

Impact Assessment Report for **ICICI Lombard's Caring Hands Initiative**



DISCLAIMER OF IMPACT ASSESSMENT REPORT

- This report has been prepared solely for the purpose set out in the Memorandum of Understanding (MoU) signed between Renalysis Consultants Pvt. Ltd. (CSRBOX) and ICICI Lombard- Caring Hands to undertake the Impact Assessment of their Corporate Social Responsibility (CSR) projects implemented.
- This impact assessment adheres to the Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021, notification dated 22nd January 2021.
- This report shall be disclosed to those authorised in its entirety only without removing the disclaimer. CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted to be legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of ICICI Lombard, project beneficiaries, and various knowledge partners. While the information obtained from the public domain has not been verified for authenticity, CSRBOX has taken due care to receive information from sources generally considered to be reliable.
- In preparing this report, CSRBOX has used and relied on data, material gathered through the internet, research reports, and discussions with personnel within CSRBOX as well as personnel in related industries.

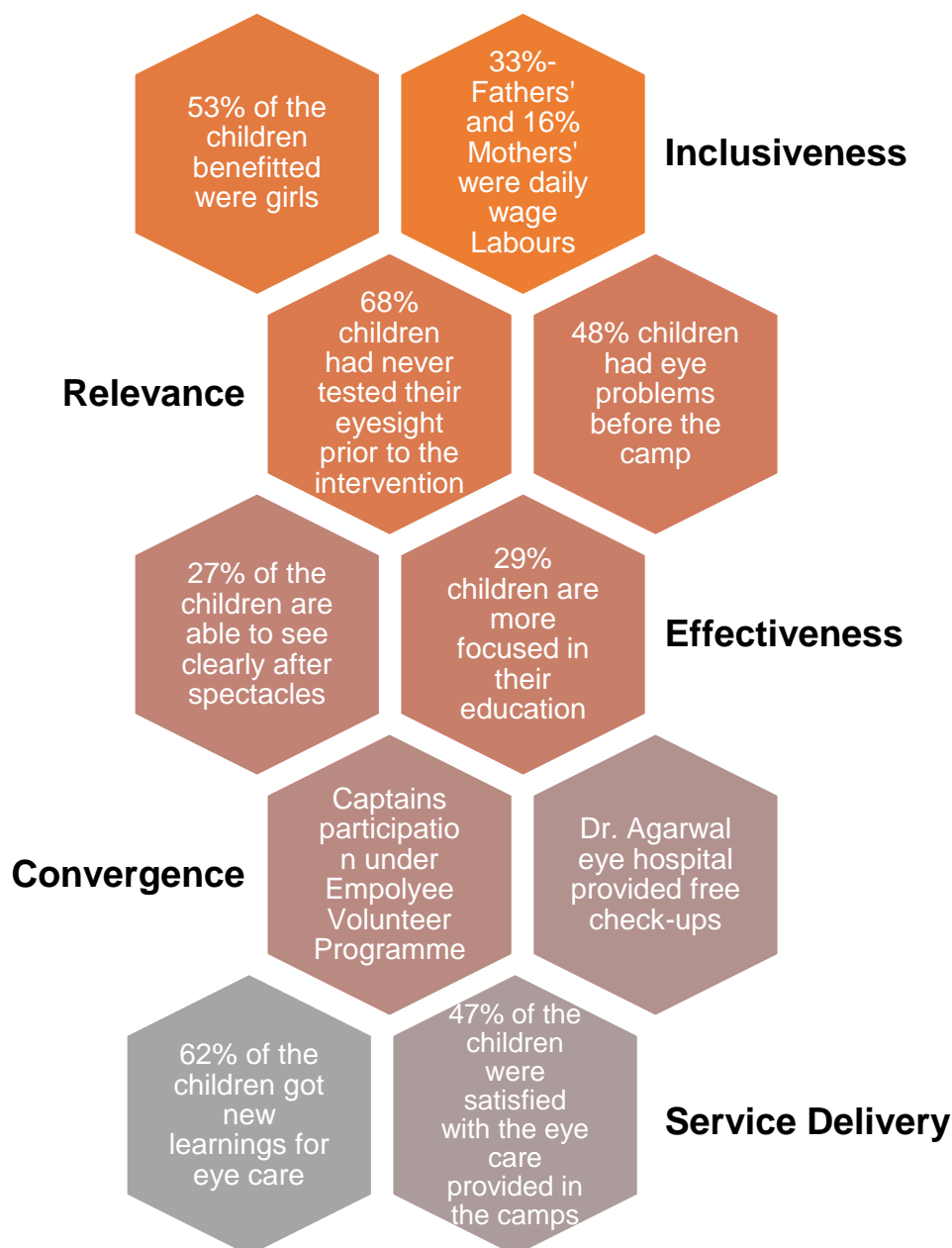
WITH SPECIFICS TO IMPACT ASSESSMENT, CSRBOX:

- Has neither conducted an audit nor due diligence nor validated the financial statements and projections provided by ICICI Lombard.
- Wherever information was not available in the public domain, suitable assumptions were made to extrapolate values for the same.
- CSRBOX must emphasise that the realisation of the benefits/improvements accruing out of the recommendations set out within this report (based on secondary sources) is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realisation of the projected benefits.
- The premise of an impact assessment is the objective of the project, along with output and outcome indicators pre-set by the programme design and implementation team. CSRBOX's impact assessment framework was designed and executed in alignment with those objectives and indicators.

Executive Summary

Eye health is a critical concern worldwide, particularly in India, where it poses significant public health challenges. With an estimated 12 million individuals affected by blindness, India accounts for a quarter of the global blind population. Cataract, a condition that can be treated, stands as the primary cause of blindness in India, responsible for about 62.6% of cases. Despite ongoing efforts to enhance access to eye care services and alleviate preventable blindness, disparities persist, especially in rural and underserved areas. ¹

Preventive and curative services are urgently required to address this issue. **Caring Hands** as a programme provides free eye check-ups, diagnosis, and treatment to underprivileged individuals, particularly children, who are at a higher risk of developing eye problems due to a lack of access to healthcare and poor living conditions. This report examines the impact of the interventions provided by the 'Caring Hands' programme during FY 2022-23.



¹ <https://npcbvi.gov.in/>

Abbreviations

| Acronyms | Descriptions |
|----------|---|
| BRSR | Business Responsibility & Sustainability Reporting |
| Covid-19 | Corona Virus Disease of 2019 |
| CSR | Corporate Social Responsibility |
| FY | Financial year |
| GDP | Gross Domestic Product |
| ID | Identity Document |
| IMF | International Monetary Fund |
| INR | Indian Rupee |
| MIS | Management Information System |
| NGO | Non- Governmental Organisation |
| NHM | National Health Mission |
| NPCB &VI | National Programme for Control of Blindness and Visual Impairment |
| NPV | Net Present Value |
| ROI | Return on Investment |
| SDGs | Sustainable Development Goals |
| SEBI | Securities & Exchange Board of India |
| SHP | School Health Programme |
| SROI | Social Return on Investment |
| UN | United Nations |
| WHO | World Health Organization |

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Chapter 1:
**Overview and CSR
Initiatives of ICICI
Lombard**



Chapter 1: Project Overview and CSR Initiatives of ICICI Lombard

1.1 Project Background & Overview

The significance of vision transcends individual development, profoundly impacting entire nations and the global community. When accessible equitably, vision empowers economies and individuals, fostering fulfilment and prosperity through improved educational opportunities, workforce participation, and overall well-being. Crucially, vision forms the bedrock of children's learning, communication, and societal contribution, influencing academic performance, social interactions, and personal growth. Prioritising children's visual health aligns with Sustainable Development Goal 4, emphasising the interconnectedness of vision health and education, essential for fostering responsible, engaged citizens and achieving global development objectives. Thus, investing in children's vision is both a moral imperative and a strategic endeavour for the future of societies worldwide (World Health Organization, 2022; United Nations, n.d.).

Globally, 285 million people are visually impaired, with 39 million of them blind. With 8 million blind people, India has the world's second-highest number of blind people, with cataracts being the leading cause of blindness.² To ensure a happy and healthy childhood for all children, it is essential to identify any visual impairment in children at the outset.

Blindness is a major public health concern in India and throughout the world. It is estimated that 1.1 billion people worldwide have a vision impairment, with 90% of these people residing in low- and middle-income countries. For example, India has more than 137 million people with near vision loss and 79 million with impairment. According to the National Blindness and Visual Impairment Survey 2015-19, cataracts (71%) and refractive error (13.4%) were the leading causes of visual impairment in people over the age of 50. According to the World Health Organization's World Report on Vision³, cataracts, a type of age-related vision loss, is responsible for nearly 51 per cent of blindness worldwide.³

1.2 CSR Initiatives of ICICI Lombard

Recognising and embracing its responsibility to communities across India, ICICI Lombard has initiated its CSR interventions. The programmes are oriented towards preventive healthcare, traffic safety, and disaster relief, which have nurtured financial immunity to people in their difficult times.

