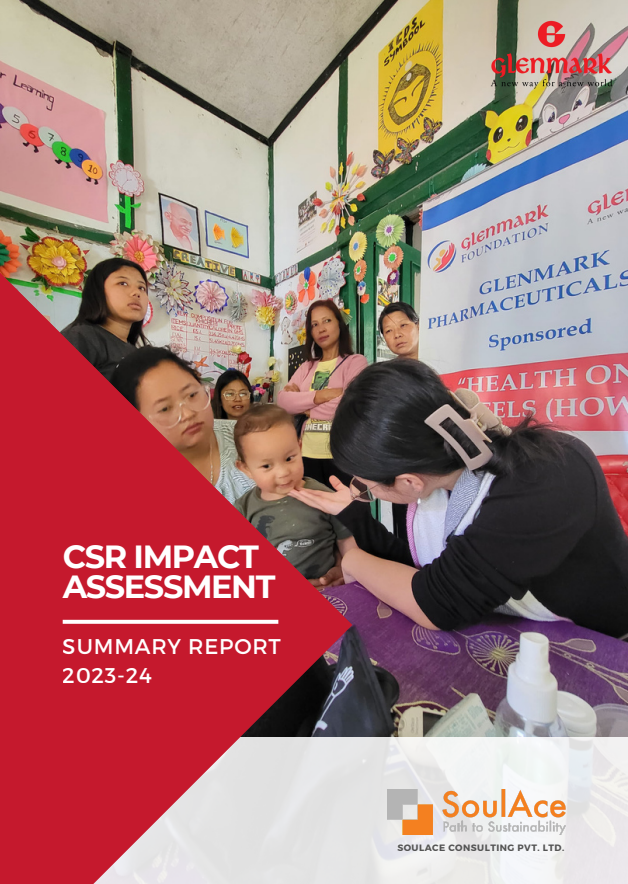




 **glenmark**  
FOUNDATION  
**GLENMARK**  
PHARMACEUTICALS  
Sponsored  
"HEALTH ON  
ELS (HOW

# CSR IMPACT ASSESSMENT

SUMMARY REPORT  
2023-24

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**Disclaimer:** This Impact Assessment has been prepared drawing on beneficiary responses and secondary research. The findings are indicative and intended to provide insights for Glenmark's internal, statutory, and compliance purposes, while also serving as a learning tool to guide future initiatives.



# ANALYTICAL FRAMEWORK

## Study Design

### THEMATIC AREA COVERED



### GEOGRAPHY COVERED (STATES)



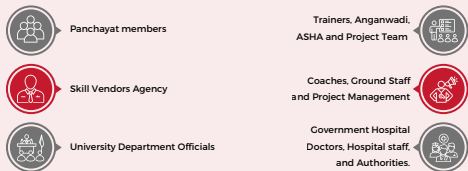
### SAMPLE TECHNIQUE

Purposive & Stratified Random Sampling

### DIRECT BENEFICIARIES COVERED

800 Direct Beneficiaries

## KEY STAKEHOLDERS



## Framework Applied

The study is anchored in the OECD-DAC Evaluation Criteria:

- Relevance – Alignment of program objectives with beneficiary needs and policy priorities.
- Coherence – Integration with other initiatives and contextual compatibility.
- Effectiveness – Achievement of intended objectives and results.
- Efficiency – Optimal use of resources to achieve outcomes.
- Impact – Long-term changes and transformative effects.
- Sustainability – Likelihood of benefits continuing post-intervention.

### RESEARCH DESIGN

- **Approach:** Mixed-methods, integrating quantitative and qualitative data to capture both scale and depth of program outcomes.
- **Scope:** Analysis of program design, including the Theory of Change, implementation strategies, and M&E frameworks.

### QUANTITATIVE TECHNIQUES

- Data collected through structured surveys.
- Processed using **descriptive statistics** to summarise trends, variations, and indicator performance.

### QUALITATIVE TECHNIQUES

- Sources: Interviews, focus group discussions, and case narratives.
- Analysis via **thematic coding** to identify recurring patterns, emerging themes, and contextual nuances.
- Inclusion of beneficiary perspectives, stakeholder feedback, and field observations.

