

**INDEX OF IMPACT ASSESSMENT REPORTS OF CSR ACTIVITIES UNDERTAKEN BY
THE COMPANY DURING FINANCIAL YEAR 2021-22**

Sr. No.	Name of the Project	Name of Independent agency conducting Impact Assessment	Annexure No.
1.	Enhancing Vocational Skills – Colour Academy	Sattva Consulting Private Limited	A
2.	Health & Hygiene – Helpage Mobile Medical Units Multiyear Project	SoulAce Consulting Private Limited	B
3.	Enhancing Vocational Skills and Disaster Management (Covid relief) – Vidya Foundation	Ernst & Young LLP	C

Classification: **Public**

ANNEXURE A



Impact Evaluation of Asian Paints Colour Academy

Executive summary

March 2023

www.sattva.co.in

Smriti
Harsh

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Sattva's Approach for the Impact Evaluation

Objectives: To assess improvement in

- Access to vocational training opportunities and trainers for the trainees
- Knowledge and awareness of the trainees
- Technical skill and knowledge of the trainees
- Interpersonal and social skills of the trainees
- Economic status of the trainees

Provide insights and recommendations on:

- To assess the rigour of implementation on ground to bring the intended result on time
- To provide actionable insights and suggestions on improving the quality and effectiveness of project delivery and impact

Sample Size: 170+ telephonic and 40+ in-person contractor interactions across 15 cities. In addition to this, trainers were also reached out to identify areas of improvement

Courses Covered: 4 courses covered – Interior Textures, Exterior Textures, Waterproofing and Financial Management

Coherence and Relevance

Colour Academy offers a professional space to painters/contractors for upgrading skills to meet market needs & enhance their income

RELEVANCE

Shift in access to training for skill upgradation:

- Colour Academy has eliminated the dependency on other painters/contractors to learn new painting skills. **68%** of the trainees are now learning new skills from the Colour Academy
- Existence of a **professional set-up** with **focus on practical trainings** makes trainees prefer Colour Academy

Top drivers to choose Colour Academy



92% of the trainees enrolled in training to upgrade their skills to remain relevant in the market & expand their service offerings



24% of the trainees enrolled in the trainings to increase their income by taking-up new job opportunities



16% of the trainees enrolled in the training to improve their efficiency

Effectiveness

Mobilization, Training, Feedback and Certification

Well-defined processes are followed by Colour Academy for creating awareness and delivering curated courses



Mobilization: **66%** of the trainees came to know about the colour academy through Dealers



Training: **98%** of the trainees were satisfied with the training and felt that the Colour Academy infrastructure aided their learning



Feedback: Overall, **86%** of the trainees were satisfied with the trainers



Certification: **50%** trainees felt that the certificate helps them in building their credibility with the customers, thus enabling them to onboard new clients who are looking for certified professionals.

■ Detractors ■ Passives ■ Promoters

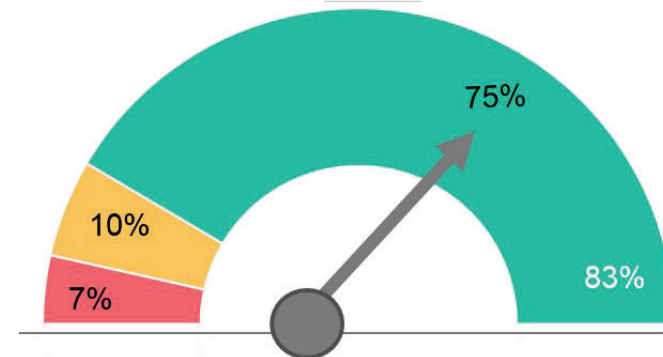
Net Promoter Score

With an NPS of 75%, painters and contractors recommend Colour Academy to others as the courses help in improving skills

NPS 75% signifies that the trainees are satisfied with the trainings and enthusiastically recommending it to others in their professional circles.

NPS Calculation: %PROMOTERS — % DETRACTORS

$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 } = 83\% - 7\% = 75\%$$



Impact

Colour Academy has impacted the overall socio-economic well-being of painters/contractors

Intrapersonal Impact



96% reported increased knowledge/skills. Trainees are now able to explain the scientific reasons about using different techniques to their customers better



95% reported Improved decision-making. Trainees are able to precisely estimate the assignment completion timelines

Interpersonal Impact



95% reported improved confidence in client interactions. Trainees are now contributing to their families' expenses resulting in more respect from the family and community



92% reported change in respect from others. Trainees confidently take up interior and exterior design and finishing assignments

Professional Impact



97% reported they learnt in-demand skill



91% reported their professional circle expanded



95% reported improved work quality



92% reported willing to learn new skills

Economic Impact



88% reported increase in no. of assignments



79% reported increase in monthly income






59% reported increase in price of assignments



69% reported increase in monthly savings

Recommendations

Directional way forward to improve the outreach and further enhance quality of delivery by Colour Academy

Component	Observations	Recommendation
Mobilization & awareness 	<ol style="list-style-type: none"> 1. Trainees are predominantly mobilized through dealers and the calls made by Colour Academy team members 2. Due to lack of awareness about the courses offered by the Colour Academy, the trainees were requesting for a course on waterproofing. 	<ol style="list-style-type: none"> 1. With the increasing smartphone penetration in India, the Colour Academy can reach out to a large number of potential trainees by leveraging social media platforms like Facebook and YouTube with short videos informing them about the courses taught at the Colour Academy 2. The trainer should inform the trainees about all the courses being offered by Colour Academy at the beginning of each session.
Trainer 	<ol style="list-style-type: none"> 1. Trainers are not aware of the market requirements and the challenges faced by painters and contractors. 2. The trainees stay in touch with the trainers even after they complete the training to clarify doubts while implementing their skills for the first time. 3. Trainers learn the curriculum and the way of teaching on the job. Their credibility is questioned by trainees, specifically by those who have been in the profession for long. 	<ol style="list-style-type: none"> 1. The trainers can visit the complaint sites along with the Asian Paints team handling complaints so that the painters are well-versed with the challenges being faced by trainees and understand the customer's requirements. 2. As a standard practise across locations, the trainers can conduct 1 to 2 site visits per batch, to guide the trainees when they execute their learnings for the first time. 3. Trainers should be certified by Asian Paints or a recognized training institution, which will enable trainers to further build their credibility while training painters/contractors.
New courses 	<ol style="list-style-type: none"> 1. The trainees are interested learning about new designs/techniques like fabric textures and 3D designs 2. Trainees, specifically painters who have recently started working as professionals, want to learn how to become an entrepreneur (establish themselves in the market, grow their customer base, etc.) 	<ol style="list-style-type: none"> 1. The Colour Academy may consider to introduce courses on fabric textures and 3D designs 2. The Colour Academy may consider developing a course on basic entrepreneurship skills, targeted towards painters who are new to the profession.

