NGOs

Children

People from the community

STUDY TOOLS

Questionnaires for stakeholders were developed in a semi-structured format tailored to each group. Stakeholders were identified across various focus areas relevant to the program. A survey was used to gain insights from the beneficiaries. Additionally, one-on-one discussions were conducted with beneficiaries to gain deeper insights into their experienc

COMMITMENT TO RESEARCH ETHICS

INFORMED CONSENT

The study strictly adhered to the principles of informed consent. Participants were provided with comprehensive information about the study's objectives, procedures and potential risks and benefits. They were given the opportunity to ask questions and make an informed decision about their participation.

CONFIDENTIALITY AND PRIVACY

Measures were taken to ensure the confidentiality and privacy of participants. Data collected was kept secure and only accessible to authorized personnel. Participant identities were protected, and any personal information was anonymized or coded to maintain confidentiality.

VOLUNTARY PARTICIPATION

Participation in the study was entirely voluntary and participants had the freedom to choose whether or not to participate. There was no coercion or pressure exerted on individuals to take part in the study.

ETHICAL TREATMENT

Participants were treated with respect, dignity and fairness throughout the study. Their well- being and rights were prioritized, and they were provided with all necessary support or assistance.



Chapter 3:

Key Study Findings and Impact

The chapter delves into the partnership between Dabur India Limited and implementing organizations such as Satyakam Manav Samiti and SETU. The focus is on providing essential items, nutrition supplements, goods and medicines such as fruit juices, malted food drinks for children, Chyawanprash, oil, toothpaste, and ghee to rural poor communities, thereby offering relief to families in need. The program has had a significant impact on the lives of the community, particularly among illiterate and impoverished groups. Additionally, the program extends beyond relief item distribution by organizing regular workshops on nutrition awareness, hygiene, and cancer awareness. These workshops often include dental and eye check-ups, further contributing to the overall well-being of the community.

GEOGRAPHICAL COVERAGE

The intervention was implemented across India in 20 states covering 80 districts. The study was conducted in Uttar Pradesh (Kanpur, Meerut, Fatehpur, and Varanasi), Delhi, Noida, and Haryana (Ambala)