### LONGITUDINAL ANALYSIS

- Conducted for programs to track indicator performance over multiple years.
- Enabled assessment of trends, sustained outcomes, and the durability of impact beyond immediate implementation.
- Provided insight into program evolution, behavioural change persistence, and external factors influencing results

### DATA TRIANGULATION

- Combined multiple data sources (quantitative, qualitative, documentary evidence) to ensure robustness, credibility, and validity of findings.

### SCALABILITY ASSESSMENT

- **Evaluated potential for replication based on:**
  - Model adaptability to diverse contexts.
  - Alignment with policy frameworks.
  - Resource and infrastructure requirements for expansion.

# 01. MATERNAL AND CHILD HEALTH



Implementation year : 2023-24



**Implementing Partner**  
Glenmark Foundation



**Implementation Year**  
2023-24

## RESEARCH METHODOLOGY

|  Sub-Projects |  Sample Size |  Project Location |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Reproductive and Child Health(RCH) Project                                                     | 150                                                                                           | Himachal Pradesh                                                                                   |
| Health on Wheels- Mobile Medical Unit                                                          | 100                                                                                           | Sikkim, Jharkhand, Himachal Pradesh                                                                |
| Nutrition Garden Project                                                                       | 100                                                                                           | Madhya Pradesh                                                                                     |
| mMitra                                                                                         | 100                                                                                           | Maharashtra                                                                                        |
| Smokeless Chulha                                                                               | 50                                                                                            | Madhya Pradesh                                                                                     |

## KEY HIGHLIGHTS



**100%**  
coverage in antenatal registration, institutional deliveries, and child immunization.



**92%**  
of households reported increased income through better nutrition and kitchen gardens.



**100%**  
of households using clean cooking solutions reported improved pulmonary health and saved Rs. 400-1000 monthly on fuel expenses.



**99%**  
families adopted balanced diets.



### SIGNIFICANT REDUCTION IN MALNUTRITION

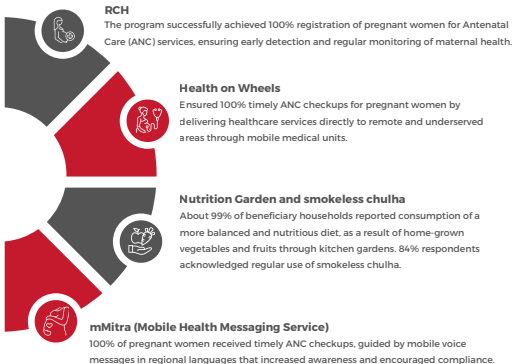
- MAM cases reduced by 95%
- SAM cases reduced by 98%



### IMPROVED HEALTH AWARENESS

- 70% adherence to nutritional guidelines.
- 100% children received immunizations on time.

## KEY FINDINGS



## KEY IMPACTS CREATED



### RCH

- Facilitated 100% institutional deliveries, significantly reducing maternal and neonatal risks associated with home births.
- Achieved a 100% immunization rate for children, indicating comprehensive postnatal follow-up and health awareness among mothers.



### Health on Wheels

Maintained a 100% child immunization rate, showcasing the efficiency of last-mile service delivery and the trust built within communities.



### Nutrition Garden

- Backyard Nutrition Garden aided in reducing malnutrition in children by providing consistent, local access to a diverse range of fresh, nutritious and affordable vegetables.
- 92% of participants experienced increased household earnings, either by reducing food expenses or selling surplus produce, thus enhancing economic resilience.



### mMitra (Mobile Health Messaging Service)

- 70% of users adhered to recommended nutritional guidelines, resulting in visible improvements in maternal diets.
- 95% of children received their vaccinations on time, indicating high parental engagement and understanding of immunization schedules through mobile reminders.



### Smokeless Chulha Initiative

- 100% of households using smokeless chulha reported improved pulmonary health, particularly among women and children who are most exposed to indoor smoke.
- All beneficiaries experienced monthly fuel cost savings ranging from Rs. 400 to Rs. 1,000, attributed to reduced fuelwood consumption and better energy efficiency.

