

ICICI Lombard
libhaye Vaade



Caring Hands
A Free Eye check up Camp
under the CSR Initiative of



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

DISCLAIMER OF IMPACT ASSESSMENT REPORT

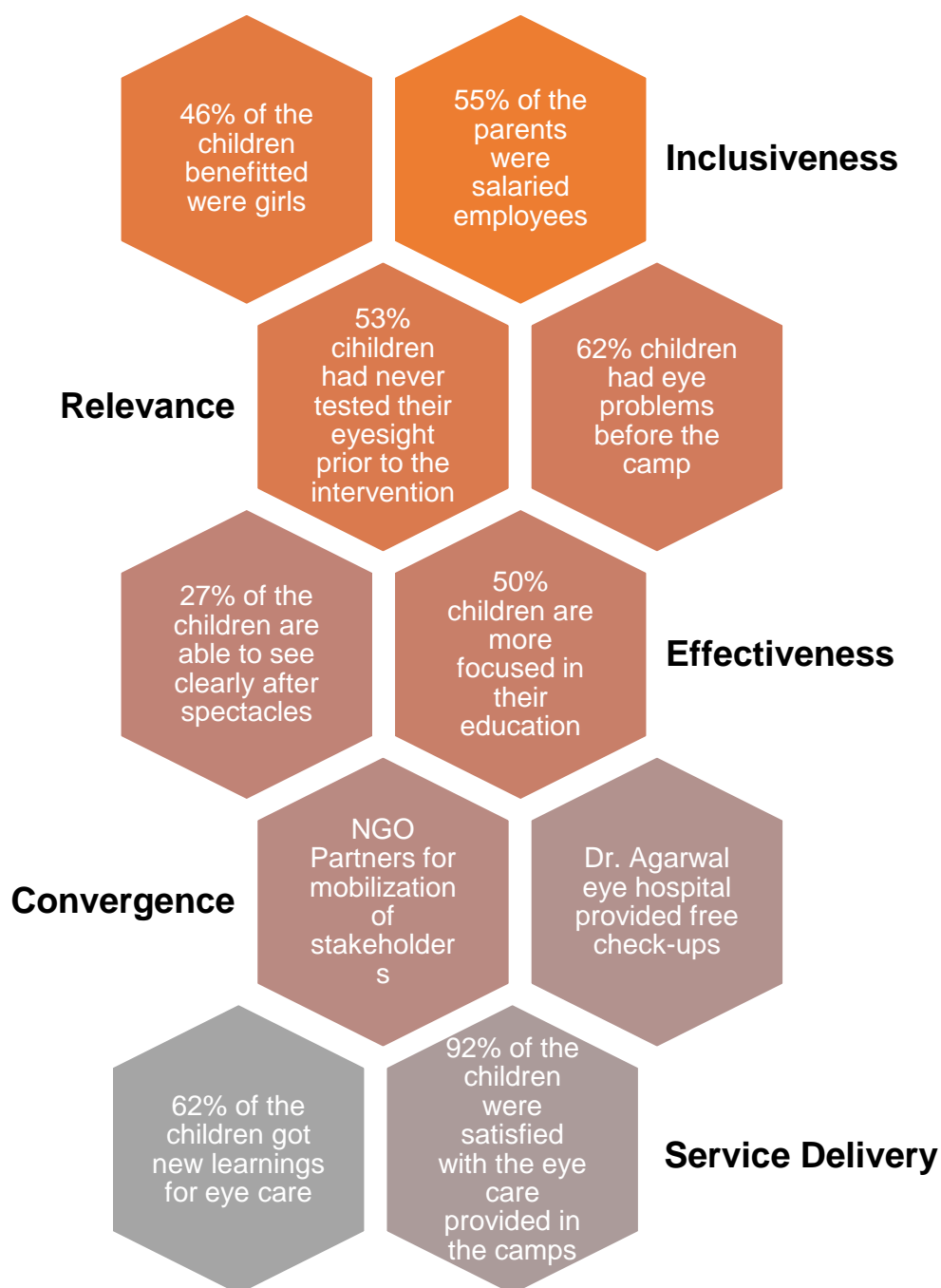
- This report has been prepared solely for the purpose set out in the Memorandum of Understanding (MoU) signed between Renalysis Consultants Pvt. Ltd. (CSRBOX) and ICICI Lombard- Caring Hands to undertake the Impact Assessment of their Corporate Social Responsibility (CSR) projects implemented.
- This 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 authorized 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 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 emphasize that the realization 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 realization 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