ICICI Lombard constantly encourages and supports employee voluntarism year-round. With regard to the same, ICICI Lombard has successfully implemented several projects in coordination with the ICICI Foundation across the tribal districts of India. The projects demonstrate the responsibility of community stakeholders, as well as are aimed at encouraging non-profit humanitarian work to bring positive change in society. The major projects initiated by ICICI Lombard are listed below.

² <https://www.vision2020india.org/>

³ <https://idronline.org/the-link-between-blindness-and-poverty/>

³ <https://www.who.int/publications/i/item/9789241516570>

Caring Hands Campaign

- Employee volunteers take the lead in organising eye check-up camps for underprivileged children.
- Over the last 13 years, ICICI Lombard has reached out to over 2,00,000+ students from over 400+ schools.

Ride to Safety

- Project was initiated to ensure road safety of children. Children and parents attend road safety workshops, post which they are provided with ISI marked helmets.
- Over last 6 years, 165,000+ helmets have been distributed.

Niranjali

- Project was initiated to spread the importance of drinking clean water among underprivileged children.
- Till date 875 water purifiers have been installed across schools benefitting over 4,00,000 students.

Healthy Villages

- The company supplied medical equipment to aid healthcare professionals in serving the community effectively.
- Committed to inspire healthy living and wellness among Indians.

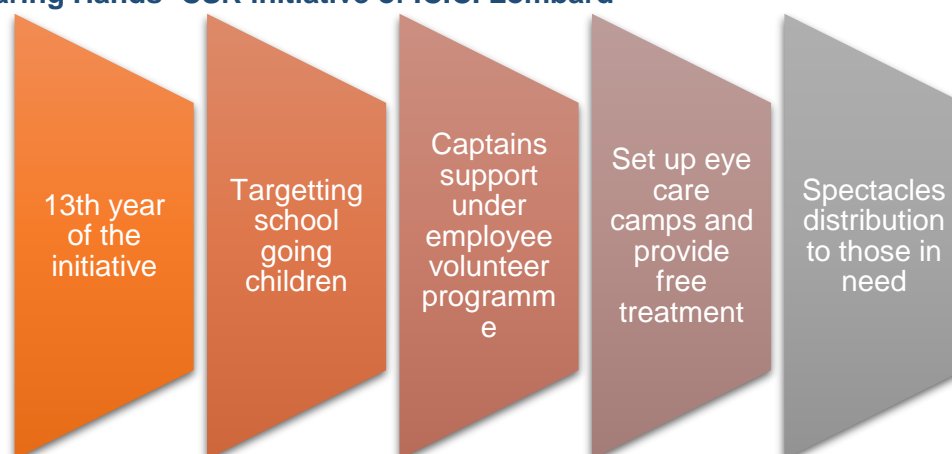
COVID-19 relief

- Support by providing lifesaving equipment.
- Preventive care and immediate medical support.
- Facilitating vaccination of underprivileged citizens.

Solar Panel Installation

- Promoting renewable energy adoption via community solar panel installations.
- Encouraging stakeholder responsibility and supporting non-profit humanitarian efforts for societal impact.

1.2.1 Caring Hands- CSR initiative of ICICI Lombard



ICICI Lombard General Insurance Company Limited launched Caring Hands in 2011 as part of its CSR initiative. "Caring Hands" is a unique programme where ICICI Lombard employees actively participate as Captains, contributing to the initiative through their employee volunteering activities. These camps were organised with the help of Captains, and they assisted in mobilising community and camp execution across cities, covering children, parents, and adult beneficiaries with a primary focus on children.

"Caring Hands" stands out as a distinctive programme, entirely executed by ICICI Lombard employees as part of their volunteer activities. This involves delivering free health services in underserved remote areas, promoting awareness for early detection of cases, and raising awareness of eye health by organising eye screening camps in government and municipal schools for underprivileged children with the support of ophthalmologists.

1.3 Alignment with Schedule VII activities

The Schedule VII (Section 135) of the Companies ACT 2013 specifies the list of activities that can be included by the company in its CSR policy. The below-mentioned table shows the alignments of the intervention with the approved activities by the Ministry of Corporate Affairs.

| Sub Section | Activities as per Schedule VII | Alignment |
|-------------|---|-----------|
| 1. | Eradicating hunger, poverty, and malnutrition, promoting health care including preventive health care and sanitation including contribution to the Swachh Bharat Kosh set up by the Central Government for the promotion of sanitation and making available safe drinking water. | Partially |
| 2. | Promoting education , including special education and employment enhancing vocational skills, especially among children , women, the elderly, and the differently-abled, and livelihood enhancement projects | Partially |
| 3. | Promoting gender equality , empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups | Partially |

Table 1: Alignment with CSR Policy

By aligning the eye check-up camps in schools' programmes with these CSR activities, ICICI Lombard was not only fulfilling their CSR obligations but also addressing the meaningful impact on the health and well-being of school children and communities.

1.4 Alignment with Sustainable Development Goals

| SDGs | SDG Targets | Alignment with the SDGs |
|---|---|--|
|  | <p>Target 1.a Ensure significant mobilisation of resources from a variety of sources, including through enhanced development cooperation, to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programme and policies to end poverty in all its dimensions.</p> | <p>The programme helps in reducing the cost spent on eye care treatment with the provision of cost-free treatment to adults as well as children.</p> |
|  | <p>Target 3.8 Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all</p> | <p>Eye care health camps were set up in the community to provide quality eye care along with spectacles. These camps ensured the good health and well-being of the beneficiaries, which improved the overall efficiency of children as well as adults.</p> |
|  | <p>Target 4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.</p> | <p>The provision of glasses to children with vision loss helped them have better access to quality education.</p> |
|  | <p>Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. Indicator 10.2.1: Proportion of people living below 50 percent of median income, by age, sex and persons with disabilities</p> | <p>By organising eye check-up camps in schools, the programme helps address these inequalities by providing free and accessible vision screening to all students, irrespective of their socio-economic status or background.</p> |



Target 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Indicator 17.17.1: Amount in United States dollars committed to public-private and civil society partnerships

Organising eye check-up camps in schools often involves collaboration between multiple stakeholders, including the local schools, healthcare professionals, and potentially government agencies or NGOs. By working together, these partners can leverage their resources and expertise to maximise the impact of the eye check-up camps and promote the achievement of broader development goals

Table 2: Alignment with SDG

1.5 Alignment with ESG framework

The programme's intervention also aligns with the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI), the programme aligns with the principle mentioned below.

Principle 2

- Business should provide goods and services in a manner that is sustainable and safe

Principle 4

- Business should respect the interests of and be responsive to all its stakeholders

Principle 8

- Businesses should promote inclusive growth and equitable development

1.6 Alignment with National Priority

| Policy/Scheme/Mission | Objectives | How is it aligned |
|--|---|--|
| <p>National Programme for Control of Blindness and Visual Impairment. (NPCB&VI)</p> | <ul style="list-style-type: none"> • Reduce the backlog of avoidable blindness through the identification and treatment of curable blindness at primary, secondary, and tertiary levels based on an assessment of the overall burden of visual impairment in the country. • Develop and strengthen the strategy of NPCB&VI for “Eye Health for All” and prevention of visual impairment; through the provision of comprehensive universal eye-care services and quality service delivery. • To enhance community awareness of eye care and lay stress on preventive measures. • Increase and expand research for the prevention of blindness and visual impairment. • To secure the participation of Voluntary Organisations/Private Practitioners in delivering eye care. | <ul style="list-style-type: none"> • In addition to children, this year the project included adult beneficiaries to provide eye care for all. • NGOs played a major role in community mobilisation and spreading awareness. • Early check-ups of eye problems proved beneficial to stakeholders |
| <p>"Rashtriya Bal Swasthya Karyakram" (RBSK)</p> | <ul style="list-style-type: none"> • It is a comprehensive child health program under the National Health Mission (NHM). RBSK aims to provide comprehensive healthcare, including early detection and management of diseases, deficiencies, developmental delays, and disabilities in children aged 0-18 years. • The programme provides comprehensive health screening to children, covering various aspects of their physical, mental, and developmental health. This screening includes assessments for vision and hearing impairments, nutritional deficiencies, growth and developmental delays, and other health conditions. | <ul style="list-style-type: none"> • By conducting eye check-ups in schools, it contributes to the broader goal of ensuring the health and well-being of children as envisioned by the RBSK programme. |
| <p>"School Health Programme" (SHP)</p> | <ul style="list-style-type: none"> • Provide comprehensive health services to school children. | <ul style="list-style-type: none"> • Eye-check camps promote preventive healthcare by |



- Promote preventive healthcare measures and health education in schools.
- Detect and manage health issues early through regular health check-ups.
- Improve the overall health and well-being of students to enhance learning outcomes.
- Collaborate with educational institutions, healthcare providers, and communities to implement health interventions effectively.

identifying and addressing vision problems before they escalate. This supports the SHP's emphasis on promoting preventive measures and health education in schools, fostering a culture of proactive health management among students.