“ IRRATIONAL COMMITMENT TO SOCIAL IMPACT ”

We are driven by impact and powered by knowledge. We bring the right balance of the head-heart-hand to our work. We believe that age-old problems need

new-age thinking and rigorous implementing, with empathy at the core. And that's what we deliver for our customers and partners.

 www.sattva.co.in

 impact@sattva.co.in

 www.facebook.com/SattvaIndia

 twitter.com/_sattva

 in.linkedin.com/company/sattva-media-and-consulting-pvt-ltd

Smriti
Harsh

Digitally signed
by Smriti Harsh
Date: 2023.04.04
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ANNEXURE B

Executive Summary: CSR Impact Assessment Report of Mobile Health Care Unit (MHU)

**Project Duration
FY 2020-2021**

Prepared For



Prepared By



SOULACE CONSULTING PVT LTD

ISO 27001:2013 Certified

DELHI NCR | MUMBAI | KOLKATA

Website: www.soulace.in; Email: enquiry@soulace.in

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SOULACE'S APPROACH TO IMPACT ASSESSMENT

Objectives

- To study the overall health scenario/major ailments in the area and the availability and functionality of health infrastructure in the area.
- To study the level of awareness and accessibility of primary health care services of the MHUs and SHUs.
- To study the change in the level of awareness about preventive health care practices for communicable and non-communicable diseases.
- To study the savings per beneficiary per year due to access to MHUs and SHUs.
- To understand community perceptions of health care services rendered under the project.
- To study the regularity and functionality of the services available within the MHUs and the SHUs.
- To understand the change or drop in incidences of general illnesses among the community from operational villages.
- To identify the scope of improvement in the existing operational/ services structures of MHUs and SHUs.

Role of SoulAce

SoulAce is a third party CSR impact assessment Agency mandated by Asian Paints to conduct a systematic assessment of the Impact created by the operations of the MMUs of Asian Paints in various project locations.

Sample Size - Intervention & Control Group

State	Location	Elderly		Adults		Total		Control Group
		Male	Female	Male	Female	Male	Female	
UP	Kasna	22	22	40	40	62	62	26
Maharashtra	Khandala	22	22	40	40	62	62	26
Karnataka	Mysore	22	22	40	40	62	62	26
Telangana	Patancheru	22	22	40	40	62	62	26
Haryana	Rohtak	22	22	40	40	62	62	26
Tamil Nadu	Penta/Cuddalore	22	22	40	40	62	62	26
Total		132	132	240	240	372	372	156

Scope of the study

The study intends to evaluate the operations of the Asian Paints MMU in the project locations of Kasna, Rohtak, Mysore, Patancheru, Khandala and the Static Health unit at Cuddalore under the Broad parameters of OECD framework which are Relevance, Coherence, Effectiveness, Efficiency, Impact and Sustainability. The study has used both quantitative tools and qualitative tools to approach the beneficiaries and the relevant stakeholders to get a comprehensive understanding of the project.

OECD-DAC FRAMEWORK - ANALYSIS



RELEVANCE

RATING



Serving economically weaker sections of people:

The study found that 71.1% of the beneficiaries are having a family monthly income less than Rs. 10,000/- and 42.9% of the beneficiaries are daily wagers and 20.4% of the beneficiaries are paid on the basis of service done.

Providing Easy access to Health Care:

The project locations are rural in nature. Besides, access to healthcare was a concern for most of the beneficiaries (46.8%) as the nearest healthcare centre is at a distance of more than 3 Kms.

Addressing the Felt needs of the community:

The project is able to address the felt needs of the communities across the locations, specially different healthcare needs of the elderly.

Providing Primary Health care for Communicable and Non-Communicable Diseases:

- Cold and Fever were the most prevalent illness with an average occurrence of 62% across the locations.
- Diarrhea, vomiting, and nausea were relatively higher at Patancheru (48.4%) while the average occurrence was 11.2% across locations.
- Skin problems were reported by 12.6% of the beneficiaries across locations.
- The MMU has been found to be providing the first point of contact for addressing the medical needs of the beneficiaries in the project locations.

Hence it can be said that the services of MMU of Asian Paints are highly relevant in meeting the needs of the target Population.

COHERENCE

RATING



Inline with SDGs

The study has found that the project intervention of MMUs of Asian Paints has helped in furthering SDG Goal No. 3 of "Good Health and Well-being" among the project beneficiaries.

In Line with National Health Program

The project is also in line with the national program for prevention and control of cancer, diabetes, CVD & stroke (NPCDPS) in the 12th five-year plan of the ministry of health and family welfare, government of India. Hence the project is highly coherent with global health goals and national policies.



EFFECTIVENESS

RATING 

Effective Management of Communicable and Non-Communicable Diseases

The occurrence of communicable diseases was found to be lesser in Intervention group than the control group, which has been made possible to early access, disease detection, and starting the course of treatment.

Lesser Occurrence of Communicable Diseases

When compared with the control group, the occurrence of certain diseases are lesser:

- 13% lesser skin diseases
- 3.3% lesser gastrointestinal disorders
- 13.7% lesser occurrences of other communicable diseases in the past year than the control group.

Preventive Detection of Non-Communicable Diseases.

When compared with the Control group, early detection of certain diseases is more:

- 15.5% more diabetics
- 8.6% more hypertensives
- 14.9% more people suffering from dyslipidemia

This could point to the facility for early diagnosis for the beneficiaries at the MMU which is not available to the non-beneficiaries.

Regular consumption of medicines for Non-Communicable Diseases

- Proper medication is in practice among 92.7% beneficiaries post consultation at MMUs

Incidental Lapses also observed

- Absence of doctor in one location in the recent past
- Non-availability of blood sugar testing kits and blood pressure kits in some locations

Hence the program can be stated to be moderately effective in nature.

SUSTAINABILITY

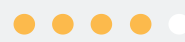
RATING 

The project is funded by Asian Paints and its operations are dependent on funding for the program in the absence of which the same is not possible.

As no alternative strategies are devised to run the MMUs in the absence of funding from Asian Paints so far, sustainability is low for the program. Mobilization of CSR funds from other corporates along with user charges for certain categories of patients on some services can be the options for running the MMUs swiftly in the longer run.

EFFICIENCY

RATING



Change in Preference for Health Care

- The practice of availing healthcare needs from different facilities (Private clinics, PHCs & District Hospitals) has been changed due to the availability of MMUs
- There is a decline in preference for Health care through Private clinics by 19.9%.
- There is a decline in preference for visiting PHC by 22.4%.
- A drop of 23.1% in preference for a district government hospital
- After the availability of MMU services, 84.7% of the beneficiaries prefer to get treatment from the MMU of Asian Paints rather than other health facilities.

Efficient compared to alternative modes of operation

- When the cost involved in the operations of the MMUs are compared with alternative modes of providing health care to the community like setting up of a permanent clinic, the costs of MMUs are obviously less.
- The MMU reaches out to more number of people in the range of 90 to 100 people in two or three communities in a day.
- In a week the MMUs are able to reach out to 12-15 communities providing quality primary health care to the beneficiaries

The program can be said to be highly efficient in nature.

IMPACT

RATING



Better Management of Health Conditions

- The majority of the beneficiaries (95.4%) become aware to control seasonal illness in better ways
- The majority of the beneficiaries (94.2%) felt an improvement in their general health conditions
- Increased frequency of blood Testing and Blood Pressure monitoring was observed among beneficiaries in comparison with non-beneficiaries.
- Beneficiaries even follow their blood sugar tests at regular intervals (once in 10 days). Whereas, none of the respondents from control villages ever tested their blood sugar at regular intervals.

Substantial Cost savings to each beneficiary:

- The study has found that the beneficiaries were able to save Rs. 2,459/- on account of medical consultation; Rs. 1,237/- for the cost of travel; Rs.4,055/- towards the cost of medicines because of availing free medicines from the MMU in a year.
- Each respondent was able to save an average yearly Rs.7,751/- towards medical expenses.

Intangible benefits to beneficiaries apart from cost savings

- Savings by means of reduced severity of illness
- Possible fatalities that are prevented
- Possible hospitalizations averted
- Reduced stress to travel longer distances for health care also render more benefits
- Better quality of life

Hence the project intervention can be stated to be highly Impactful.