DEMOGRAPHY OF BENEFICIARY POPULATION

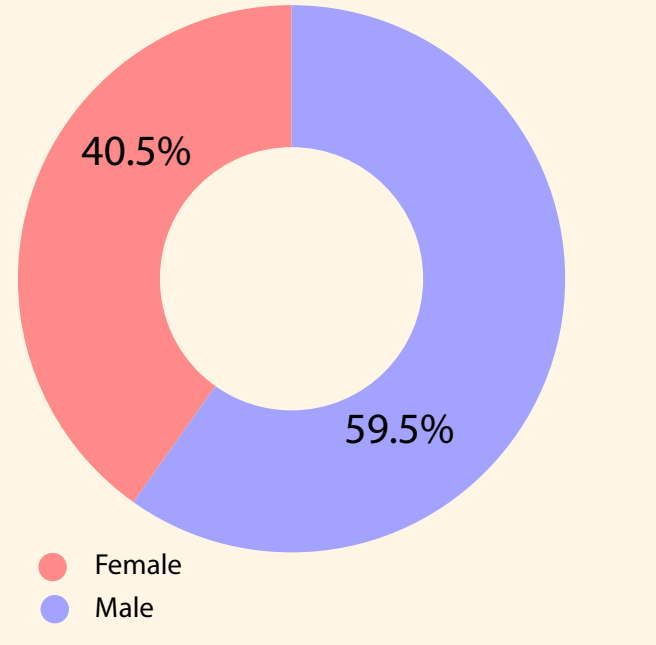


Chart 1: Gender-wise distribution of respondents

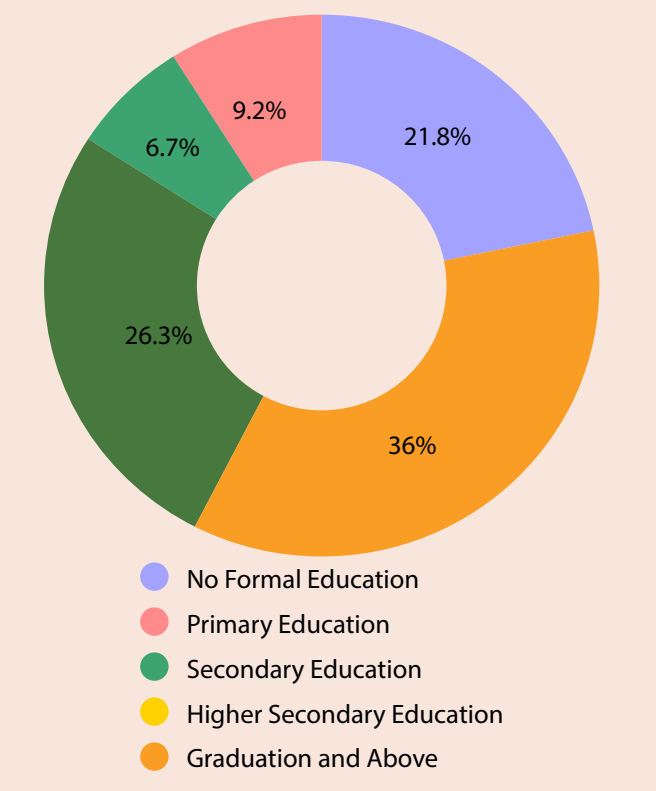


Chart 3: Educational qualification of respondents

OUTREACH AND INCLUSIVITY

Primary beneficiaries of the program included vocational skill students, daily wage earners, and illiterate individuals from the community. The program's engagement also extended to the broader local communities.

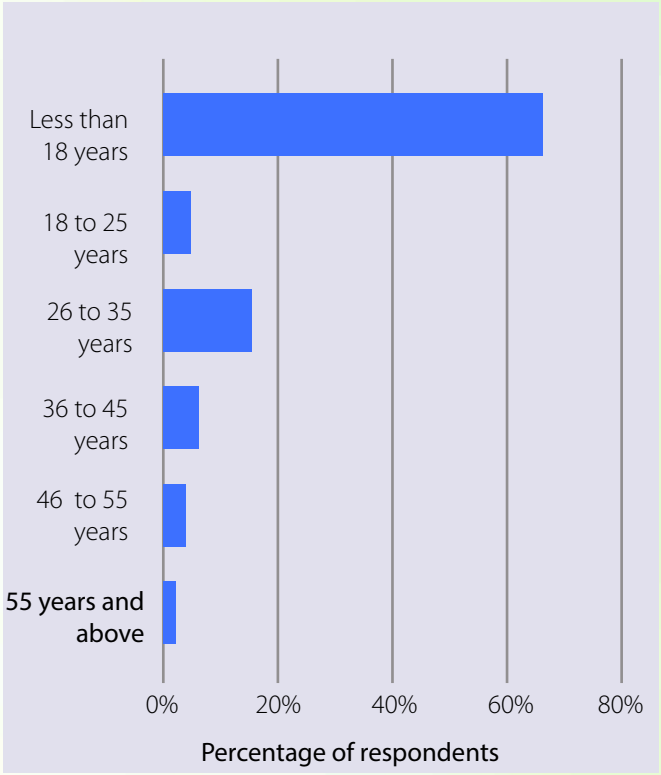


Chart 2: Age-wise distribution of respondents

The demographic profile of the beneficiaries assessed as part of the Impact Assessment Study reveals a diverse representation across various age groups. The majority of beneficiaries assessed fall within the children group, aged below 18 years, indicating a significant proportion of young recipients. Additionally, there is notable representation in the 26-35 age group. In terms of gender distribution, females constitute a majority, comprising 59.5% of the total beneficiaries, while males account for 40.5%. Furthermore, the educational qualifications of the respondents vary, with a significant proportion categorized as functionally illiterate (57.7%). Secondary education level represents 26.3% of the beneficiaries assessed, while only 9.2% have achieved education beyond graduation. This comprehensive overview of the demographic characteristics underscores the diversity within the beneficiary population across age, gender, and educational attainment levels.