Table 3: Alignment with National priorities

Chapter 2:
**Design and Approach
for Impact Assessment**



Chapter 2: Design and Approach for Impact Assessment

2.1 Objectives of the Study

Assessing the scale and outreach of the programme and highlighting the direct as well as indirect impacts.

Assess the stakeholder engagement process and its effectiveness with the outcomes of the programme and the impacts on the target groups/beneficiaries

Insights to improve the quality of the programme and approach plan

2.2 Methodology

For the assessment, the study team employed a two-pronged approach for data collection. It includes a review of secondary data sources and literature and primary data obtained from quantitative and qualitative methods of data collection. The figure below illustrates the study approach that was used in data collection and review.

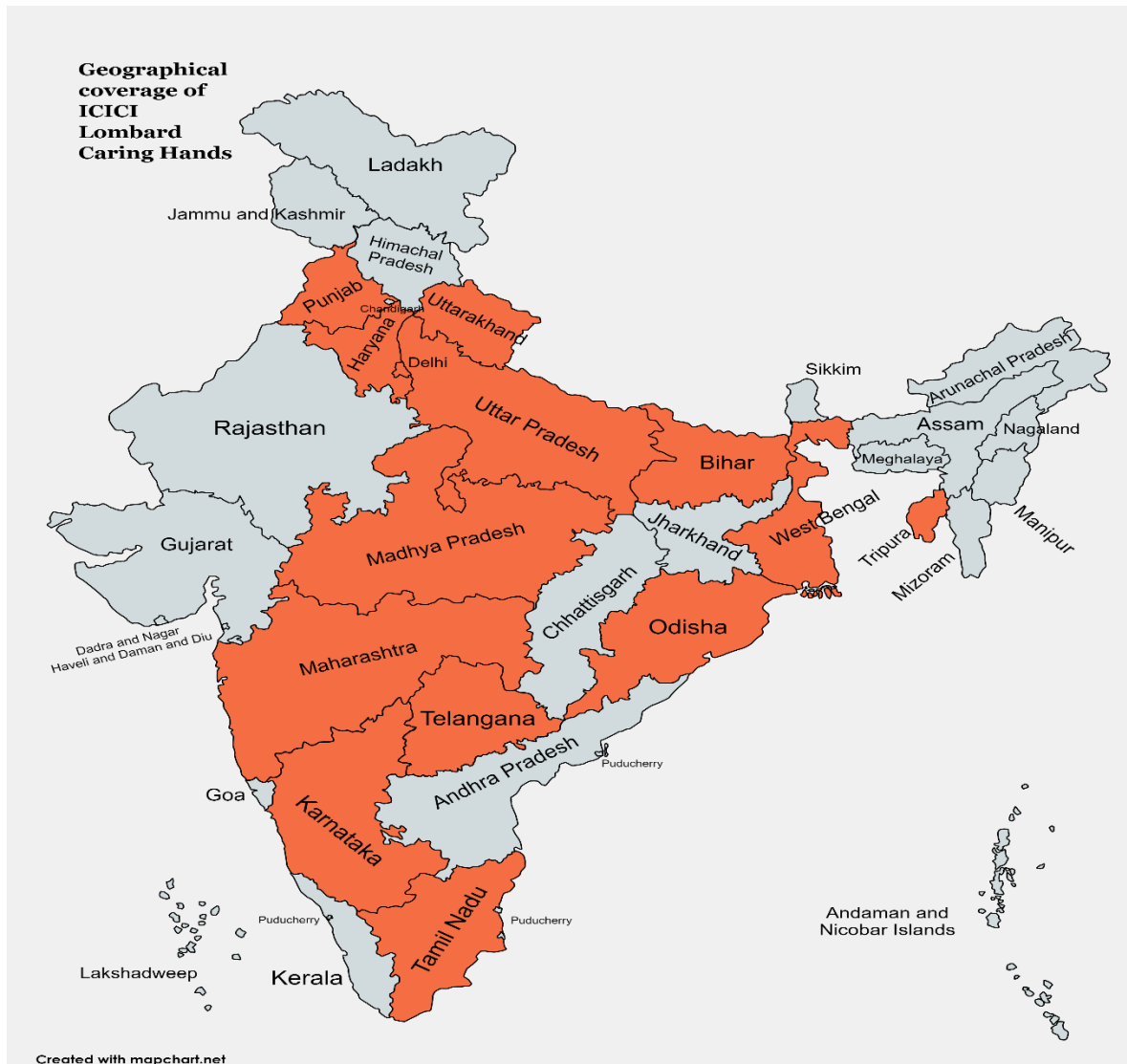
Secondary Study

- Review of annual reports, internal data, publications by ministries, other relevant government departments and study reports

Primary Study

- Quantative surveys, in-depth-interviews, group discussions.

2.3 Geographic Coverage



| Location | Universe-Number of Beneficiaries |
|--------------------|----------------------------------|
| Bihar | 4541 |
| Delhi | 1740 |
| Haryana | 883 |
| Jammu & Kashmir | 56 |
| Karnataka | 186 |
| Madhya Pradesh | 405 |
| Maharashtra | 5987 |
| Punjab | 101 |
| Tamil Nadu | 280 |
| Telangana | 1775 |
| Tripura | 1213 |
| Uttar Pradesh | 159 |
| Uttarakhand | 297 |
| West Bengal | 405 |
| Odisha | 12 |
| Grand Total | 18040 |

Table 4: Locations Covered

2.4 Sampling Approach

Quantitative Sampling

The team acknowledges that the project spans across 15 States. The team proposed coverage at a 95% Confidence Level (CL) and a 7% Margin of Error (M.O.E) for Children and Parents. For Captains, it is recommended to consider 25% of the total participating Captains as part of the Survey. Additionally, 12 location-wise stratification for each state is outlined and as below:

| Locations | 95% CL, 7% MOE | Respondents |
|--------------------|----------------|--------------------------------------|
| Bihar | 19 | Children/Parents/Guardian/Car etaker |
| Delhi | 49 | |
| Haryana | 10 | |
| Karnataka | 3 | |
| Maharashtra | 65 | |
| Punjab | 5 | |
| Tamil Nadu | 4 | |
| Telangana | 19 | |
| Odisha | 12 | |
| Uttar Pradesh | 2 | |
| Uttarakhand | 3 | |
| West Bengal | 4 | |
| Grand Total | 195 | |

Table 5: Quantitative sampling

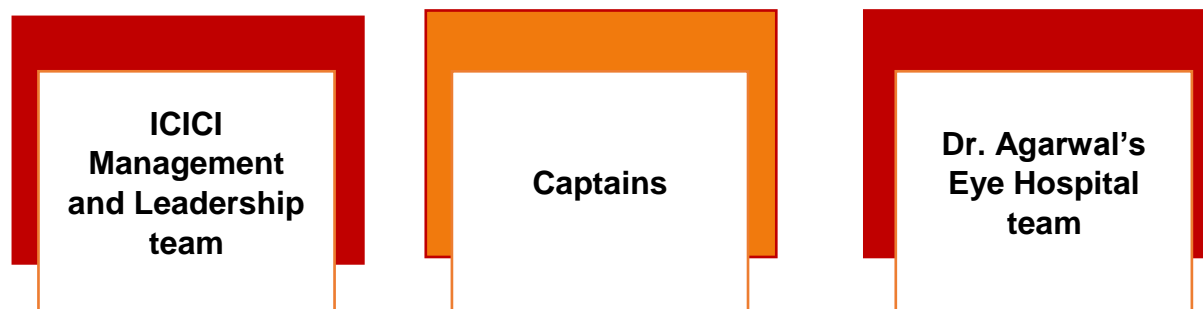
Qualitative Sampling

Around 25% of the total Captains who participated in the programme were considered as part of the survey. Further location-wise stratification of each state is provided below.

| State | No. of Captains | Sample Size |
|------------|-----------------|-------------|
| Haryana | 4 | 1 |
| Tamil Nadu | 2 | 1 |
| Telangana | 10 | 2 |
| | 16 | 4 |

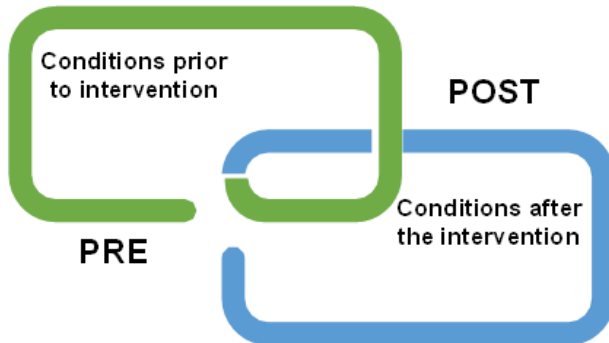
Table 6: Qualitative sampling

A qualitative approach to data collection was followed. Detailed discussions were held with different stakeholders of the programme. These discussions included In Depth Interviews (IDIs), which helped in understanding the perspectives of the beneficiaries and other stakeholders towards the Programme and assessing the impact created.



