

# **SUMMARY OF INDEPENDENT IMPACT ASSESSMENT STUDIES CONDUCTED IN PURSUANCE OF RULE 8(3) OF THE COMPANIES (CORPORATE SOCIAL RESPONSIBILITY POLICY) RULES, 2014**

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## **I. Health Outreach Programme of Sir H.N. Reliance Foundation & Research Centre**

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### **Impact Assessment Agency – Dr. Arundhati Char**

#### **1. Background**

The Health Outreach Programme of Reliance Foundation (RF) and Sir H.N. Reliance Hospital is dedicated to serving the needs of over 5,00,000 people residing in the slums of Mumbai and Navi Mumbai. Through a combination of three static medical units and four mobile medical units, this programme operates on a service-on-demand model. The main objective of the programme is to enhance the quality of life of these communities by promoting better health-seeking behaviour, reducing the burden of disease, and alleviating the financial strain associated with out-of-pocket healthcare expenses. By reaching out to underserved areas, the programme strives to make healthcare more accessible and improve overall well-being.

#### **2. Objective**

The objectives of the study are:

- To understand the improvement in the health status of patients visiting the clinics.
- To assess knowledge, attitude and practice on various health conditions.
- To quantify the economic benefits of the community.

#### **3. Key findings**

92% of the patients reached through the programme belonged to low-income families (annual household income of up to Rs. 85,000) and more than half of the patients (58%) were females.

##### **3.1 Disease Prevalence and Management and its economic impact**

- Anaemia Prevalence among Females: The clinic's initiatives led to a reduction in anaemia prevalence among females from 34.4% to 28.4%.
- Non-Communicable Diseases (NCDs) Detection and Treatment: Following the detection of NCDs, 75% of the patients visited the clinic to follow the treatment regime.
- Reduced Chances of Malnourishment in Children: The clinic's initiatives resulted in 61% lower chance of malnourishment amongst children from their first visit. 80% of the mothers who attended the clinic have shown enhanced knowledge of child nutrition.
- Economic impact: The programme has generated INR 16 crore worth of economic impact for patients with NCDs through potential savings on out-of-pocket expenditure on accessing health services.

##### **3.2 Patients satisfaction**

- 92% of the patients were satisfied with the consultations and quality of services provided at the clinic.

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## **II. Promotion of Grassroots Sports – Reliance Foundation Young Champs Programme**

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### **Impact Assessment Agency – Think Through Consulting Private Limited**

#### **1. Background**

Reliance Foundation Young Champ (RFYC) Programme aims to create transformational football talent with the potential to influence the larger ecosystem and establish itself as the best football academy for promoting grassroots sports in India. The academy is fully residential and provides professional football training to boys aged between 12 to 18 years. The academy has received a five-star rating from All India Football Association and is currently rated as best football academy in the country.

#### **2. Research objectives**

- a. To evaluate the impact of the grass roots football training programme in the areas of players skill, education and psycho social development.
- b. To evaluate the impact of the programme on lives of children and their families.

#### **3. Key findings and impact**

##### **a. Overall**

- i. RFYC has become an aspirational academy for the upcoming football players. The alignment of the programme with National Sports Policy (NSP) 2001 as well as the strategies of the All India Football Federation (AIFF) has established the programme as a channel for driving ecosystem change.
- ii. RFYC programme focuses on important aspect of nurturing young talent coming from very humble backgrounds from remote parts of India and provide a career path way.
- iii. The overall positive impact of the RFYC programme is evident from the fact that nine out of the ten young champs who graduated from the first cohort were able to pursue a professional career in sports with leading football clubs in India. Their performance on the field during professional matches demonstrates that RFYC is on the right track to create transformational talent in Indian football. The trickle down effect of creating a sporting culture across the country is an important outcome of the programme along with promoting sports.

##### **b. Programme Level Impact**

- i. Sports and Education: The young champs are given the opportunity to study at one of the best quality schools in Navi Mumbai. This has reassured parents of the holistic development of their children. Average score of young champs was found to be nearly at par with the average score of regular students of RF School. Programme focus on education is a determinant for choosing RFYC by 40% of the parents. 40% of young champs felt their academic performance has improved.
- ii. Coaching, Counselling and other support helped the young champs to cope up with anxiety and stress. 67% of young champs reported that the sessions with the counsellor/ psychologist helped them positively deal with their anxiety and stress levels. 80% of the respondents reported that feedback received from coaches and mentors is positive.
- iii. Individual Level Impact– At an individual level, young champs stand out amongst peers and have developed potential to become role models. They have developed holistic

skills to pursue careers in or out of football with RFYC focus on academics as a big differentiator. In economic terms, access to academy and education has helped save about Rs. 5 Lakh per annum for a family. The graduates from the academy have secured starting contracts of Rs. 7 Lakh per annum.