PRE-INTERVENTION STATUS

Pre-assessment survey of beneficiaries has unveiled pre intervention status of the program:

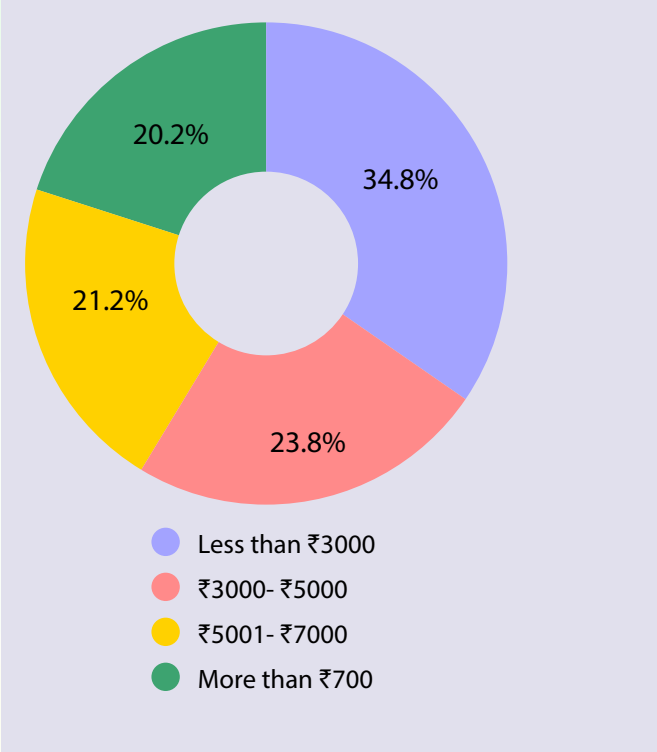


Chart 4: Average monthly income

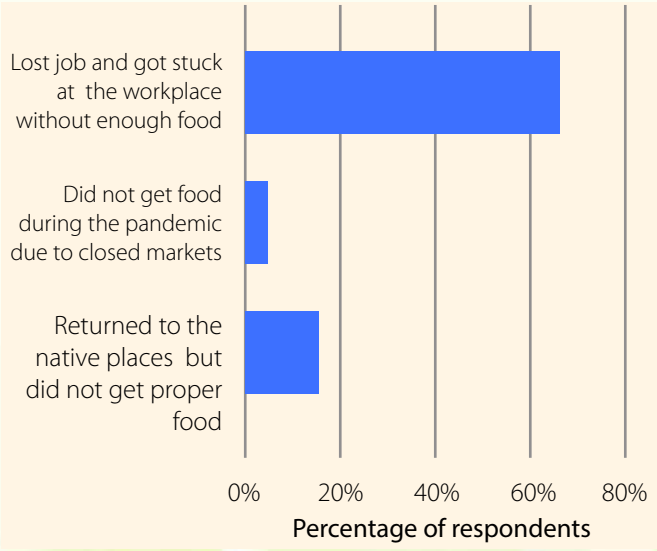


Chart 5: Challenges faced during the pandemic

- The survey revealed a variety of occupations among support recipients, with 39% of students. Other notable professions included daily wage earners, individuals engaged in private jobs, and housewives.
- According to Chart 4, a substantial portion of beneficiaries (58.5%) had a monthly family income below ₹5,000, signifying that the scholarship specifically targeted students from lower-income households. Approximately 19% reported a monthly income exceeding ₹20000.