2.5 Assessment Approach & Evaluation Framework

The evaluation design is centred around learning as the primary objective, focusing on the study's objectives and key areas of inquiry. The approach to crafting a robust, dynamic, and result-oriented evaluation framework is outlined.



To measure the project's impact, Team CSRBOX proposed a pre-post-project evaluation approach, relying on the recall capacity of respondents. Beneficiaries had queried about conditions before and after project intervention. The difference aids in comprehending the project's contribution to improving the intended beneficiary condition. While this approach can comment on the project's contribution to enhancing living

standards, it might not entirely attribute the entire change to the project. External factors could also influence positive changes alongside the project. Therefore, the assessment has gauged contribution, but attribution may not be solely ascribed to the project. Given the objectives of the study to determine the effectiveness, efficiency, impact created and sustainability of the project, the evaluation used is the IRECS Framework. Using the criteria of the IRECS framework, the evaluation has been assessed the client's contribution to the results while keeping in mind the multiplicity of factors that may be affecting the overall outcome. The social impact assessment hinges on the following pillar.

Inclusiveness

The extent to which communities equitably access the benefits of assets created and services delivered.

Relevance

The extent to which project is geared to respond to the 'felt' needs of the communities.

Expectation

The extent of intended and unintended positive (benefits), socio-economic, and cultural changes have accrued for beneficiaries.

Convergence

Judging the degree of convergence with government/other partners; the degree of stakeholder buy-in achieved.

Service Delivery

The extent to which cost-efficient and time-efficient methods and processes were used to achieve results.

2.6 Limitations to the Study

- This year, the study was specific to children beneficiaries only. Most of the data collected from the children were answered by their parents/caretakers/guardians on their behalf, which limited the perspective of Children.
- The samples were collected from 12 out of the 15 locations of the programme. The main reason for limiting the data collection was the absence of contact details of beneficiaries. Since children are a vulnerable group, their details were not collected by

respective implementation partners and school officials, which affected the data collection process during the study.

2.7 Theory of Change:



| Implementation of the programme | | Effect of the programme | |
|--------------------------------------|---|---|---|
| Key Activities | Output Indicators | Outcome Indicators | Impact Indicators |
| Mobilisation and Pre-Planning | 15 locations/ centres/ shelter homes/ schools participated | After Mapping, the list of schools/ centres/ shelter homes in 5 km radius of ICICI Lombard offices has been finalised. Identification of Ophthalmologist partners and branches | Increased equitable access to eye care screening camps and check-ups among beneficiaries of all age groups |
| Eye Screening Camp | 100+ camps conducted 15000+ Children attended the camp. 15000+ Parents attended the camp. | Improved understanding of Eye care practices Clear Diagnoses of eye problems & their solution Resource optimisation by the families of beneficiaries Better understanding of diagnoses Improved cost saving eye care solution | Increase in school attendance after the camp. Increased awareness among beneficiaries about eye care Improved cost saving eye care screening accessibility Improved standard of life. Improved learning and playtime for children |
| Spectacle distribution | 8000+ children, parents and adults received spectacles from the camp | 95% of beneficiaries received and continuing to wear the spectacles | Improved vision among beneficiaries |
| Brand recalling/ Value | 69% of beneficiaries relating names with the brand and camp before. | 94% of beneficiaries recalling the brand and wanting to visit the camp again | Increased Awareness about ICICI Lombard among beneficiaries |

Chapter 3: Findings of Impact Assessment



Chapter 3: Findings of Impact Assessment

The section highlights the detailed findings and subsequent impact created in the year 2022 – 23. The Figural representation of the data below is derived from responses received from the beneficiaries through questionnaire surveys, in-depth interviews with stakeholders, and secondary research.

3.1 Inclusiveness



The study considered several demographic aspects of the beneficiaries, including gender segregation, the economic profiles of the child beneficiaries and their parents, household family income, and the geographical distribution of the camps in the sample. This approach aimed to ensure inclusivity and assess the reach of the camp to marginalised communities, with the figures indicating efforts to integrate these communities into the mainstream.

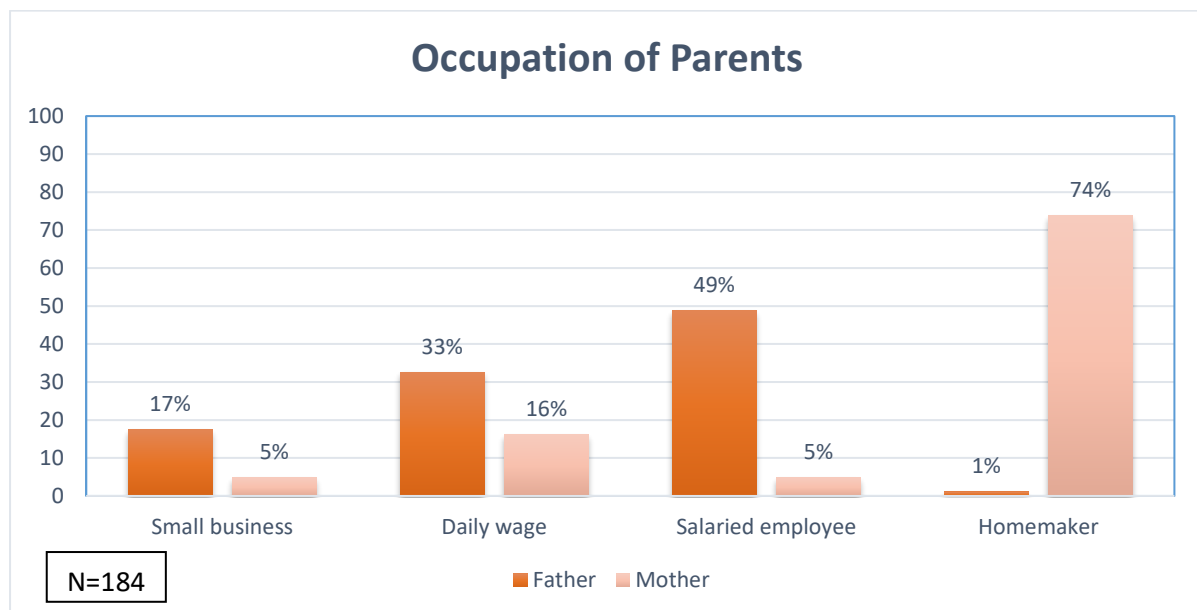


Figure 1: occupation of parents (N-184)

The Figure above demonstrates that approximately **49% of the fathers of the beneficiaries** are employed in salaried positions. On the other hand, around **33% work as daily wage earners**, highlighting that eye care may not be a priority for them due to economic restrictions. Around **74% of the female in the households were housewives**.