Childhood vision impairment is a significant public health concern that has not been given enough attention. In India, there are 9.3 million people who have visual impairments, and out of them, 270,000 children are blind. Shockingly, over 75% of this population could have avoided their condition through prevention or treatment.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' project during FY 2021-22.



¹<https://www.business-standard.com/article/current-affairs/india-loses-118-bn-annually-in-gni-due-to-childhood-blindness-report-122090901204>

Abbreviations

Acronyms	Descriptions
COVID-19	Coronavirus Disease of 2019
CSR	Corporate Social Responsibility
FY	Financial year
GDP	Gross Domestic Product
ID	Identity Document
INR	Indian Rupee
MIS	Management Information System
NGO	Non- Governmental Organization
ROI	Return on Investment
SDGs	Sustainable Development Goals
SROI	Social Return on Investment
UN	United Nations
WHO	World Health Organization

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Overview of CSR Initiatives of ICICI Lombard



Chapter 1: Project Overview and CSR Initiatives of ICICI Lombard

1.1 Project Background & Overview

The importance of vision extends beyond individual growth and development, as it has a direct impact on the progress of nations and the world. When distributed equitably, it has the potential to strengthen the global economy and enable people to live fulfilling lives by unlocking their potential for education, employment, and overall well-being. The significance of good vision is particularly amplified in children, as it serves as the foundation for their ability to learn, communicate, and grow into responsible citizens. Thus, prioritizing children's vision is imperative, and even the fourth Sustainable Development Goal (SDG 4) of Quality Education is dependent on the overall health of children across all age groups.

1.1.1 Impact of COVID-19 on a person with visual impairment

The COVID-19 pandemic has resulted in changes in living standards and education methods, further exacerbating the challenges associated with children's eye care. Various studies have demonstrated that providing free spectacles to children is a cost-effective and straightforward measure that can enhance academic performance and literacy skills, thereby increasing opportunities for decent work and employment in the future.

There is a close association between poverty and blindness, with poverty being a contributing factor to blindness. Due to limited access to healthcare services and the inability to afford them, individuals from low-income backgrounds are at a higher risk of developing blindness. Blindness not only reduces employment prospects and increases treatment expenses but also exacerbates poverty. Research indicates that addressing blindness and restoring sight can improve the quality of life for communities, reduce poverty, and positively impact a country's GDP.²

1.2 CSR Initiatives of ICICI Lombard

Recognizing 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 enlisted below.

² <https://journals.sagepub.com/doi/full/10.1177/0264619621990695>

Caring Hands Campaign

- Employee volunteers take the lead in organizing eye check-up camps for under privileged children.
- Over the last 11 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.

Funding of critical illness

- The company contributes to the treatment of critical illness for underprivileged children/people.
- The company seeks support from policyholders and work towards matching contribution made during purchase of policy.

COVID-19 – 19 relief

- Support by providing lifesaving equipment.
- Preventive care and immediate medical support.
- Facilitating vaccination of underprivileged citizens.
- Healthy villages.
- Direct CSR support to Rural Authorised Person.