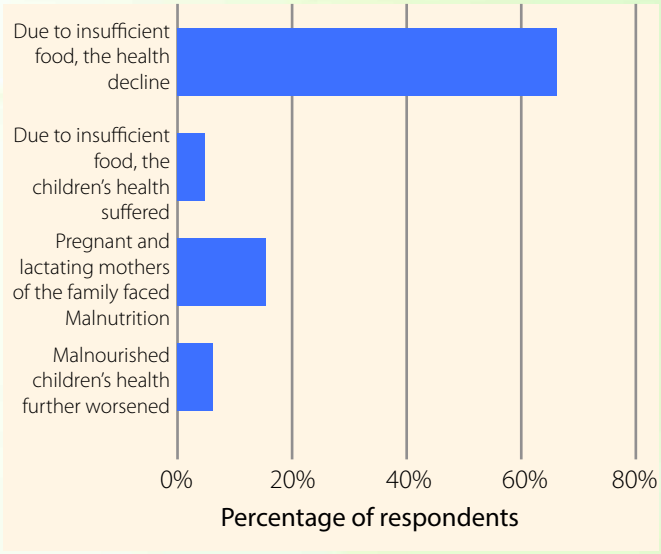


Chart 6: Ways in which the situation affected beneficiaries' health

- Chart 5 emphasized that beneficiaries encountered food-related challenges during the pandemic, such as job loss, being stranded at the workplace without access to food, and the inability to procure food due to closed markets.
- The majority of respondents became aware of the food distribution program through collaborating NGOs, underscoring the significant role of NGOs in disseminating information about the initiative.
- Chart 6 delineates how the situation adversely affected respondents. About 69.3% reported a decline in health due to insufficient food, while 23.5% highlighted malnutrition among pregnant and lactating mothers. This distribution indicates a noteworthy portion of respondents experiencing health crises due to inadequate food.

KEY PROGRAM INPUTS AND ACTIVITIES

The program aimed to provide relief to marginalized communities by distributing nutrition food and health and hygiene items such as fruit juice, health supplements, oil, toothpaste, and ghee. It focused on two main aspects: firstly, distributing these items within the community to offer relief, and secondly, organizing workshops on topics like hygiene, as well as arranging nutrition, eye, and dental check-up camps within the community.

Sr. No	Activity	Unit of measurement	Target
1	**Distribution of Items**		
1.1	Total stock received and distributed	No. of items	61,225+
2	**Conducting workshops**		
2.1	Sessions on hygiene, nutrition	No. of sessions	12 in a year

1. **Distribution of Items:**

   The intervention involves distributing food and medicines. Transportation is facilitated using auto vehicles. Partner organizations maintain storage rooms and distribute the products within the community. There are no specific criteria for recipients, but typically, the items are given to students and daily wage earners in the community.

2. **Conducting Workshops:**

   Workshops are conducted within the community on topics including hygiene and nutrition. Additionally, eye and dental check-ups are organized within the community as part of the program.

KEY IMPACTS

- **Enhanced understanding and awareness:**

  Increased knowledge regarding hygiene habits and nutrition among community empowered stakeholders, including students and wage earners in the community, enabling them to contribute to creating a more conducive environment for the overall well-being of the community.

- **Enhanced individual well-being:**

  The community experienced improved overall well-being due to the relief items provided to them. This suggests that the program contributed to the community's development, leading to relief and a healthier lifestyle.

  The program also provided relief from stress by arranging food and saving from starvation, as indicated in Chart 7.



Image 1: Interaction with students beneficiaries in Varanasi



Image 2: Interaction with students at SETU Foundation

We typically target villages with low literacy rates. We provide essentials like juice, toothpaste, and ghee to the residents. The happiness on their faces speaks volumes. While it can be challenging to communicate during workshops, we find ways to make it work. It's rewarding to support the community in this way."