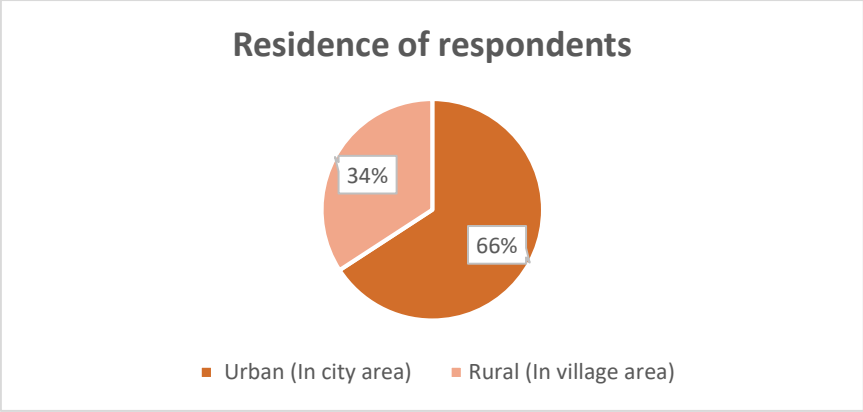


Figure 2: Residence of respondents

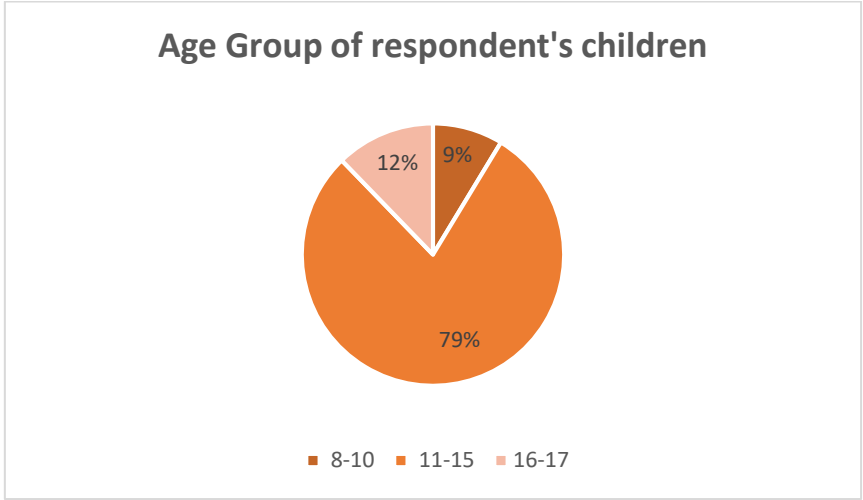


Figure 3: Age group of respondent's children

GENDER SEGREGATION

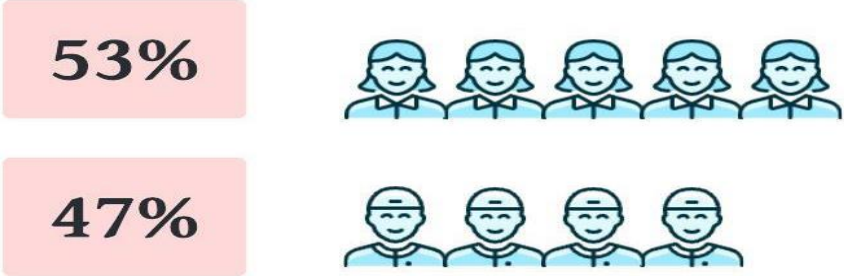


Figure 4: Gender of Children

The survey of the programme had uniform coverage of both genders, with 53% of girl children beneficiaries. Most of the children belonged to the age group of 11-15 years. Interactions with Dr Agarwal's eye hospital revealed that camps were targeted at students studying from class 5 to class 12.

3.2 Relevance

48% of the children suffered from eye problems

68% children had never tested their eyesight prior to the intervention

47% of the children found these camps beneficial

To assess the relevance of the programme, the team analysed the significance of providing eye testing and support to underprivileged school-going children in the project locations specified. Additionally, feedback was obtained from children regarding how they identified their eye problems before intervention. The Figure below displays the various responses received.

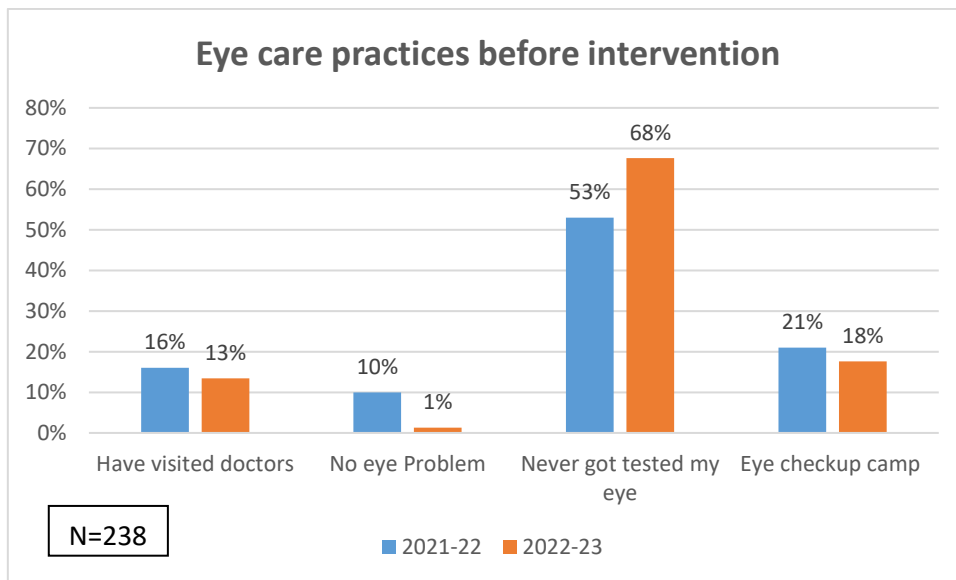


Figure 5: Eye care practices before intervention FY: 2021-22 (N-154) and FY: 2022-23 (N- 238)

The data points that the children targeted through the eye care camps were in urgent need of the same as **68%, had never undergone** an eye test before for FY:2022-23.

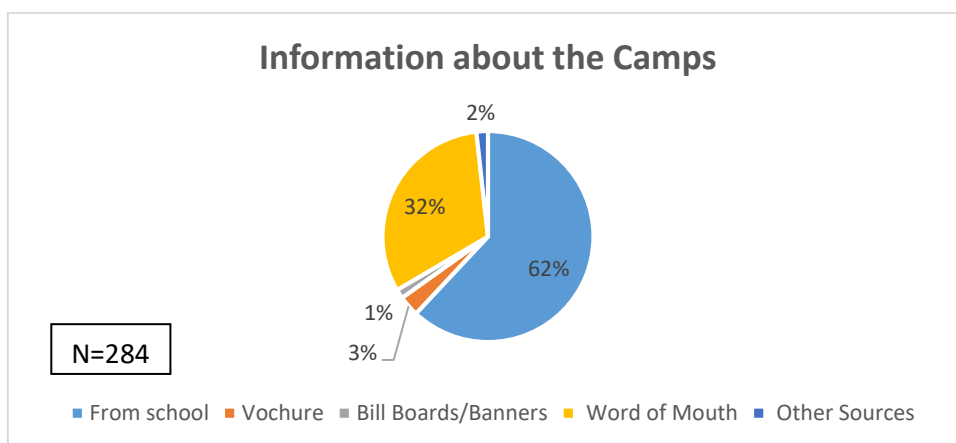


Figure 6: Information about the Camps FY: 2022-23 (N- 284)

62% of the child beneficiaries learned about the camps through their schools. Since the camps were held at the schools this year, the voucher system used in previous years was discontinued. Proper precautionary measures were implemented at the camps.

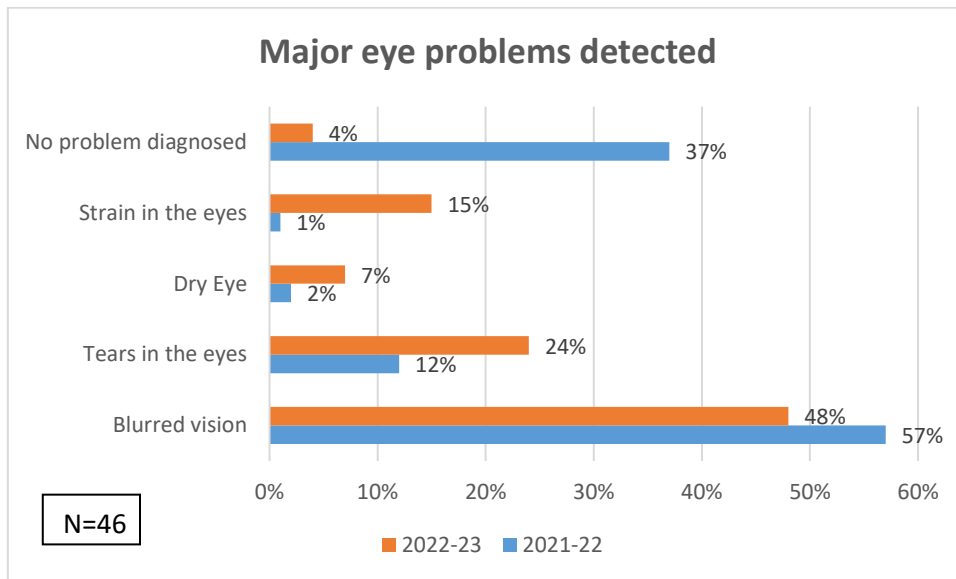


Figure 7: Major eye problems detected FY: 2021-22(154) and FY: 2022-23 (N- 46)

When eye testing was done in the camps, **48% of the children** suffered from blurred vision, due to which they faced difficulties in school. In the 2022-23 period, approximately 15% of children experienced eye strain issues, a significant rise from the 1% recorded in 2021-22, indicating a growing reliance on screen usage and strain on eyes.