RECOMMENDATIONS



Scope of improvement in existing services:

- Ensuring regularity of doctors and social protection officer during every visit by the implementing partner.
- Increasing the number of stoppages to more than one place in larger villages, so that more people can avail the services of the MMU.



Scope of improvement in Processes:

- Regular and periodic sharing of reports by the implementing partner to the donor need to be ensured.
- Asian Paints offices in different locations can carry out surprise field visits to the MMU stoppages near their locations.



Scope of improvement through Additional services:

- A common need expressed by beneficiaries across all locations was for introduction of basic pathological services. Hence this may be considered.
- The need for a female doctor to attend to gynecological issues of women was expressed across locations and hence making a female doctor available in turns may be considered.
- Awareness campaigns on water-borne diseases in Patancheru location due to high degree of prevalence of Diarrhoea, vomiting, and Nausea, Awareness, and screening camps for Skin problems in Patancheru and Khandala locations, and awareness campaigns on gastrointestinal disorders in Rohtak and Khandala Locations can be considered.



Best Practices:

- Optimal use of available resources can be made by having a better collaboration with government health facilities, in areas like diagnosis, treatment, immunization, awareness campaigns, screening camps, etc.,
- Community volunteers to serve as a liaison between the MMUs and the community can be developed.
- Better coordination with Asha workers/ANM to serve as last mile connection to the unreached in the community has to be ensured.

ABOUT SOULACE

SoulAce, started in 2009, is a leading specialised CSR firm operating in the CSR & development sector space (Research & Assessments, Advisory, Monitoring & Evaluation, Due Diligence, Technology) in the South Asia region working with Corporate, NGOs, Government, and Funding agencies. Since 2009, SoulAce has left its footprint as a pioneer in conducting Impact Assessment Study.

Verticles



CSR Impact Assessment



Financial Audit



Baseline Study



CSR Strategy & Planning



Employee Volunteering



CSR Platform

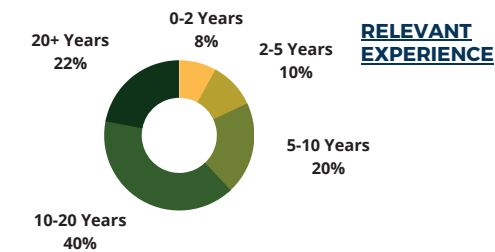
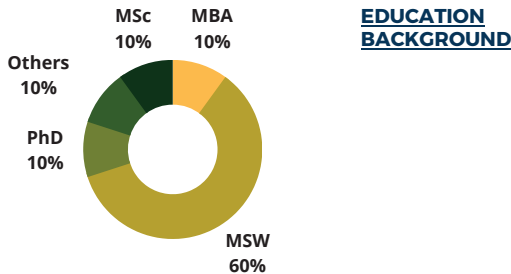


CSR Program Implementation

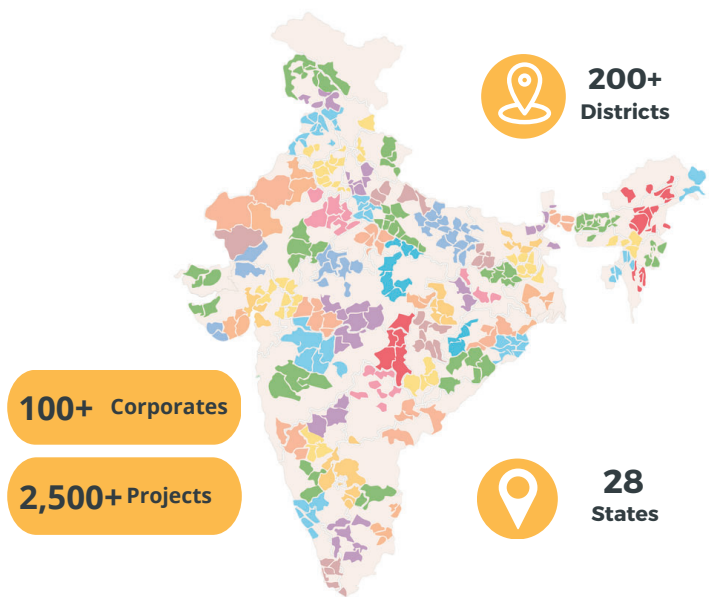


NGO Monitoring & Evaluation

Team



CSR Impact Study - Coverage



Few of our Clients for CSR Impact Assessment



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ANNEXURE C

Impact Assessment Report

Skill Development & Strengthening
Healthcare CSR Programmes

Asian Paints

March 2023





Ernst & Young
Tower 2, Glycols Limited
Commercial Complex Plot No 2,
Sector 126, Noida,
Uttar Pradesh 201313
India

Tel: +91 124 464 4000
ey.com

Asian Paints Limited
Asian Paints House
Santa Cruz, Mumbai
India

Date – 15th March 2023

Sir/Madam,

As a part of our engagement for preparing Impact Assessment Report for CSR Programmes supported by Asian Paints Ltd., we hereby submit the report as final deliverable.

The deliverable has been prepared in accordance with our engagement agreement dated March 6, 2023, and our procedures were limited to those described in that agreement.

The analysis, insight and recommendations provided in the report are based on the feedback received from telephonic survey and face-to-face interview with programme participants and relevant implementation stakeholders. We have not sought to validate the authenticity of the database of participants shared with us for performing the study. Our work has been limited in scope and time and we stress that more detailed procedures may reveal other data points/ insights not captured here.

This report is intended solely for the information and use of Asian Paints Ltd. and is not intended to be and should not be used by anyone other than this specified party.

We appreciate the cooperation and assistance provided to us during the preparation of this document. If you have any questions, please contact the undersigned.

Very truly yours,

Amar Shankar
Engagement Partner

Navigator

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Executive Summary

Background

Asian Paints, as part of their CSR initiatives, had supported the following initiatives in the State of Himachal Pradesh -



Skill Development Programmes (2022) - to provide skill and vocational training to community members across various social and professional backgrounds and thereby providing a platform for employment and self employment opportunities. The programmes were conducted across the following subject areas - Beauty & Wellness, Backhoe Loader Operator, Hospitality, 21st Century Workplace skills. Majority of the training sessions and its participants were based in the district of Hamirpur.



Strengthening Healthcare initiative (2020) - to contribute towards emergency health infrastructure of Himachal Pradesh during COVID 19 pandemic by providing material support to district administration and front line workers/ volunteers. The supplies included PPE kits, N95 masks, Face shield, Three layer face mask, Oxygen concentrators (5L/10L), Oxygen masks and Regulators. The supplies were centrally stocked at Hamirpur and distributed across 10 districts as per requirement.

Asian Paints engaged Ernst & Young LLP (EY) to conduct an Impact Assessment Study for both the programmes.

EY developed questionnaires for the conduct of telephonic survey and face-to-face in-depth interviews of participants. The telephonic interviews were conducted for 707 participants across all programmes and face-to-face interviews were conducted for 88 participants at Himachal Pradesh (Hamirpur, Kangra and Una) with the assistance of local NGO partner - Prayas.

The EY team has analysed the data and provided findings, insights and recommendations for each programme, in addition to a consolidated summary for all the Skill Development trainings.

The high level summary of the findings are provided in subsequent pages of the Executive Summary and detailed findings and analysis are illustrated in subsequent chapters of the report.