## LONGITUDINAL OBSERVATION: GRAPH ACROSS MAJOR INDICATORS ACROSS THE YEARS

CHART 1: CHANGE IN MATERNAL HEALTH INDICATORS OVER TIME

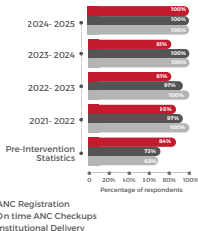
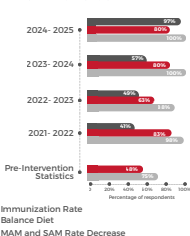


CHART 2: CHANGE IN CHILD HEALTH AND NUTRITION INDICATORS OVER TIME



## LONGITUDINAL CHANGE IN KEY IMPACT INDICATORS

### INDICATOR ANALYSIS



#### EARLY PREGNANCY REGISTRATION

Respondents showed moderate early registration rates, indicating awareness is growing, but early counselling access still needs strengthening.



#### ON-TIME ANC CHECK-UP

100% respondents complied with ANC schedules, largely due to effective ASHA support and consistent follow-ups across all the initiatives.



#### HAEMOGLOBIN TESTING

Most women underwent haemoglobin testing, highlighting good coverage; routine integration into check-ups is recommended.



#### INSTITUTIONAL DELIVERY

100% deliveries took place in health institutions, reflecting high trust and effective awareness and transport support systems.



#### EXCLUSIVE BREASTFEEDING

Respondents widely practised exclusive breastfeeding, driven by strong messaging and behaviour change communication.



#### IMMUNIZATION RATE

While most children were immunised on time, some gaps suggest a need for stronger reminder and follow-up systems.



#### SAM & MAM RECOVERY

A high proportion of children with severe malnutrition recovered, pointing to the effectiveness of nutrition-based interventions.

## LONGITUDINAL PERSPECTIVE: KEY CHALLENGES & FUTURE OUTLOOK

#### SERVICE GAPS PERSIST

Recurring gaps in infrastructure, staffing, and medicine supply.

*Need stronger local infrastructure and trained health workers.*



#### SUSTAINABILITY & SCALE

High community acceptance of mobile vans and telehealth.

*Scale successful models using tech and government linkages.*

# OECD-DAC FRAMEWORK FOR EVALUATION



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



## RELEVANCE

The health interventions are directly aligned with government initiatives such as Poshan Abhiyan, and global priorities like SDG 1 (No Poverty), SDG 2 (Zero Hunger), and SDG 3 (Good Health and Well-being). The focus on antenatal care, immunization, and nutrition matches community needs in underserved areas.



## COHERENCE

The program is well-integrated with existing health and nutrition frameworks, and supports public schemes through community mobilisation and demand generation.



## EFFECTIVENESS

The projects have resulted in 100% ANC registration, institutional deliveries, and immunization in target areas. mMitra voice calls ensured 70% compliance with nutrition and check-up guidance. Malnutrition indicators saw a dramatic drop (MAM ↓ 95%, SAM ↓ 98%), indicating high behavioral shift.



## EFFICIENCY

Health projects leveraged existing public infrastructure, such as government hospitals and ASHA workers, reducing costs and enhancing reach. The mobile units ensured last-mile delivery. However, some efficiency challenges remain, such as limited availability of health staff and infrastructure gaps in remote areas.



## IMPACT

Tangible improvements were observed in maternal and child health, nutrition, and family awareness. Notably, fuel savings via smokeless chulhas added economic value. Long-term improvements in health literacy and practice were evident.



## SUSTAINABILITY

Strong community trust and adoption of services like Health on Wheels and mMitra were observed. However, long-term continuity depends on sustained funding and strengthening local infrastructure.

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

## FROM THE FIELD



**Focused Group Discussion on Nutrition Initiative, Khandwa Madhya Pradesh**



**Beneficiary Interaction, Jharkhand**

## 02. SKILL DEVELOPMENT AND EDUCATION



### Implementing Partner

Glenmark Foundation and Direct Intervention

### RESEARCH METHODOLOGY



#### Year of Implementation

2023-2024



#### Sample Size

180



#### Project Locations

Maharashtra, Goa, Madhya Pradesh, Himachal Pradesh

### KEY HIGHLIGHTS



**99%**

reported increased income contributing to family support.



Participants noted growing familial and social recognition through skill development.



**50.5%**

respondents earn between ₹20,000-₹30,000 per month.



Enrolment in higher education rose from 60 to 160 students.



**95%**

trainees are able to save regularly from their stipend.



**95%**

participants either completed or are continuing the program.



**81%**

respondents observed an improvement in living standards.



**100%**

respondents felt the employment rate has improved after the program initiated.