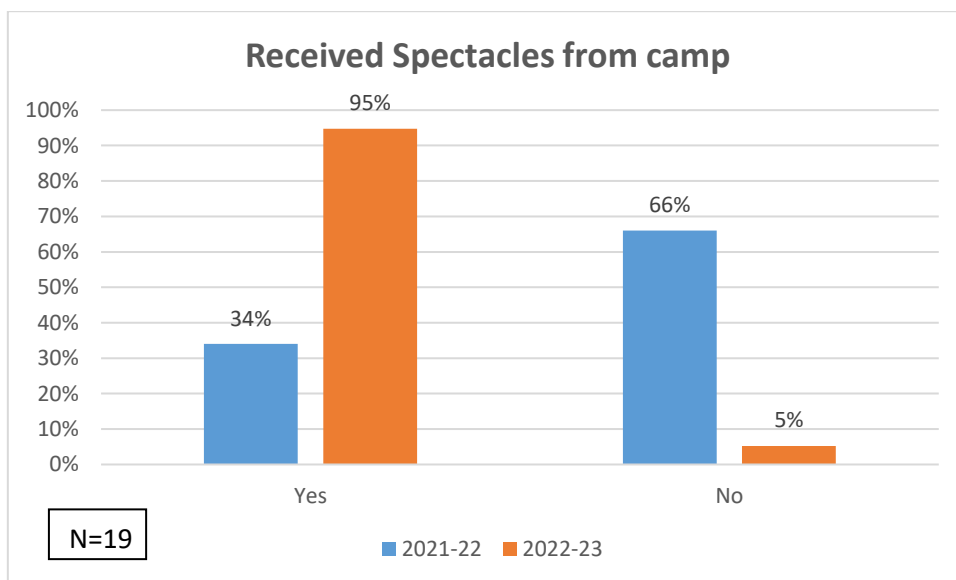


Figure 8: Received Spectacles from camps FY: 2021-22(N-154) and FY: 2022-23 (N- 19)

During the vision correction initiative, **95% of the children received spectacles from the camps.** The provision of spectacles significantly enhances the quality of life for these children, with their future well-being in mind. This activity proved relevant to stakeholders as it improved the visual acuity of the children. Conversations with school officials revealed that eye care interventions were much needed in these localities. They mentioned that since most students enrolled in the schools reside in nearby slums, eye check-ups are not a priority for them or their parents.

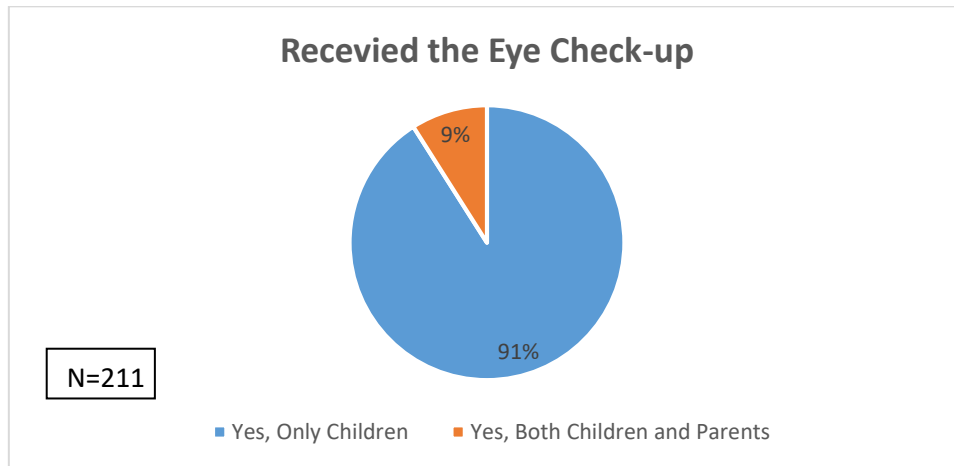


Figure 9: Received the eye check –up camp this year FY: 2022-23 (N-211)

This FY 2022-23, around 91% of the children availed of the camp and had gotten their eyes checked at the camp. The annual camps are making the community more aware of eye care and treatments.

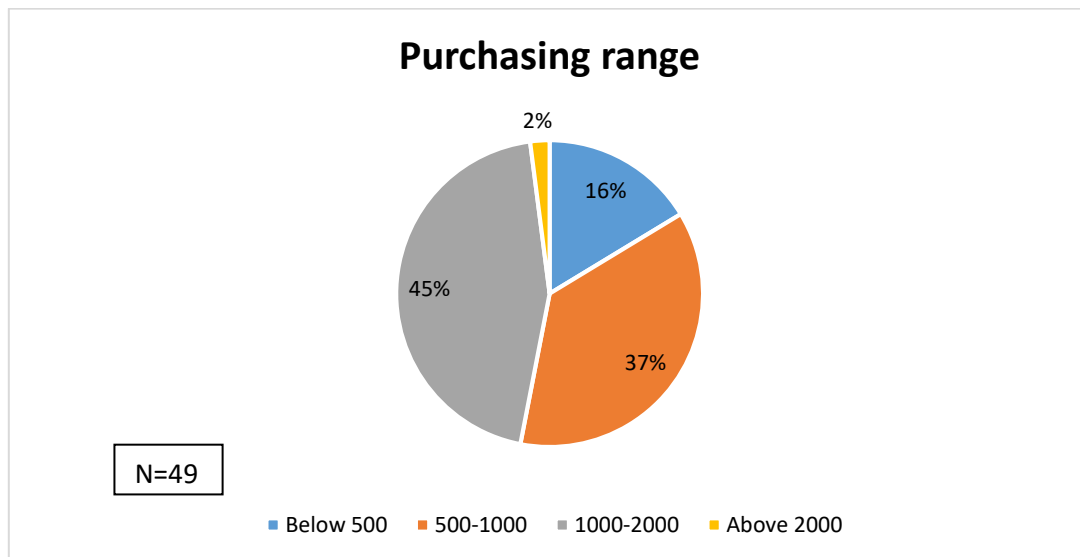


Figure 10: Purchasing range of Spectacles before camp FY: 2022-23 (N-49)

Before attending the camps, 18% of children already wore spectacles. Among them, 73% had been wearing spectacles for six months or less. Additionally, approximately 28% of children had purchased their spectacles, with **45% of those purchases falling within the price range of Rs. 1000-2000/-.**

"The camp provided exceptional service, offering free check-ups and treatment. It was incredibly beneficial for me."

-Ms. Vedika Kundan Rathod,
Student, Prabhadevi High Secondary School, Mumbai.

The camp was a much-needed intervention as most of these children come from marginalised communities with a difficult financial background. People from the weaker economic sections usually do not give much priority to eye care, reasons varying from unaffordability to inaccessibility and the lack of awareness. This programme made them aware of the requirement of eye care in their day-to-day lives.

3.3 Effectiveness

The effectiveness of the eye camps is assessed by considering indicators of improvement and awareness about eye health, thereby evaluating the impact of these camps on the community. The aim is to provide sustainable solutions to reduce avoidable blindness and promote eye health in underserved areas.

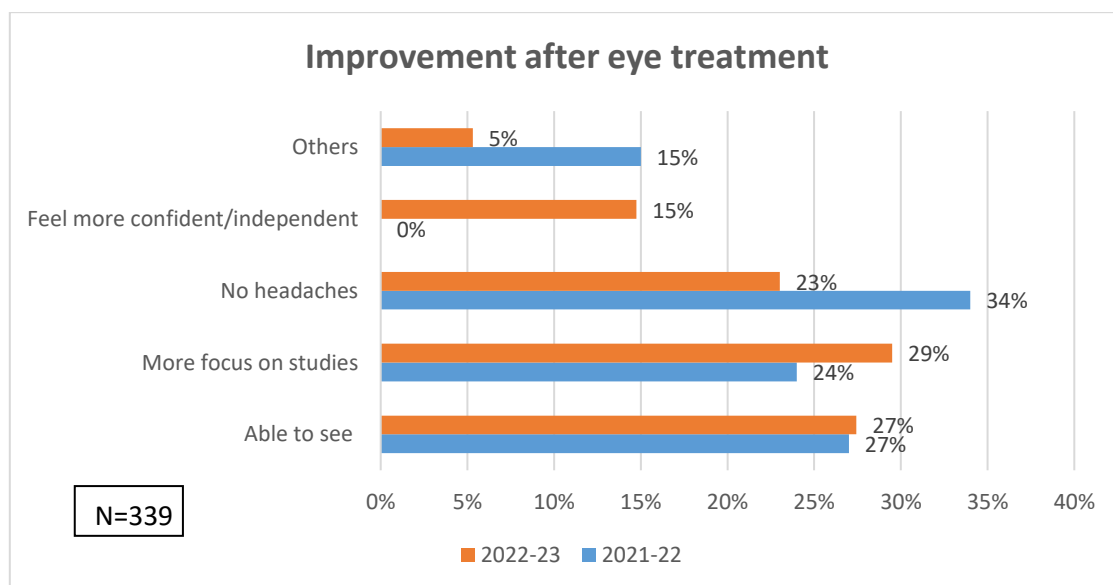


Figure 11: Improvement after eye check-up FY: 2021-22 (N=154) and FY: 2022-23 (N=339)

Most of the children, due to lack of eye care, are not able to perform well in school. They aren't able to see the blackboards clearly, and it affects the learning outcomes of students. **29% of the children** reported that after the eye testing in the camps, they were able to focus more on

their studies. **15% of the children** reported that they feel more confident/independent after receiving spectacles from the camp.