707

Telephonic
interviews

88

Face-to-face
interviews

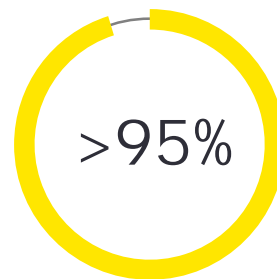
Executive Summary (Skill Development – High level summary)

The analysis of data collected from telephonic surveys and face-to-face interviews with participants across all the skill development programmes provided evidence that there was significant positive individual and social impact for the respondents.

However, the number of participants for whom there was a notable positive professional or economic impact was low (<30% of respondents).

With regards to the quality and delivery of training, there was an overall positive feedback with 100% participants expressing satisfaction with training environment and 78% providing above average rating for training content.

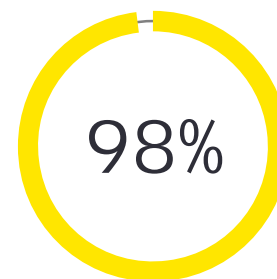
It is recommended that similar programmes in the future are preceded by an exercise to map local aspirations and preferences to ensure the right domains/ industry are focused upon, which can help in boosting professional and economic impact alongside social impact.



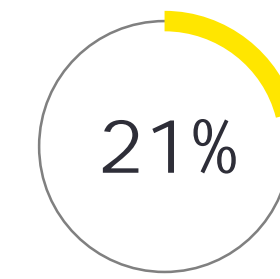
of participants felt a sense of pride and an increased confidence in their abilities



of participants felt an improvement in family and community recognition



of participants would recommend the training to others based on their own experience



of participants were able to get employment opportunities after the training. Getting employment did not appear to be primary driver for undertaking course

Executive Summary (Strengthening Healthcare- High level summary)

The assessment for this programme was conducted through analysis of qualitative inputs provided by stakeholders belonging to District Administration of Hamirpur and Una, and also by the NGO which was an implementation partner.

The stakeholders had similar perspective on the relevance, effectiveness and impact of the initiative with all agreeing the initiative met the immediate needs and supported the Government machinery in dealing with the pandemic.

However, certain challenges pertaining to longevity of impact and future planning were mentioned as well.

The fight against COVID was a centralised effort at State level, thus it is not possible to attribute every observed impact completely and specifically to the support provided by Asian Paints. Moreover, the centralised effort also hinders the ability to deduce quantitative impact for supplies only provided by Asian paints.



Timely & relevant

All stakeholders felt the initiative was timely and relevant as the COVID outbreak was a new situation for all stakeholders. The Government machinery was stretched due to sudden excessive demand and immediate need for procurement.

Confidence of frontline worker

Frontline workers were struggling from lack of essential medical supplies and provisioning the same to such workers across 10 districts boosted their confidence to frequent wards treating positive cases.

Economic respite

The cost of supplies had skyrocketed due to sudden and huge demand. The support from private partners significantly provided economic respite for the Government.

Future readiness

The oxygen concentrators which were provided during the COVID waves are currently being used for treatment of other pulmonary ailments. Additionally, a network of mobile medical unit is ready for deployment in similar situations.

Limitations of Study

1

Skill Development – Almost 90% participants belonged to Beauty & Wellness programme. Thus, consolidated analysis of impact parameters for entire sample size and relevant recommendations may be influenced by responses of Beauty & Wellness participants. Analysis of individual programmes may be referred for programme-specific insights.

2

Skill Development – Participants of 21st Century Workplace Skills are still college students. Thus, questions pertaining to economic impact were not deemed relevant for particular sample.

3

Strengthening Healthcare – Few planned face-to-face interviews had to be replaced by telephonic interviews due to unavailability of officials. Opportunity for effective probing may have been hampered for the same reason

4

Strengthening Healthcare – In districts other than Hamirpur, officials were not fully aware of Asian Paints' involvement in the COVID relief efforts. Thus, their inputs may be considered generic from the viewpoint of overall CSR support received during first and second wave of COVID

5

Strengthening Healthcare – The COVID relief effort, including planning for distribution of supplies, was a centralised effort with directives coming from Central & State Government. Thus, for impact parameters unrelated to number of supplies provided by Asian Paints, the input of officials may not be fully attributable to Asian Paints specifically.

About the Programme - Skill Development Programme

Objective: The programme was designed to provide a platform to enhance professional skills of community members, create awareness regarding opportunities within and outside the region, and provide employment opportunities to programme participants.

- The programmes on Hospitality and 21st Century Workplace Skills primarily focused on the youth of the region while the programmes on Beauty & Wellness and Backhoe Loader Operator focused on existing professionals or any interested individual.

Approach & Outreach: The selection of specific programmes and mobilisation of on-ground participants and trainers/ training institutes was achieved in collaboration with Prayas – an NGO headquartered at Hamirpur and operational across all districts of Himachal Pradesh.

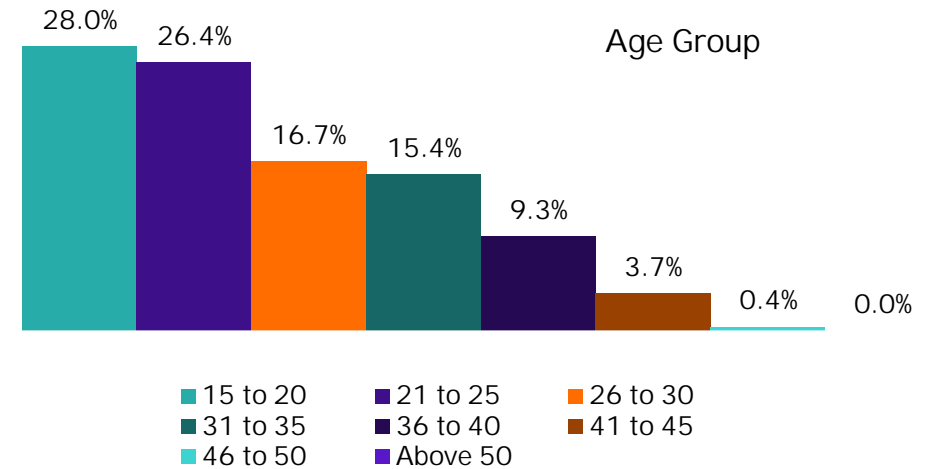
Outreach across programmes -

Programme	No. of participants	Locations	Course duration	Session duration
Beauty and Wellness	2099	Tauni Devi, Sarahkar, Darla, Dabhol, Uhal, Barsar, Tahliwal, Dangar	1 month	3 hours per session
Backhoe Loader Operator	20	Patnaon	45 days	6 hours daily
Hospitality	16	Dharamshala	4 months	Full day
21 st Century Workplace Skills	229	Online sessions at Government Polytechnic, Hamirpur	Full semester	1 hour per session

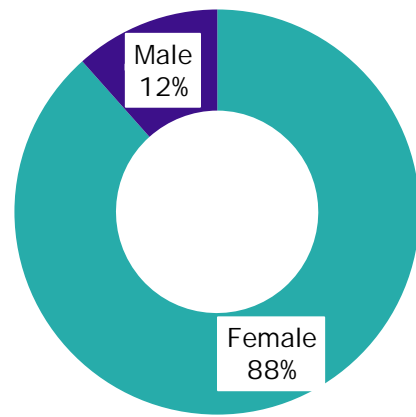
Respondent Profile

The following may be noted with respect to distribution of respondents –

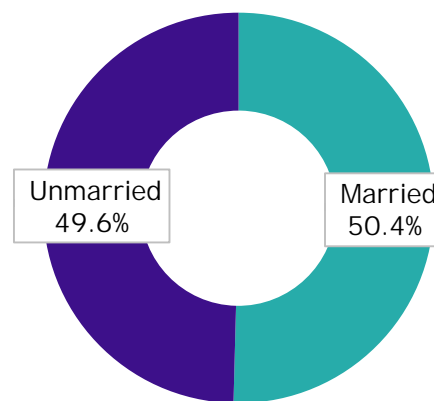
- Beauty & Wellness programme had only 4 male respondents & Backhoe Loader Operator had only 1 female respondent.
- Hospitality had only male participants
- All participants of 21st Century Workplace Skills were college going students