- Mamta,
Project Coordinator in Delhi

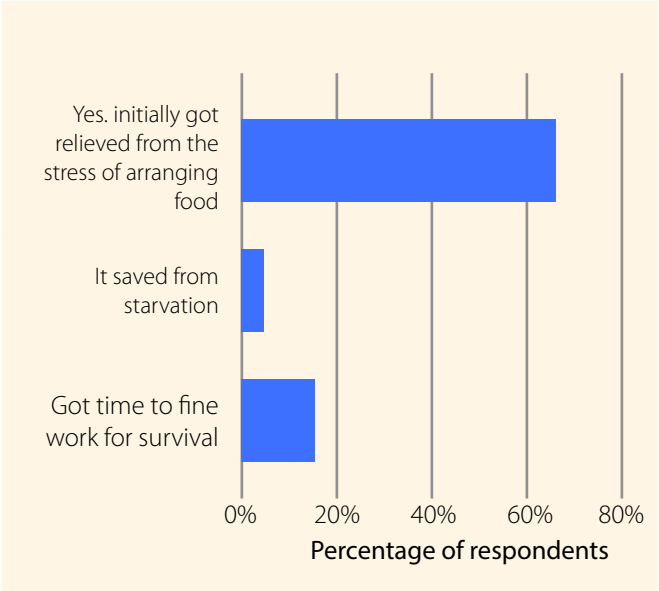


Chart 7: Ways in which the program supported beneficiaries

KEY STAKEHOLDER SATISFACTION

The research team conducted extensive interactions with key stakeholders through key informant interviews. The qualitative findings from these interactions are outlined below:

- Key stakeholder interactions revealed that following the implementation of the intervention providing food relief items to the community, there has been a noticeable improvement in the overall well-being of the community.
- Stakeholder interactions highlighted the satisfaction of the community, emphasizing the importance of continuing the intervention of providing items and conducting workshops.

Some time ago, things got really tough for me. I lost my job and didn't have any income, so affording food became a big worry. It wasn't just me - my kids and elderly family members were also suffering because we didn't have enough to eat. Then, I heard about a program by Dabur focused on educating people about their nutritional needs. They gave us dry ration kits with items like bis-cuits, cooked food, fruits, and Chyawanprash for immunity. They delivered these kits twice, which was a big relief. For me, the best part was the good quality of the products, which came in nice packaging. And most importantly, it meant I didn't have to stress about where our next meal would come from for a while. That lifted a huge burden off my shoulders.

- Anandika Gautam,
a beneficiary

It's been a tough couple of years. First, I lost my job and struggled to find enough food while at work. Then, when I finally made it home, money was tight, and there wasn't always enough to feed everyone. And when the pandemic hit, things got even worse because it was hard to find food with the markets closed. I honestly didn't know how much longer I could keep going. But then, things changed for the better. Luckily, Dabur stepped in and gave us some much-needed help. They brought us juice, soap, toothpaste, Chyawanprash (an Ayurvedic health supplement), biscuits, and even oral rehydration solution (ORS). It might not have been a lot, but it was a lifesaver.

Those deliveries came more than twice, and let me tell you, they made all the difference. The food was good quality, and everything was packaged well. Most importantly, it kept me and my family from going hungry. I can't thank Dabur enough. Their support came at a crucial time, and it helped us get back on our feet.

- Ram Narayan,
a 46-year-old beneficiary

In the face of the COVID-19 pandemic, I had the privilege of implementing the Dabur nutrition program in Ambala, Haryana. Our goal was to provide much-needed support to the most vulnerable in our community. The program involved conducting awareness sessions about health and nu-trition and distributing Health Nutrition Kits. The task was challenging, but the determination to help those in need kept us going. Looking back, I am filled with gratitude for having had the oppor-tunity to make a difference during such a critical time. The smiles on the faces of those we could help were the greatest reward. It was a reminder of the power of community, collaboration, and compassion.

- Naresh Mittal,
a representative of SEVA Trust

I was in a tough spot after losing my job, and we had to go back to our hometown. It was really hard. We didn't have any money, so providing enough food for my family was a big challenge. It was sad to see how little we had to eat, and it was making everyone, especially the kids and the elderly, sick.

Then, things got better when Dabur stepped in. They gave us dry food, supplements, and even juice. It was a real lifesaver. With their help, we didn't have to go hungry anymore, and slowly, everyone's health started getting better. I can't thank Dabur enough for what they did for us. They really helped us get back on our feet, and I'm so grateful for that.