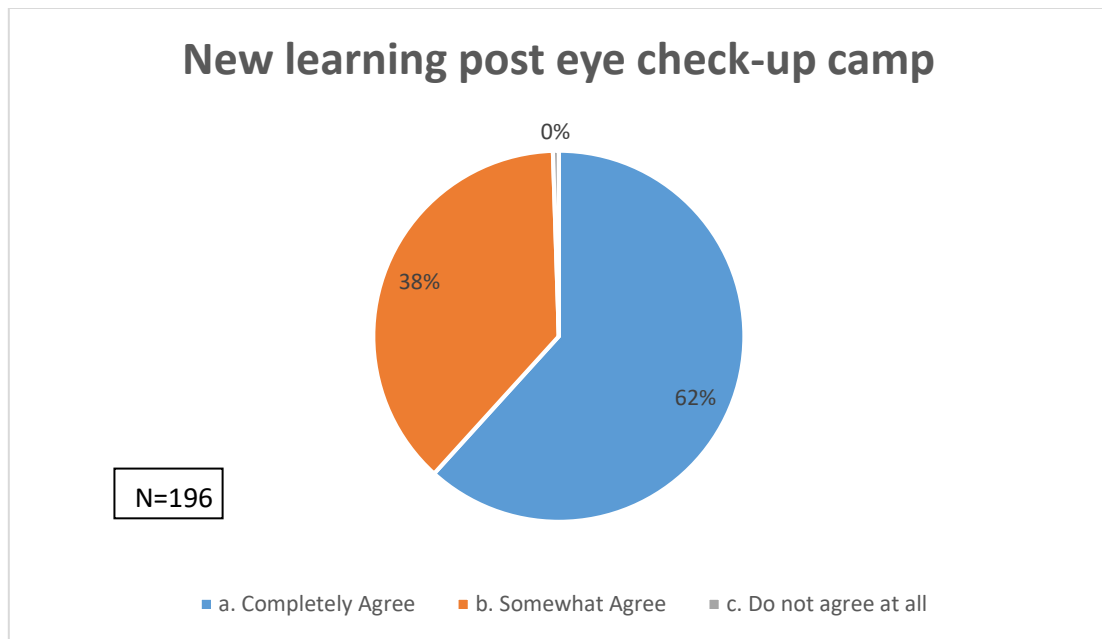
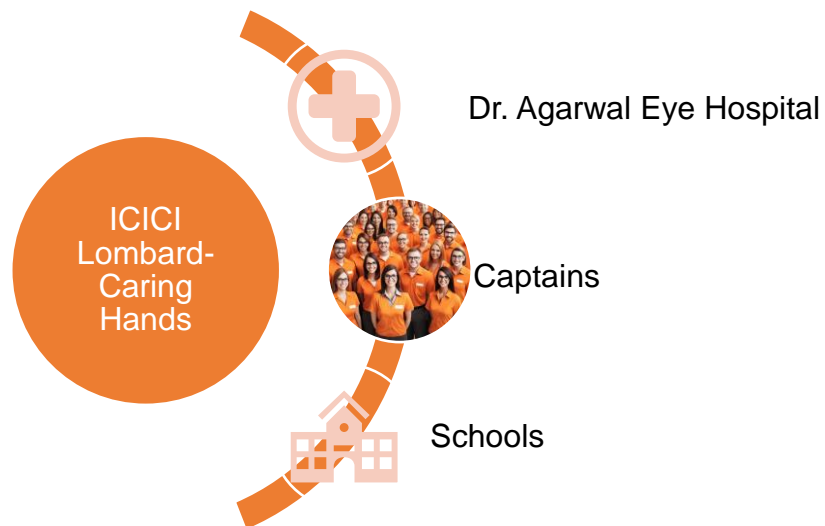


Figure 12: Post check-up learnings FY: 2022-23(N-196)

62% of the children agreed that there was a new learning about eye health after attending the eye camps. While interacting with the school officials, it was noted that the attendance of the children affected with eye problems has also improved post the provision of spectacles.

3.4 Convergence

In the context of eye care camps, convergence can be important to ensure the effective delivery of services. A seamless collaboration can maximize the impact of interventions such as providing spectacles in an eye camp. This year, the programme converged with the Captains, who are the employees of the ICICI Lombard team and Dr Agarwal Eye Hospital was responsible for conducting eye care camps across all locations. Schools helped in setting up the camps for children. Also, the distribution of the spectacles to the children was done by the schools.



“Participating in this eye camp not only brought me great joy in helping the school students, but also highlighted the importance of early detection in making treatment easier for potential eye problems.”

-Mr. Nagu Prasanth,
Captain, Vellore, Tamil Nadu.

3.5 Service Delivery

An efficient service delivery mechanism ensures the effective implementation of the programme. The eye camps organised in schools aimed to check the eyes of all the students present in the school on that working day. The children who required vision correction were given spectacles. The spectacles were delivered after 2 months to each school. The school authorities were responsible for distributing them to their respective children. Faultless distribution of spectacles was ensured by providing teachers with a list of students in need of spectacles. Students with eye infections were also referred for further check-ups at Dr Agarwal Eye Hospital at a subsidised cost.

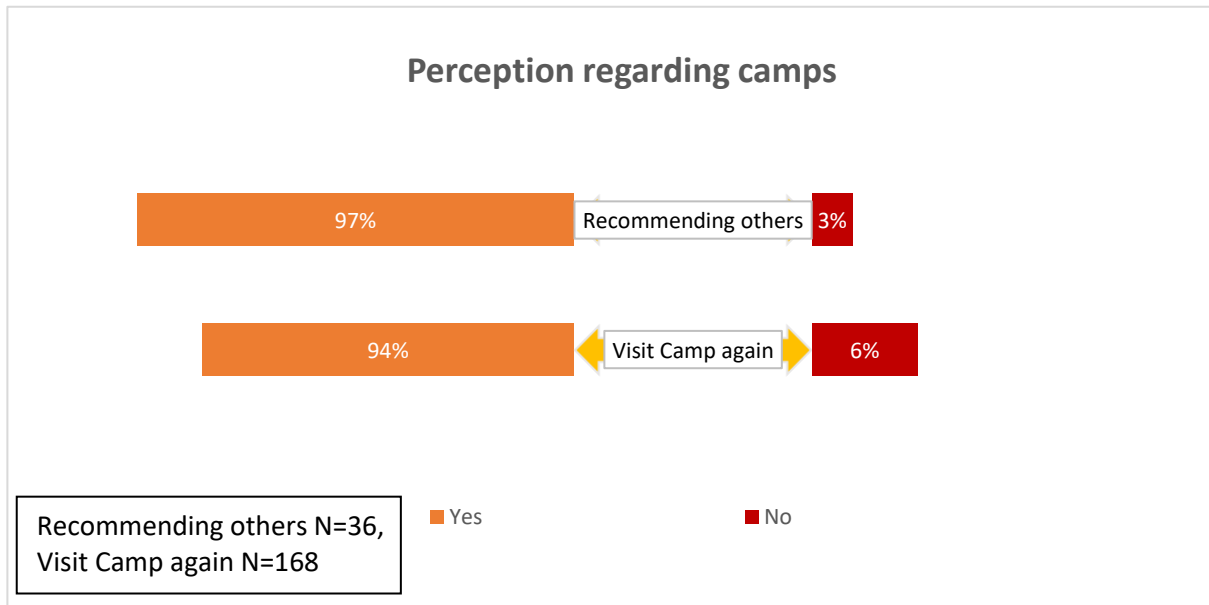


Figure 13: Perception regarding camps, FY: 2022-23

97% of the children were satisfied with the eye care provided in the camps conducted in school. Some of the schools had conducted the camps in the previous years as well and expressed a continuation of the service in future as well.



Children receiving eye-check up in school

3.6 Brand Equity

ICICI Lombard's Caring Hands programme has played a significant role in increasing the brand's recognition as a household name. By organising various impactful activities, the programme has strengthened the brand's value within the community and benefited its stakeholders. The study gathered insightful details that demonstrate the programme's positive impact on the brand's reputation among the households and communities it serves.