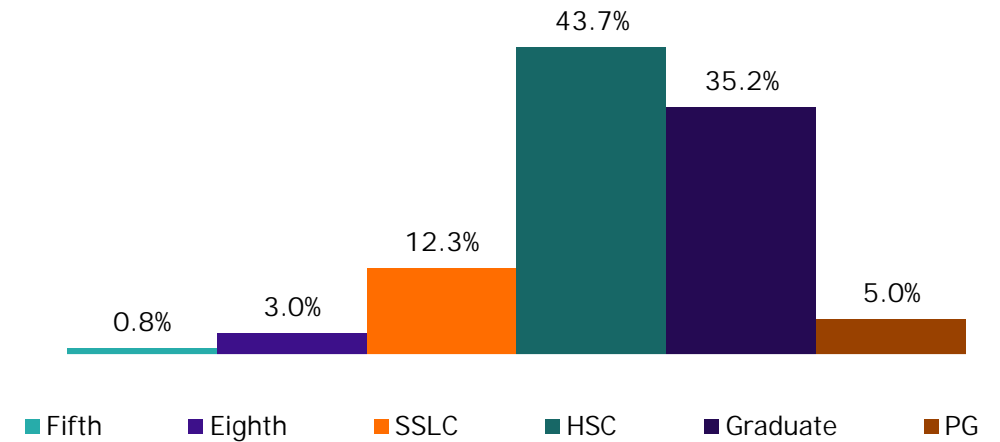
Gender-wise Distribution



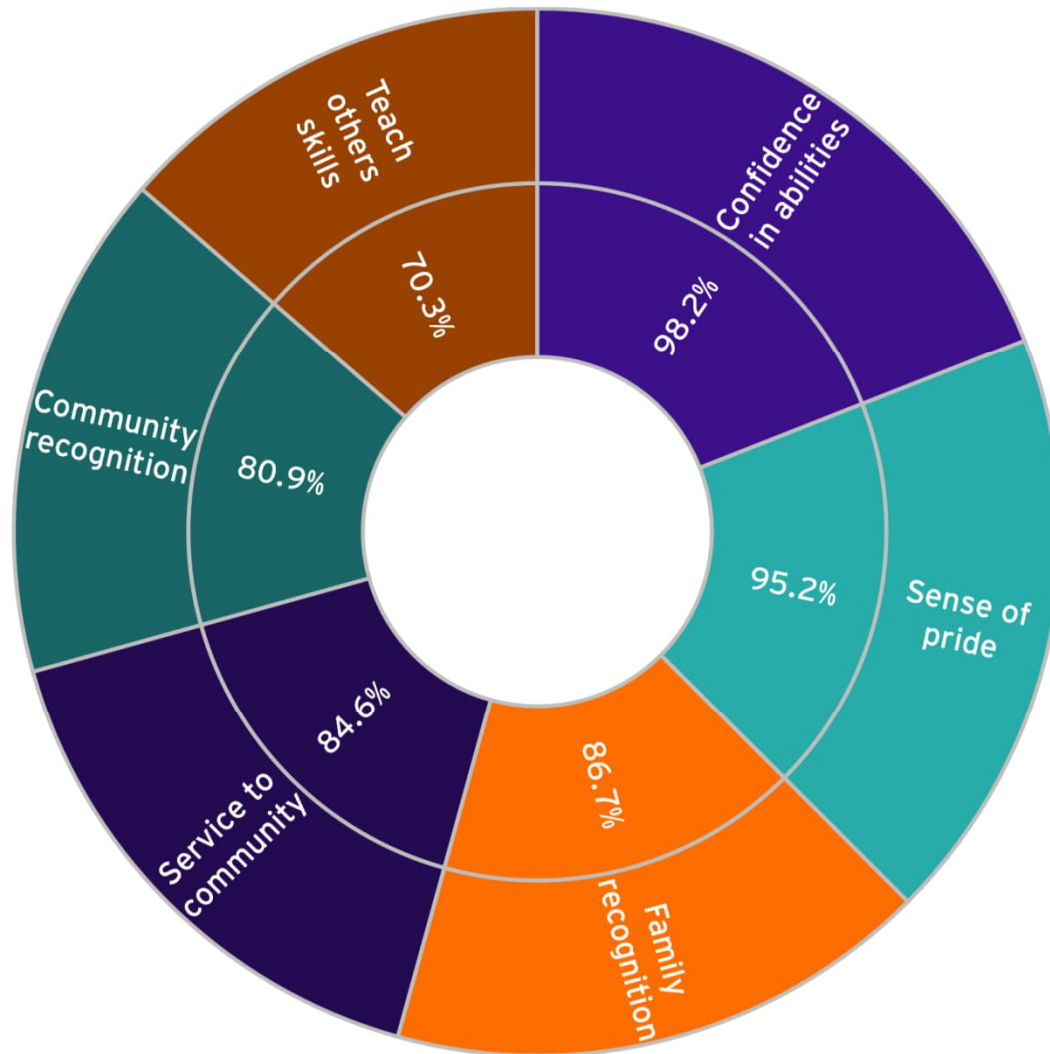
Marital Status



Education



Social Impact



The programmes had a significant positive social impact related to following parameters -

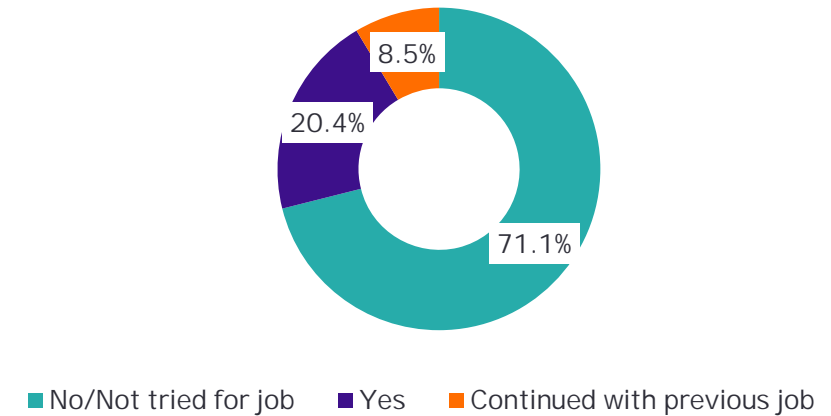
1. Feeling of pride on having completed training
2. Boost in self-confidence due to new skills
3. Increase in family recognition
4. Improvement in community recognition
5. Increase in services sought by community members
6. Community members reaching out for learning new skills

A case for "multiplier effect" may be made as more than 70% respondents have stated that others have sought their help in learning new skills.