**60**

students accessed medical education with expansion planned to 270.

## KEY FINDINGS



### STRONG COMPLETION AND RETENTION RATES

The program demonstrated high participant engagement, with 75% of enrolled individuals successfully completing the full course. Additionally, 95% of all enrolled participants either completed or are continuing with the training, indicating strong retention and satisfaction with the program's content and delivery.

### BREAKDOWN OF PROGRAM STATUS

- Out of total respondent group:
  - 75% completed the full training term,
  - 20% are currently continuing their training, and
  - 5% have dropped from the course, which reflects well on the program's relevance and delivery mechanisms.

### EDUCATION INITIATIVES

The education initiatives showed the following:

- Increased learning opportunities and exposure to career guidance.
- Improved clarity on career paths and skills aligned with real-world needs.
- Higher student retention through hostel construction, especially for underserved regions.
- Expanded access to education in remote and marginalized areas.
- Enhanced facilities leading to improved accreditation scores.

## KEY IMPACTS



### EMPLOYMENT AND PLACEMENT OUTCOMES

The program has shown promising employment outcomes:

Among those who have gained employment, the job retention rate is a strong 75%, indicating that the training provided was aligned with workplace expectations and job roles.



### ECONOMIC EMPOWERMENT

An overwhelming 99% of respondents reported a rise in income, directly attributing it to the skill development training. This increase in earnings has significantly contributed to their ability to support their families financially, demonstrating tangible economic benefits of the intervention.



### IMPROVED LIVING STANDARDS

81% of participants noted improvements in their overall standard of living, including better access to basic needs, improved housing conditions, or enhanced spending power. This reflects the program's success in elevating the socio-economic status of trainees.



### SOCIAL AND FAMILIAL RECOGNITION

Beyond economic benefits, the program contributed positively to participants' social status within their communities and families. Many beneficiaries reported feeling a greater sense of pride, respect, and recognition from peers and relatives, suggesting that skill acquisition is also transforming perceptions and self-confidence.

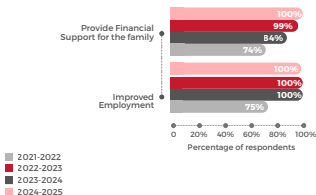


Increased overall enrolment to 160 students from 60.

This rise was driven by improved facilities, hostel support, and expanded access for underserved students.

## LONGITUDINAL OBSERVATION: GRAPH ACROSS MAJOR INDICATORS ACROSS THE YEARS

CHART 3: PROGRAM COVERAGE OVER THE TIME



## LONGITUDINAL CHANGE IN KEY IMPACT INDICATORS

### INDICATOR ANALYSIS



#### PLACEMENT RATE

High success with most trainees placed in relevant industries after course completion.



#### TRAINING COMPLETION RATE

Strong retention; majority completed training across centres.



#### SKILL PROFICIENCY

Positive feedback from trainers and recruiters on technical and soft skills acquired.



#### INDUSTRY LINKAGES

Effective partnerships led to practical exposure and employment opportunities.



#### PARTICIPANT SATISFACTION

High satisfaction with course content, hands-on training, and job readiness.

## LONGITUDINAL PERSPECTIVE: KEY CHALLENGES & FUTURE OUTLOOK



#### LOCALISED SKILLING

Align courses with regional demand as this helps in the career growth of the upskilled candidates.



#### STRONGER POST-PLACEMENT SUPPORT

Add career guidance and soft skills training, with continuous updates to keep the course relevant.



#### IMPROVE ENGAGEMENT

Use mentorship to reduce dropouts.

# OECD-DAC FRAMEWORK FOR EVALUATION



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



## RELEVANCE

The program aligns with the National Skill Development Mission and SDGs 4 (Quality Education), 8 (Decent Work), and 10 (Reduced Inequality). It caters to the needs of youth and students from semi-urban and rural areas who face employability and educational challenges.



## COHERENCE

The training is industry-aligned and matches employment demands. Education initiatives complements existing efforts and national education frameworks. The projects support inclusive education and long-term community development.



## EFFECTIVENESS

Strong outcomes observed: 72% course completion, 70% certification, and 75% job retention. In education enrollment rose from 60 to 160 students learning interest increased in the students.



## EFFICIENCY

Education initiatives ensured streamlined delivery through practical sessions, industry exposure, and soft skills, with efficient resource use for hostels and support services under a partly self-sustaining model.