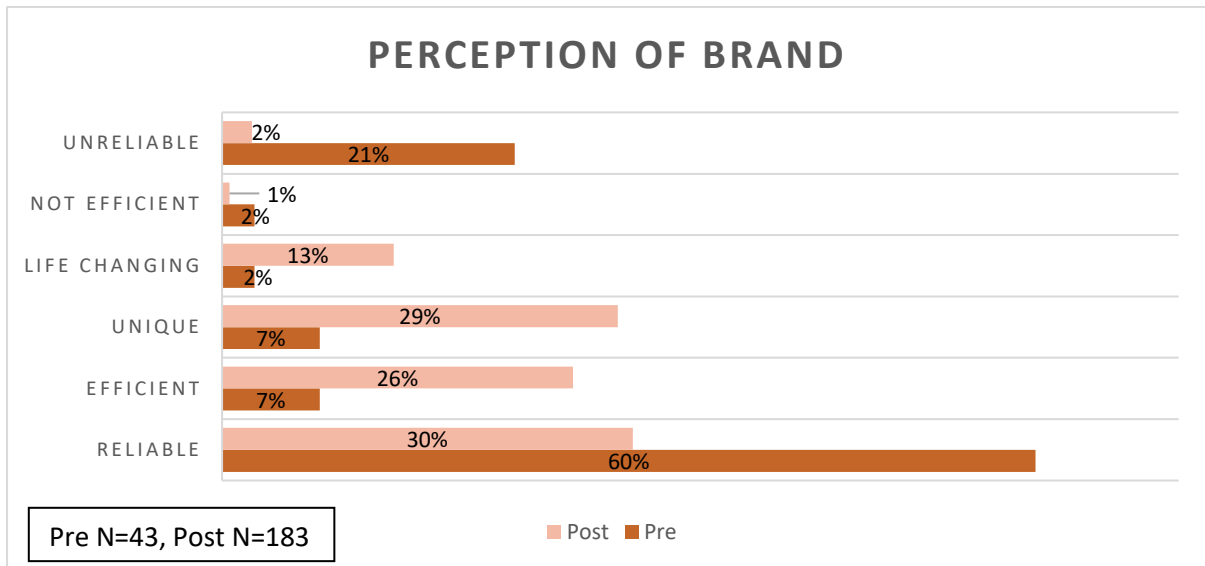


Figure 14: Perception of the brand Pre and Post intervention, FY: 2022-23

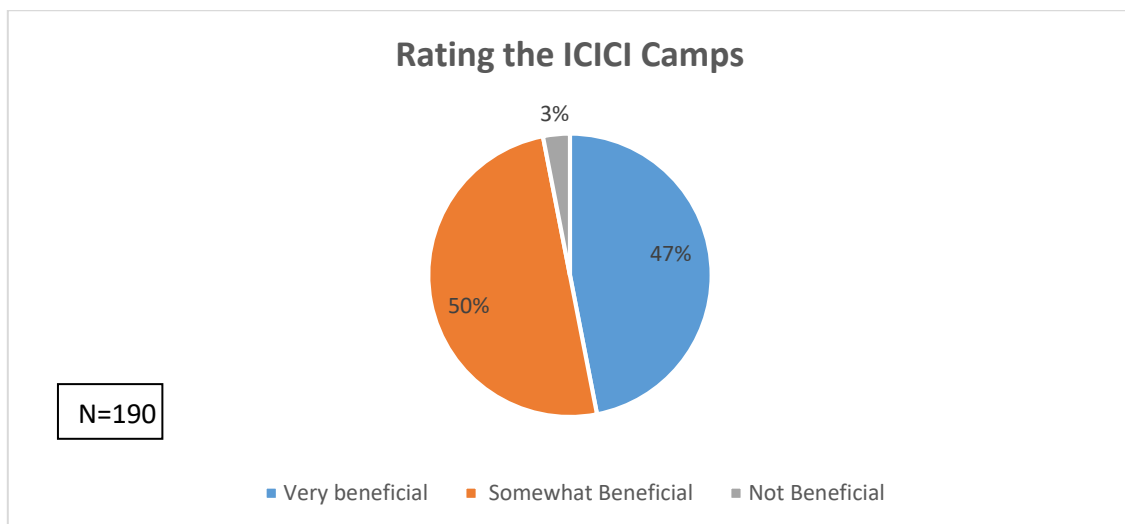


Figure 15: Ratings of ICICI Camps FY: 2022-23 (N-190)

47% of the children and parents said that the camps proved to be very beneficial and furthermore, around 50% stated somewhat beneficial. **79% of the children** believed that their grievance was addressed, and proper eye care was provided.

3.7 Testimonials

“Volunteering has been a transformative journey for me, both personally and professionally. It's improved my ability to relate to others, making me more understanding and opening doors to new connections. Through volunteering, I've learned to take charge, navigate different scenarios, and gain insights into various communities.”

-Mr Vinod Maurya
Captain-Manager, ICICI Lombard, Delhi

“The program has proven to be a great help in improving the vision of underprivileged children, but its expansion is essential as the demand for spectacles increases drastically due to lifestyle changes. The initiative has a major positive impact on the future of these children, who might otherwise be unaware of their poor vision.”

- Mr. L. Harish
Head of Optometry, DrSSS Agarwal's Eye Hospital, Tamil Nadu



Eye testing of various stakeholders in the camps

Chapter 4:
**Social Return on
Investment (SROI) for
Caring Hands**



Chapter 4: Social Return on Investment (SROI)

The process and methodology of Social Return on Investment (SROI) entails the quantification of the social impact generated by projects, programmes, and policies. This assists funders in determining the monetary value of the social and environmental benefits resulting from the initiative. SROI goes beyond conventional financial metrics to encompass social and financial value. In this study, we have evaluated the value of the programme's actual outcomes using data obtained from primary surveys, Management Information Systems (MIS), and industry benchmarks.

INR 3.72/- social value generated from the programme on every investment of INR 1

Compared to last year's SROI of INR 3.33, there has been an increase of 11.71% in this year's SROI, which is INR 3.72. The reason for this increase is the expanded project outreach to beneficiaries this year. Unlike last year, where the camps had a larger outreach, this year the camps were only set up in schools in the given locations. Additionally, Captains under employee volunteering had a greater impact, serving as the driving factor for mobilising this programme. With most of the schools covered, it resulted in an increase in SROI.

| Financial Proxies | | | |
|-------------------|---|---|-----------------|
| Stakeholder | Indicator | Financial proxy | Source |
| Children | Savings on spectacles provided through camps. | Average savings on buying a spectacle | Secondary study |
| Children | Savings on eye check-up which was provided at the camp. | Average savings on one-time doctor consultation fees and medical expenses | Secondary study |
| Children | Savings on potential eye treatments in the future | Average savings of an eye operations | Secondary study |

Table 5: Indicators for SROI

| Social Return on Investment | | |
|-----------------------------------|--------------|-----------------|
| Year | FY 2022-2023 | FY 2024-25 |
| India Inflation Rate (Source IMF) | 6.70% | 5.40% |
| Discounted Rate Considered | | 6.05% |
| Total Input Cost | | 14700000 |
| Total Net Impact | | 58032936 |
| Net Present Value (NPV) | | ₹ 54,722,240.45 |
| SROI | | 3.72 |

Table 6: SROI Calculations

Chapter 5:
**Way Forward and
Recommendations**



Chapter 5: Way Forward and Recommendations

ICICI Lombard reached out to numerous beneficiaries in various states across India in FY 2022-23. This was achieved through camps, which ultimately benefited a total of 18,000+ people. In addition, the programme collaborated with Captains to help with the mobilisation and execution of the camps. The camps were held in different schools in different locations. The programme was highly appreciated by all stakeholders and beneficiaries, particularly as eye health has become a primary concern due to the increased use of digital devices.

- Interactions with Captains highlighted several key points regarding branch-level activities, suggesting opportunities for management to enhance participation through motivational strategies.
- Gathering feedback and testimonials, especially from spectacle beneficiaries, was proposed to further improve the initiatives.
- Feedback from the implementation partner underscored the need to enhance the current MS Excel database, particularly in maintaining consistency in beneficiary data such as phone numbers. Expanding the database scope was recommended for better monitoring and tracking, especially for 15000+ annual spectacle beneficiaries.
- To improve mobilisation, involving more ICICI Lombard employees was suggested, aiming to broaden the programme's network and outreach.
- Proposed actions included making the company anthem and clips mandatory to reinforce organisational ethos, focusing efforts on rural area schools for increased impact, and expanding the programme to biannual events for greater effectiveness.
- Feedback from captains on immediate medical assistance accessibility for patients in need on a case-to-case basis, with designated support from the ICICI Lombard team or Captains, was emphasised.
- Additionally, educating parents about nutritional importance during eye camps was suggested to contribute to overall community health and well-being, highlighting various opportunities for programme optimisation and efficacy identified during interactions with Captains.



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