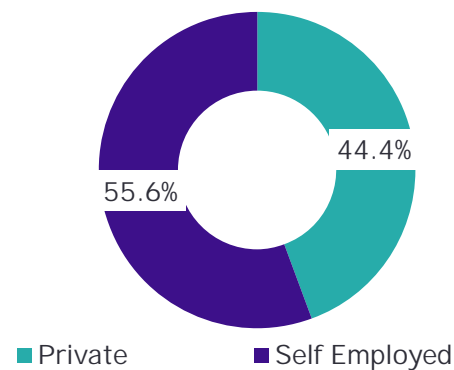
Professional Impact

- More than **70%** participants did not join a new job or try to find a new job
- Out of all the participants who got job after the training ; more than **98%** participants joined private jobs or started their own practice
- More than **90%** participants found/ started new job between 1 to 3 months

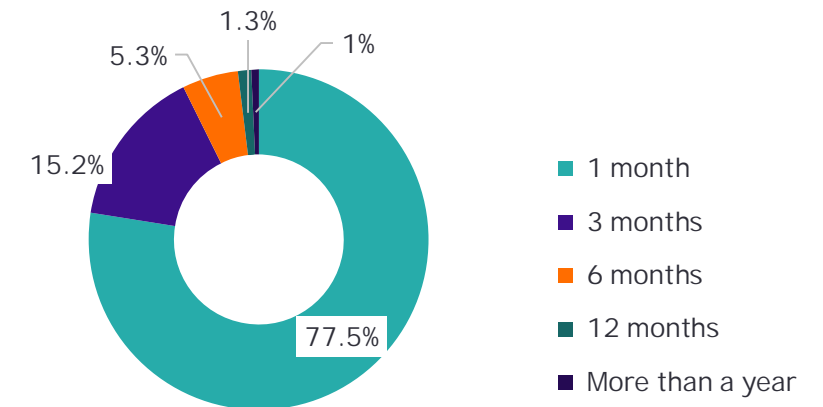
Received job opportunity after the Training



Type of Job Started After the Training

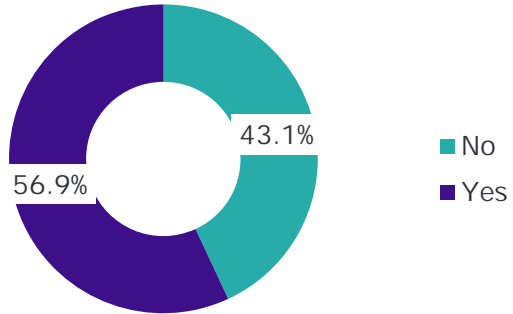


Time taken for New Job Finding/Self Business Start

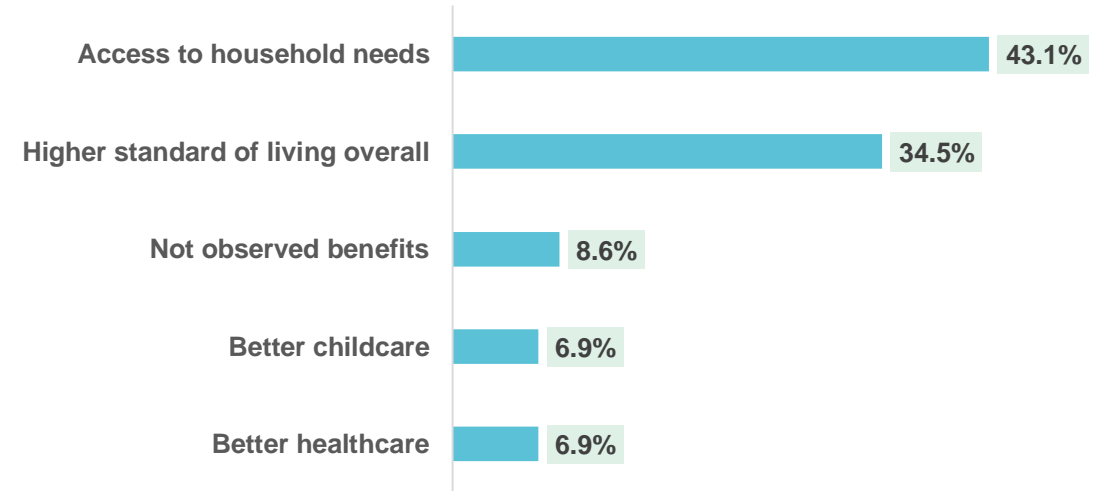


Economic Impact

Increase in Monthly Income due to new job/better role/designation /new business



Benefits Achieved due to increased Income



Income Level	Beauty & Wellness	All 5 programs*
Average income before the training (Rs./Month)	2192.92	3200.00
Average income after the training (Rs. Month)	3926.99	5288.31

*Consolidated view since at least 30 respondents needed per programme to perform analysis and derive representative conclusions

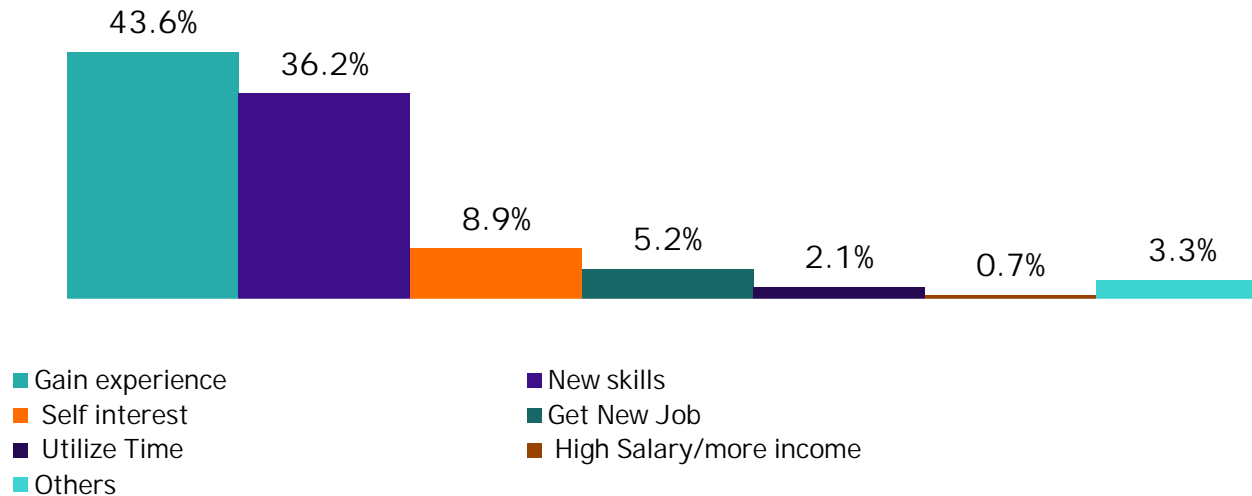
Significant improvement in average monthly income can be observed from the responses of participants who disclosed income figures.

However, since 70% of participants did not start new job/ attempt to find new job post programme, the economic impact of the programmes is positive but limited in scope.

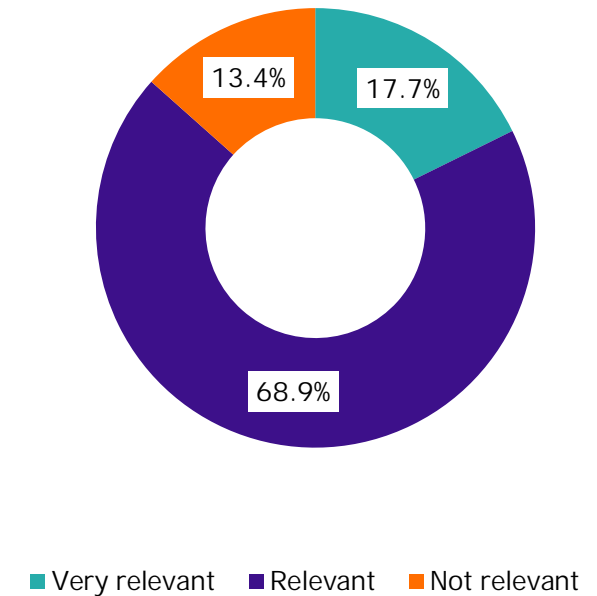
Relevance of Programme

- Almost **90%** participants wanted to join the skill development programmes to learn new skills, gain experience or due to inherent interest in the subject.
- More than **85%** of them found the programmes relevant to their area of professional/ subject interest.