- Dil Bahadur,
a beneficiary

KEY CHALLENGES & BARRIERS

Impact created at multiple levels

Individual:

- Enhanced understanding of hygiene and nutrition among community members.
- Met nutritional needs by receiving food items such as fruit juice and Chyawanprash.

Households:

- Improved well-being of students and women through access to necessary products, including ghee, fruit juice, and oil, contributing to overall family well-being.

SUSTAINABILITY

The program has several elements of sustainability embedded in its design:

- **Nutritional education and empowerment**

  In addition to food item distribution, the program includes educational components focused on nutrition and healthy habits. By empowering the community with knowledge about food items and nutrition, the program promotes long-term health and self-efficacy.

- **Community-led distribution network**

  Collaborating with partner organizations that have reached within the local community has resulted in better engagement of community members. This approach fosters a sense of ownership and strengthens social cohesion within the community.

- **Integrating with Existing Infrastructure**

  Leveraging existing community resources and infrastructure, such as non-governmental organizations working in the community, streamlines distribution processes and reduces operational costs. This approach also helps in identifying beneficiaries while promoting equity in distribution.



Interaction with beneficiaries in Fatehpur



Chapter 4:

Project Evaluation

Based On The OECD-DAC Framework

RELEVANCE (4/5)

The intervention's focus on distributing essential food items directly targets critical issues such as hunger and poverty within the community. By providing these items to those in need, the intervention addresses immediate nutritional deficiencies and helps alleviate hunger, thereby contributing to poverty alleviation efforts. Therefore, the project is relevant.



Interaction with beneficiaries in Kanpur

COHERENCE (4.5/5)

The intervention is well aligned with

SDG GOALS:



It also aligned with the Zero Hunger Program, National Food Security Mission.

EFFECTIVENESS (3/5)

The program's impact on enhancing the overall well-being of community members is apparent through noticeable improvements in their health and overall quality of life. Access to nutritious food items contributes to improved health outcomes, heightened energy levels, and increased vitality among beneficiaries. As a result, individuals are better equipped to engage in daily activities, pursue livelihood opportunities, and actively participate in community life.

EFFICIENCY (3.5/5)

The project has effectively achieved its stated objectives, successfully addressing hunger issues in the marginalized community by providing essential food items. Its success is evidenced by the efficient utilization of resources to attain the desired outcomes.

IMPACT (3/5)

The program has generated significant positive impact at multiple levels, including individual, household, and community levels. By receiving the food items, individuals have been able to meet their nutritional needs, thereby contributing to their overall well-being.

SUSTAINABILITY (2.5/5)

By leveraging existing community resources and infrastructure, such as non-governmental organizations (NGOs) working in the community, the program streamlines distribution processes and reduces operational costs. But at the same time, mere one-time distribution of food items would not benefit in the long term.



Chapter 5:

Conclusion

The initiative undertaken by SETU and Satyakam Manav Samiti, with support from Dabur, to reduce hunger by providing food items to needy people in the community exemplifies the profound impact of community-driven approaches in addressing critical hunger challenges at the local level. By distributing food items in six different locations, including Noida, Meerut, Delhi, Kanpur, Varanasi, and Fatehpur, the program aimed to provide relief to the community. The impact of the intervention was promising, as individuals who received the food items were able to meet their nutritional needs, thereby contributing to their overall well-being.



Chapter 6:

RECOMMENDATIONS

1. DIVERSIFICATION OF FOOD ITEMS

To expand its impact, the intervention model can be enhanced by including a variety of food items for distribution, providing a diverse range of nutritious options to the community. This approach would cater to different dietary preferences and nutritional needs, potentially increasing the program's effectiveness in addressing hunger and promoting overall well-being.

2. MONITORING AND EVALUATION

The intervention can implement robust monitoring and evaluation mechanisms to track the effectiveness and impact of the distribution program over time. By collecting data on key performance indicators such as food distribution metrics, nutritional outcomes, and beneficiary feedback, the program can inform programmatic decision-making and facilitate continuous improvement.





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