- iv. Ecosystem Level Impact - Increasingly, Football is being seen as a career option (impact currently restricted to regions with a prevalent football culture). Inclusion of children from weaker socio-economic backgrounds has empowered them to prove their sporting skills at multiple levels. The Academy which is ranked at number 2 by AIFF is an aspirational benchmark for other academies and clubs in India. Deep scouting of talent has helped expand the geographical scope of the sport and provide opportunities for young talent.

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### **III. Ravindra Joshi Medical Foundation**

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#### **Impact Assessment Agency – Lattice Solutions**

##### **1. Background**

Reliance Foundation (RF) has provided support by way of grants to Ravindra Joshi Medical Foundation for two of its centres. The trust works in the areas of affordable healthcare specifically targeting underprivileged sections of society, raising awareness in the field of general health education and providing access to modern health diagnostic systems. The first centre was involved in renovating a medical unit that has been in operation for over a decade, which provides essential maternal and paediatric services to those in need. The second centre was related to setting up diagnostic units which offer a comprehensive range of facilities, including MRI and scanning services, all located under one roof. RF's support of Ravindra Joshi Medical Foundation is a step towards contributing to Sustainable Development Goal 3.

##### **2. Objective**

To assess the effectiveness and impact of RF's support (direct & indirect) on the service delivery by both centres.

##### **3. Key Findings**

- 3.1. Availability of 24\*7 medical support for citizens.
- 3.2. Gradual increase in the footfall of patients.
- 3.3. 23% reduction in out-of-pocket expenses/ medical travel/diagnostic cost.
- 3.4. Faster turn-around time is the prominent reason behind satisfaction among patients.
- 3.5. For general healthcare and maternity services, OPD charges are significantly subsidized.

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## **IV. Comprehensive COVID-19 Response Initiative**

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### **Impact Assessment Agency – Kantar Public**

#### **1. Background**

As a Group, Reliance marshalled all its human, financial, and technical resources, leveraging years of business expertise and community development experience and adopted a multi-pronged prevention, mitigation, adaptation and ongoing support strategy with the government and civil society to beat the COVID-19 pandemic.

The measures ranged from strengthening of health infrastructure, donations to relief fund to offering essential supplies and food to the needy and addressing the socio-economic impacts of the pandemic. In addition, digital technology was leveraged to disseminate advisories that people could opt for to seek respite during the lockdown.

Reliance launched multiple Missions to fight COVID-19 which included, Mission Oxygen, Mission COVID-19 Infra, Mission Anna Seva, Mission COVID-19 Suraksha and Mission Vaccine Suraksha. In addition, several other initiatives were taken up to restore rural livelihoods as well as build resilience and preparedness among the communities through awareness generation on various aspects related to precaution and prevention amidst the pandemic.

#### **2. Research Objective**

The main objective of the study was to assess the effectiveness of the outreach by assessing community KAP; and to understand the behavioural change and adoption practices at individual and community level.

#### **3. Key Findings**

##### **3.1. Mission COVID-19 Infra**

Reliance Foundation set up India's first dedicated 250-bed COVID-19 hospital in collaboration with the Brihanmumbai Municipal Corporation (BMC) in Mumbai, which was ramped up further to provide 2,000+ COVID-19 beds across the country. To meet the needs of India's frontline workers with regard to Personal Protective Equipment (PPE) in this battle against COVID-19, Reliance swiftly established a unit in Silvassa and became the largest producer to mass produce 1 lakh high-quality PPEs per day. In addition, testing capacities were ramped up from virtually nothing to be able to get 15 thousand people tested per day in a matter of 3-4 months. Moreover, 27 lakh+ free fuel was distributed to notified ambulances and emergency vehicles across 18 states, for ensuring uninterrupted movement for providing essential services to the citizens during this critical period.

### **3.2. Mission Oxygen**

To meet the nation's medical oxygen requirements, Reliance Industries repurposed its Jamnagar plant in a matter of days to ramp up production from zero to 1000 MT of liquid medical oxygen to be distributed free across the country, serving the needs of 1 lakh patients per day.

### **3.3. Mission Annaseva**

To cushion the economic fallout, emergency meals were provided to the most vulnerable communities and when vaccines were available, free COVID-19 vaccinations were provided to vulnerable communities and donated to state governments. Under Mission Annaseva, the single largest meal distribution programme ever undertaken in the world by a corporate foundation, 8.5 crore meals including dry-ration-kits, food coupons and cooked meals were served to over 43 lakh marginalized and underserved persons including migrant workers, daily wage earners, slum dwellers across 19 states and 4 UTs.