Reasons for Joining the Course



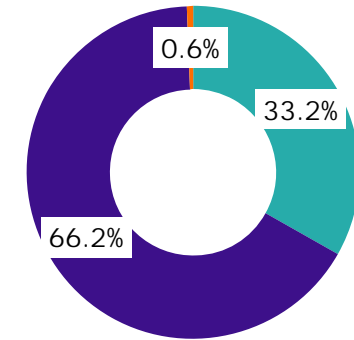
Relevance of Programme



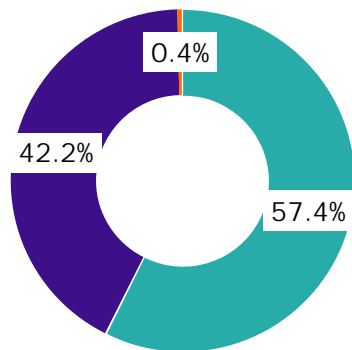
Effectiveness of Program Delivery

- More than **99%** satisfaction with overall training environment, trainers and practical exposure received during training!
- More than **97%** satisfaction with quality of training equipment and facilities

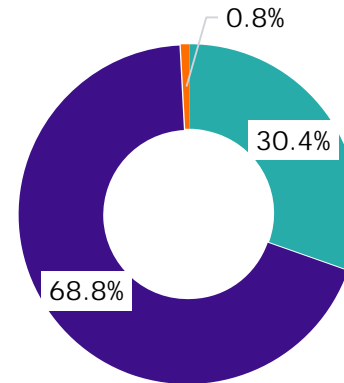
Satisfaction with Overall Training Environment



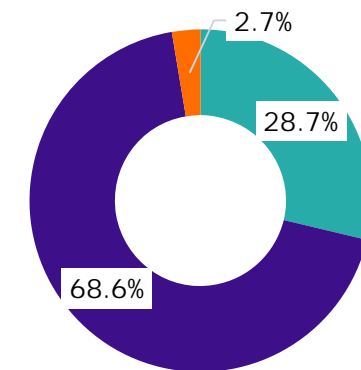
Satisfaction with the Trainer



Satisfaction with Practical Exposure Received



Satisfaction with Equipment/Facilities

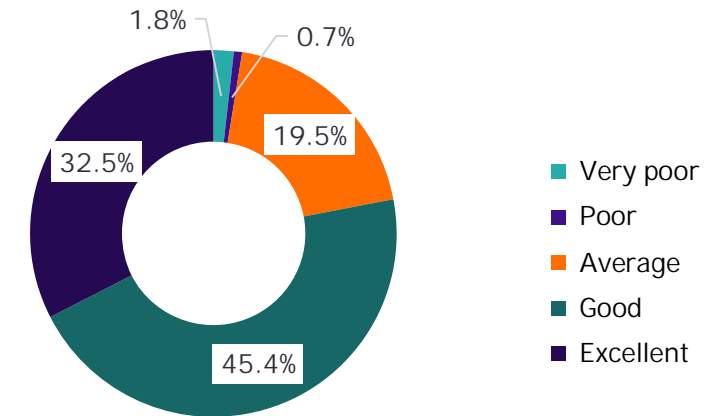


Very satisfied Satisfied Not satisfied

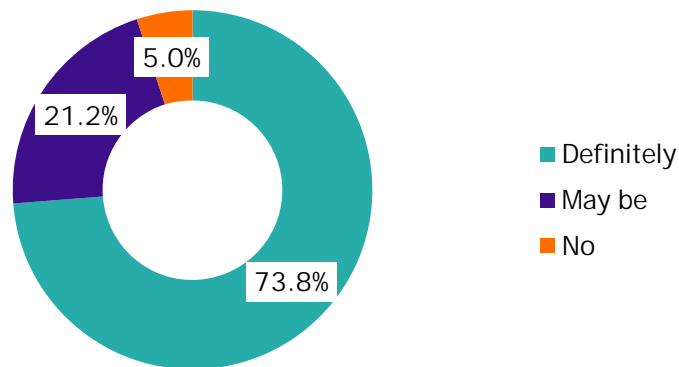
Quality of Programme

- More than 75% participants gave an above-average rating (Good or Excellent) for the training content
- 95% participants would be interested in or would consider enrolling for similar training or refresher course
- More than 98% participants would also recommend the training to others based on their own experience

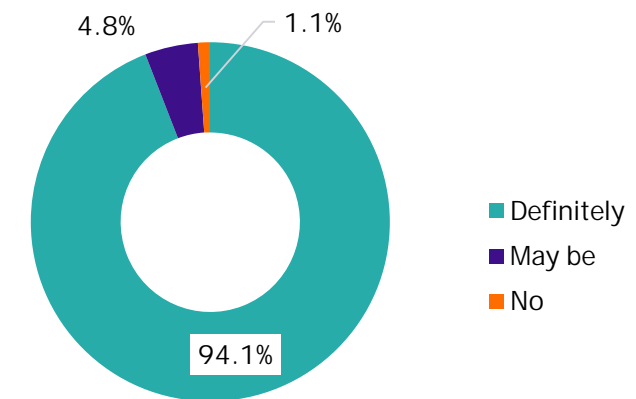
Rating on Training Content



Similar training/Refresher Course Interest



Recommendation of Training to Others



Voice of Participants



"Jis din training khatam hui uske ek mahine ke andar maine Naukri start kar di. Sir log bahot help karte hai aur unhi se kaafi seekh bhi raha hoon." - Hospitality programme participant

"14 saal se isi line mein kaam karti hoon. Kuch naya seekhne ko mil jata hai toh mere liye accha hi hai. Ab customers ko zyada service de sakti hoon aur unhe bhi sikha sakti hoon. Pata nahi tha bleach mein cream milane se skin kharap nahi hoti hai." - Beauty & Wellness programme participant



"Jo log kaam karte hai unse suna tha ki aisi skills lagti hai job pe. Toh final year mein aisa kuch seekhne ka mauka mila toh accha hai."
- 21st Century Workplace Skills programme participant



"Already mere gaon ke 3 dost next batch mein hai. Main toh sabko bolta hoon aisi training karni chahiye!" - Hospitality programme participant



"Gaon ke dost poochte hai ki kya seekha. Kuch log uske baad se mere paas aate hai facial wagara ke liye. Kisiki shaadi hai toh kaafi log aate hai gaon ke" - Beauty & Wellness programme participant



"Jo seekh rahe the, woh actual mein practice karne ko nahi mila. Offline classes bhi honi chahiye" - 21st Century Workplace Skills programme participant



"50-60 logo ke liye ek trainer kaafi nahi hai. Zyada time lag jata hai seekhne mein. Ek se zyada trainer honi chahiye ya phir batch size choti honi chahiye." - Beauty & Wellness programme participant



Voice of other stakeholders

We received very positive feedback from the participants. I myself sat in a few sessions and it was indeed insightful. I think something like this should not be a one-time activity and should be a recurring benefit for next batch of students as well...Most students in this region want to join the army or join government jobs, so having a placement angle post training is tricky. However, so many of these skills are transferable and will benefit them across industries.