## IMPACT

99% reported higher incomes and 81% improved lifestyles, with added social impact through greater self-esteem and family recognition. Students gained confidence, real-world skills, pursued higher education, and hostel facilities are set to boost retention of rural and tribal students.



## SUSTAINABILITY

Skills gained provide long-term income potential, with many supporting their families, though stronger post-placement support is needed. The education model is sustainable, but continued post-graduation support would further improve outcomes.

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

## 03. PROMOTION OF SPORTS



### Implementing Partner

Glenmark Aquatic Foundation

### RESEARCH METHODOLOGY



#### Year of Implementation

2023-2024



#### Sample Size

45



#### Project Locations

Delhi, Kerala, Odisha

### KEY HIGHLIGHTS



**340**

new swimmers trained  
in the last year



**800**

tribal kids been inducted  
in Bhubaneshwar facility  
till date.



**23**

coaches been inducted  
from the tribal population  
in Odisha. Recruitment and  
training mostly done in the  
Bhubaneshwar facility.

## KEY FINDINGS

### SWIMMERS REACHED TILL DATE

5100 swimmers provided  
training from the  
beginning till last year.



### WIDESPREAD MEDIA COVERAGE

80% of respondents felt  
their events were featured  
in media platforms,  
showcasing effective  
promotion of talent and  
enhancing program  
visibility at a regional and  
possibly national level.

## KEY IMPACTS



**470+**

medals won in different events till date by the swimmers due to the training exposure  
from Aquatic foundation.



**92.5%**

of the respondents had no international experience before joining, highlighting GAF's role  
in providing global exposure.



**95%**

of the respondents reported improved timing, demonstrating substantial technical  
advancements in their strokes.



**92.5%**

of the respondents experienced increased speed, reflecting stronger overall performance.



**75%**

of the respondents improved finishing techniques.

*Note: The respondents were from the swimmer groups at professional level participating /aspirational  
participants in different events.*

## LONGITUDINAL CHANGE IN KEY IMPACT INDICATORS

### INDICATOR ANALYSIS



#### STEADY PERFORMANCE GROWTH

Most swimmers consistently improved personal bests year-on-year.



#### STRONG COMPETITIVE RESULTS

Increasing podium finishes at state and national levels.



#### HIGH TRAINING DISCIPLINE

Excellent attendance and commitment across training centres.



#### TALENT PROGRESSION

Several swimmers advanced from grassroots to national-level competition.

## LONGITUDINAL PERSPECTIVE: KEY CHALLENGES & FUTURE OUTLOOK



#### EXPAND GRASSROOTS PIPELINE

Strengthen talent identification in schools and rural areas.



#### BOOST COMPETITIVE EXPOSURE

Ensure regular participation in major meets for confidence and benchmarking.



#### HOLISTIC ATHLETE DEVELOPMENT

Integrate nutrition, mental wellness, and academic support.

# OECD-DAC FRAMEWORK FOR EVALUATION



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

★★★★★

## RELEVANCE

The sports program addresses the critical gap in early sports exposure in India and aligns with SDG 3 (Good Health and Well-being) and SDG 4 (Quality Education). It taps into an area often underrepresented in CSR, particularly for youth from underserved backgrounds.

★★★★★

## COHERENCE

The program complements national talent development initiatives and is well-integrated with regional/national sporting frameworks. Its model could be replicated to expand India's sporting base.

★★★★★

## EFFECTIVENESS

100% of athletes participated in national events, with 65% receiving awards. The athletes consistently improved performance and maintained high training discipline, indicating strong engagement and high-quality coaching.

★★★★★

## EFFICIENCY

Utilised existing infrastructure like SAI centres, and provided access to expert coaches and events. The program has demonstrated efficient talent nurturing, but greater outreach at grassroots level is needed to deepen its impact.

★★★★★

## IMPACT

Significant changes in athlete performance, media coverage (80%), and increased visibility. Progression from grassroots to national level for many athletes signals transformational impact.

★★★★★

## SUSTAINABILITY

Partnered with SAI and Khelo India, indicating institutional backing and potential for continuity. However, holistic development (nutrition, academics, mental health) and long-term athlete support structures need strengthening.