### **3.4. Mission Vaccine Suraksha**

RF was actively involved in awareness campaigns regarding COVID-19 vaccinations. Mass awareness drives related to COVID-19 vaccinations were carried out through physical as well as digital platforms like Dial Out conference, WhatsApp, VMS etc. Support was provided to Government Health Departments & workers for mobilising the community for vaccination by the on-field RF teams. Overall, 39 lakh+ doses were provided 39+ lakh vaccinations provided free of cost by Reliance to support the nation in its vaccination mission. In addition, RF also supported district administration to conduct vaccination programmes for the communities.

### **3.5. Restoring Rural Livelihoods**

To enable communities to continue and sustain their livelihoods, RF mentored FPOs helped re-establish market linkages, disrupted by the pandemic. Multiple technology platforms were used to bridge the information gap and ensure large number of the affected population get access to opportunities available through government schemes, makeshift markets/procurement centers, e-NAM trading platform and many more. Capacity-building support was provided to help returning migrants gain access to new livelihood opportunities in farming, horticulture, animal husbandry and fisheries. As a result, 48,706 farmers were supported in transacting farm and non-farm produce worth Rs. 120 crores during the COVID-19 crisis by Reliance mentored FPOs and through digital linkages. ~20,000 labourers were supported with wage employment opportunities under MGNREGA and 5,900 persons were provided access to entitlement for benefitting from government schemes. Also, linkages created between 29 FPOs and migrant workers in Uttar Pradesh under the Krishak Sasaktikaran Pariyojana, is estimated to generate 3 lakh MGNREGS work days, providing a total wage of Rs. 6.1 crore in one year. Moreover, 81% persons who were disseminated information on livelihoods, mentioned that the messages around agriculture and livestock helped in realising benefits during the crisis times, 62% said that they could carry out livelihood activities efficiently, and 66% were of the opinion that the advisories helped clear their doubts on several aspects related to livelihoods.

Collaborations & partnerships with NGOs and Govt. agencies, pan-India network of Reliance, technical expertise in disaster management, digital technology solutions, strengthened local governance and leadership in rural areas built over the last decade facilitated and acted as a catalyst for an effective and prompt implementation of covid response initiatives on ground. Lessons learnt while designing and deploying the various initiatives on ground, is an opportunity to introspect and draw insights to be able to tackle other inescapable challenges adversely impacting humanity, be better prepared to deal with such crisis and enhance resilience.

### **3.6. Mission Covid-19 Suraksha and COVID-19 Awareness Initiatives**

Reliance Foundation launched Mission COVID-19 Suraksha, a programme to support prevention of COVID-19. The campaign launched in November 2020 reinforced the importance of wearing a mask even as communities resumed livelihood activities. Reliance Foundation provided 1 crore+ masks to frontline warriors and communities across 26 states and Union Territories to help them stay safe. 9.5 Lakh sanitizers provided to frontline workers and underprivileged people. A multi-lingual booklet, distributed with the mask, informed users about proper ways to wear it along with mask hygiene.

Through Mission COVID-19 Suraksha, Reliance Foundation reached a range of people – from street vendors and transport workers to local food stalls and daily wage workers. The objective was to help them carry on providing essential services to the community, while being encouraged to stay safe. As part of the COVID-19 awareness drives, key messages on precautionary and preventive measures were disseminated amongst communities through digital platforms. More than 29 lakh persons were reached out through the initiative through advisories.

The awareness measures had a favourable spill over effect, and the outreach of the campaign expanded beyond the direct recipients of RF communications.

- a. 86% reported to increase their frequency of wearing mask after receiving the communications from RF
- b. 77% mentioned being able to manage post COVID-19 care situation more effectively
- c. 70% reported having brought changes in their diet on nutritional inputs to boost immunity
- d. 66% said that doubts regarding livelihood activities during lockdown got clarified
- e. 62% carried out agricultural activities efficiently
- f. 59% mentioned having worked safely with precautions during COVID-19 spread.

### **4. Overall Impact**

- a. 90% mentioned that the messages shared encouraged to get themselves or family members vaccinated.
- b. 81% mentioned that the message shared around agriculture and livestock helped in realizing benefit in their livelihood

- c. 87% reported having adopted COVID-19 appropriate preventive behaviour after receiving advisory related to prevention.
- d. 70% reported to further disseminate the information among their family & peers
- e. The response towards the Mission COVID-19 Suraksha was equally positive, beneficiary highly appreciated the quality of the supplies provided by RF. The masks distribution by RF played a significant role in generating awareness and increasing the adoption of appropriate behaviour among the marginalized community members.