- Principal, Government Polytechnic, Hamirpur

The participants we have hired from the programme are doing really well. They have all successfully completed probation and have been offered a contract which makes them eligible for perks & benefits...The new batch looks very promising, we are very happy with the initiative and it is very necessary for the local youth.

- Head of Training & Development, Radisson Blu, Dharamshala

I could clearly tell the difference in knowledge and skills from when they started and when we finished. You could see they were implementing their learnings and they started looking different by end of training! Despite having household chores, most attended all sessions...The participants still call me and ask me questions, we have a WhatsApp group so I am aware of how they are all doing.

- Trainer, Beauty & Wellness programme

We are in touch with the participants through our NGO and we know most of them found this programme beneficial. They ask about such programmes in future. Many of them have started working since the programme so we feel validated in our efforts...We will look to identify domains where similar programmes are needed and try to conduct such trainings in future as well.

- Representative of Prayas, NGO & Implementation partner



Key Recommendations – Skill Development



It is imperative to perform a pre-programme exercise for ensuring ideal mix – right programme at the right place for the right participants.

Understanding aspirations of the participants prior to programme would help in tailoring course to fit audience and also identify correct assessment parameters for post-programme impact

Mix of online and offline delivery for certain programmes

1

Several participants in the 21st Century Workplace Skills felt the need for a hybrid delivery model (mix of online and offline) to provide a more holistic learning experience

Provision of certification in collaboration with Skill development department/ organisation

2

The credibility of the training programmes may be improved by aligning the course to the curriculum and certification standard set by a national/ state organisation

Using digital means like WhatsApp to circulate training materials in regional languages

3

Post-training, relevant materials may be shared as refresher material. Most participants are connected to their trainer on WhatsApp groups and the same can be leveraged to continue the learning

Providing more specialised/ advanced/ refresher courses

4

Most participants expressed interest in continuing their learning. It could be prudent to conduct advanced/ refresher course and assess if the professional & economic impact of the programmes are amplified

Periodic re-engagement with participants for similar assessment or trainer identification

5

Periodic assessment every 6 months for 2 years post programme may be a mechanism for evaluating change in perceptions and longevity of impact. Additionally, successful beneficiaries may be reintroduced as trainers

About the Programme - Strengthening Healthcare

Objective: The programme was implemented to provide medical supplies and equipment to districts across Himachal Pradesh to assist the administration, frontline workers and general mass in tackling the spread of COVID-19 during the first and second wave

Approach & Outreach:

- The centre of the initiative was Hamirpur wherein the stock of supplies were provisioned. The need of each district was ascertained through respective district administration and the supplies were distributed across the state accordingly.
- Prayas – a NGO based out of Hamirpur, was the implementation partner. Prayas operated a network of Mobile Medical Vans to distribute the supplies to each district. A total of 10 districts (out of 12) in Himachal Pradesh were provisioned supplies during first and second wave.
- An Oxygen Bank was established in Hamirpur District, Himanchal Pradesh which contributed towards lending a helping hand in fulfilling the demand for oxygen during the second wave

Materials sourced *(As shared by Asian Paints prior to study. Verification of the figured provided below was not undertaken as part of the study) :*

Item	Qty	Item	Qty
PPE Kits	4,000	Life Resources Oxygen Mask – Non-rebreathing	3,000
N95 Masks	50,000	Life Resources Oxygen Mask	5,000
Face Shield	20,000	Regulators	2,000
Three-layered face mask	50,000	Oxygen Concentrators – 10L	25
Oxygen Concentrators – 5L	53	-	-

Programme Impact (1/2)



Confidence of frontline workers

Initially there was a *severe shortage in supplies* starting from masks and PPE kits to oxygen cylinders and regulators. We heard from personnel at the medical college that they were *cautious about going to wards* and also they were requesting to *transport patients to medical college with cylinder and regulator*. But once we had the stock and sent to them, they gained confidence in performing their duties, naturally.



CMO, Hamirpur



Alleviating sense of panic amongst masses

Having sufficient stock helped us *release public messaging to temper a sense of panic*. The public are not concerned about numbers, they just wanted some *reassurance regarding provisions*. The CSR support we received at that time was of great help in this regard.



DC, Hamirpur

Prayas (NGO),
Implementation
Partner

While we were distributing the supplies, we could sense there was a *clear sign of relief* - not only amongst the public but also frontline workers. The COVID outbreak had naturally made people *emotionally volatile* and the *reassurance* of knowing the government was in a position to distribute medical supplies was very helpful.



Economic respite for Government

Due to the *sudden increased demand*, there was a strain in supply and the *cost* of even small items like mask was *increased manifolds*. At that time it was very *hard for the Government* to procure in bulk and in an expedited manner. So when we received the supplies from CSR partners, it was a big relief.



CMO, Hamirpur



Timely distribution of quality supplies across districts

Having *ample stock of supplies* ensured we could respond to requests from districts immediately instead of waiting for additional supplies every single time. We deployed *mobile medical units* which we had at our disposal and several agencies also supported in procurement of additional units. Due to that, we could swiftly transport the supplies to all districts *by road*. The feedback that we have received regarding the *quality of the equipment has been positive*, which is reassuring...



Prayas (NGO),
Implementation
Partner



Central repository and multi-stakeholder coordination

Hamirpur's central location made it a perfect location for creation of a *central repository for supplies*, including oxygen concentrators. During COVID, we saw a lot of agencies come to the fore to help. We created a portal swiftly and we could track the resources at our disposal. The support from *CSR partners* at that time ensured we had a *significant central stock* at most times.



CMO, Hamirpur



Readiness for future – beyond COVID relief

The supplies, especially the oxygen concentrators, are being *used frequently for pulmonary diseases*, not just COVID. It is a big boost to have that at our disposal and we are able to cater to patients at their location due to having the facilities.



CMO, Hamirpur

Now we know our own response time for ailments which require oxygen provision so it is coming in handy for COPD patients across the district. We feel *better prepared for the future*, definitely.



CMO, Una

Challenges and Key Recommendations

Coordination to ascertain which supplies are necessary

At the time of COVID it was all hands on deck so we did not manage to coordinate well initially. The help was being sent as per their (CSR partners') perspective. Later, during second wave we started engaging more regularly to focus on specific requirements.



DC, Hamirpur
CMO, Hamirpur

High maintenance cost post-distribution

We are noticing there is a high maintenance cost for concentrators and oxygen plants. It runs into lakhs. So there are a lot of equipment which are unrepaired and unused for this reason! It is tough for the government to meet those maintenance costs on a regular basis.




ADC, Una
CMO, Hamirpur


Post-COVID support – acting on lessons learnt


We realised a major challenge is the lack of trained manpower. Even today, the number is too low to deal with emergency situations and there is limited capacity of government institutions to train manpower in large number.



CMO, Hamirpur
CMO, Una

 Initiatives involving central stocking requires continuous coordination with relevant stakeholders. Performing timely coordination exercise can help streamline efforts and avoid repetitive/ unnecessary actions.

 A framework for tracking the KPIs of similar initiatives would be beneficial, especially wherein the larger initiative involved multiple stakeholders. Ability of distribution partner to track contribution directly attributable to a single stakeholder would provide more pointed impact evaluation.

 Wherever possible, a long-term engagement may be considered to ensure issues such a post-procurement maintenance and servicing could be addressed. The same may reduce need for repeated procurement and economic feasibility.

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