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

## FROM THE FIELD



**Swimmers Interaction with Honourable Sports Minister Mr. Mansukh Mandaviya**



**Felicitation of Head Coach, SGTIDM, Mr. Partha Majumdar by Mr. Nitish Kumar, Chief Minister, Bihar for performance of the GAF Swimming Team**



**Training Session in Progress**



**Training Session Interaction with Swimmers**

## 04. JAL KAVACH



**Implementing Partner**  
Glenmark Foundation

### RESEARCH METHODOLOGY

  
**Year of Implementation**  
2023-2024

  
**Sample Size**  
30

  
**Project Locations**  
Maharashtra, Madhya Pradesh

### KEY HIGHLIGHTS



**100%**  
of respondents reported a rise in water levels in nearby wells and waterbodies.



**63%**  
of beneficiaries observed an increase in household income, indicating improved water availability supported livelihoods.

## KEY FINDINGS



### UNIVERSAL IMPROVEMENT IN WATER AVAILABILITY

All surveyed beneficiaries (100%) reported a noticeable rise in water levels in nearby wells and community waterbodies. This indicates that the program's water conservation or rejuvenation efforts – such as recharge pits, check dams, or watershed development – had a measurable impact on groundwater levels and surface water retention.

## KEY IMPACTS

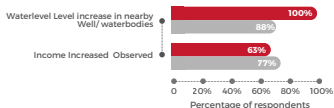


### POSITIVE LIVELIHOOD IMPACT

63% of the respondents observed a rise in household income, a strong indication that improved water access translated into better support for agriculture, livestock, or other water-dependent livelihoods. This suggests the water intervention went beyond environmental benefits and had tangible economic effects at the household level.

## LONGITUDINAL OBSERVATION: GRAPH ACROSS MAJOR INDICATORS ACROSS THE YEARS

CHART 5: COVERAGE OVER THE YEARS



■ 2023- 2024  
■ 2024- 2025

## LONGITUDINAL CHANGE IN KEY IMPACT INDICATORS

### INDICATOR ANALYSIS



#### WATER TABLE RECHARGE

Marked improvement in groundwater levels post-intervention.



#### WATER ACCESS FOR AGRICULTURE

Increased irrigation support reported by farmers, improving cropping cycles.



#### COMMUNITY AWARENESS

Rise in awareness about water conservation techniques across villages.



#### STRUCTURE USAGE

High utilisation of check dams and recharge pits; however, maintenance remains a concern.

## LONGITUDINAL PERSPECTIVE: KEY CHALLENGES & FUTURE OUTLOOK



### **SUSTAIN COMMUNITY OWNERSHIP**

Strengthen local water user groups for regular maintenance and monitoring of structures. This helps address the inconsistency of the upkeep facility.



### **SCALEUP PROVEN MODELS**

Replicate successful interventions like check dams, soak pits, and contour trenches in nearby water-stressed regions.



### **LEVERAGE GOVERNMENT CONVERGENCE**

Align with schemes like Jal Shakti Abhiyan to scale impact and secure co-funding. This provides more awareness in the water related initiatives to the community.

## OECD-DAC FRAMEWORK FOR EVALUATION



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

Strong alignment with SDG 6 (Clean Water & Sanitation). The intervention directly tackled water scarcity issues in villages, which affect health, agriculture, and livelihood.



### COHERENCE

While water structures are functional, their long-term use depends on maintenance, which remains inconsistent. More effort is needed in building community ownership and technical capacity.



### EFFECTIVENESS

100% of beneficiaries reported increased water levels, and 63% saw improved income via better irrigation and water availability. However, some gaps in awareness and initial uptake were noted.



### EFFICIENCY

Cost-effective models like check dams, recharge pits, and watershed interventions were employed. Efficiency can be improved by building community-led monitoring and upkeep systems.



### IMPACT

Enabled agricultural resilience, income generation, and reduced water stress. Tangible impact in daily lives of villagers and farming cycles observed.



### SUSTAINABILITY

While water structures are functional, their long-term use depends on maintenance, which remains inconsistent. More effort is needed in building community ownership and technical capacity.

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

## FROM THE FIELD



**Rejuvenated stream,  
Dhar, Madhya Pradesh**



**Rejuvenated Pond, Dhar,  
Madhya Pradesh**



**Farm pond, Shahapur,  
Maharashtra.**



**Checkdam, Shahapur,  
Maharashtra.**