1.2.1 Caring Hands- CSR initiative of ICICI Lombard



As a part of its CSR initiative, ICICI Lombard General Insurance Company Limited launched Caring Hands in 2011. Caring Hands is one of its kind programme as the whole initiative is implemented by ICICI Lombard employees as a part of their employee volunteering activities. This year, keeping in mind COVID-19 protocols, camps were organized with the help of NGO partners that supported mobilizing community and camp execution across cities, covering children, parents, and adult beneficiaries with a primary focus on children.


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

Table 1: Alignment with CSR Policy

1.4 Alignment with Sustainable Development Goals

SDGs	SDG Targets	Alignment with the SDGs
	<p>Target 1.a Ensure significant mobilization 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 programmes 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>



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

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.



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.

The provision of glasses to children with vision loss helped them have better access to quality education.

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

1.6 Alignment with National Priority

Policy/Scheme/Mission	Objectives	How is it aligned
National Programme for Control of Blindness and Visual Impairment. (NPCB&VI)	<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. 	<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



- Develop and strengthen the strategy of NPCB 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 Organizations/Private Practitioners in delivering eye care.
- community mobilization and spreading awareness.
- Early check-ups of eye problems proved beneficial to stakeholders

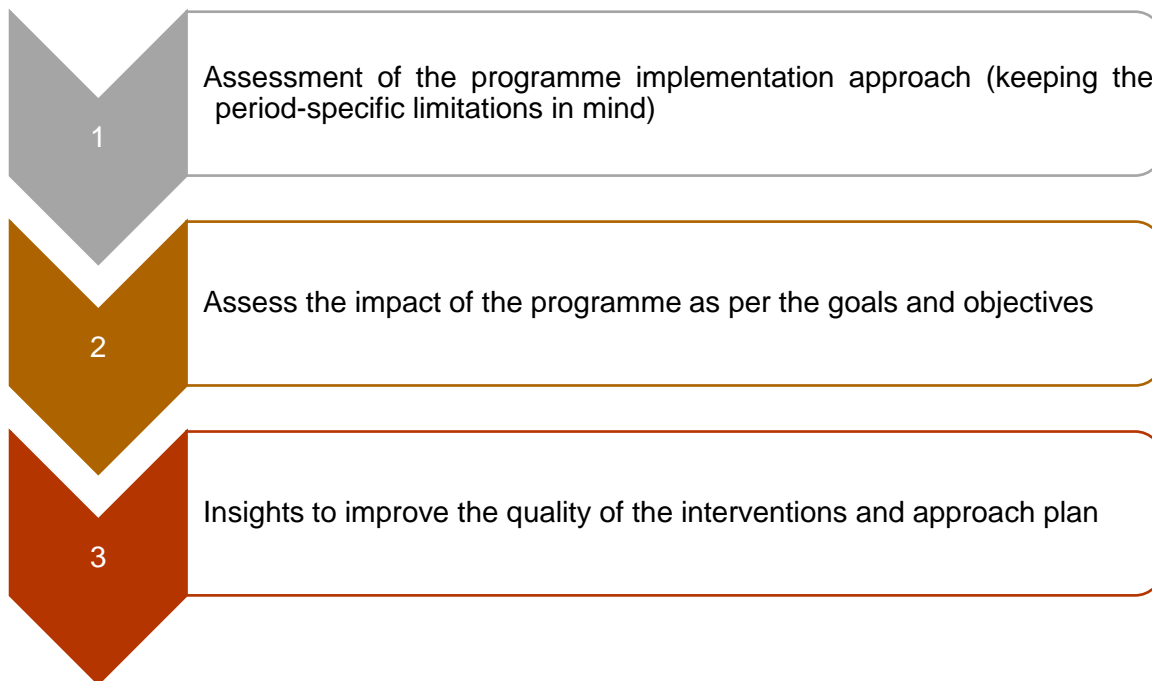
Table 3: Alignment with National priorities

Impact Assessment Design and Approach for Caring Hands Initiative



Chapter 2: Design and Approach for Impact Assessment

2.1 Objectives of the Study



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.

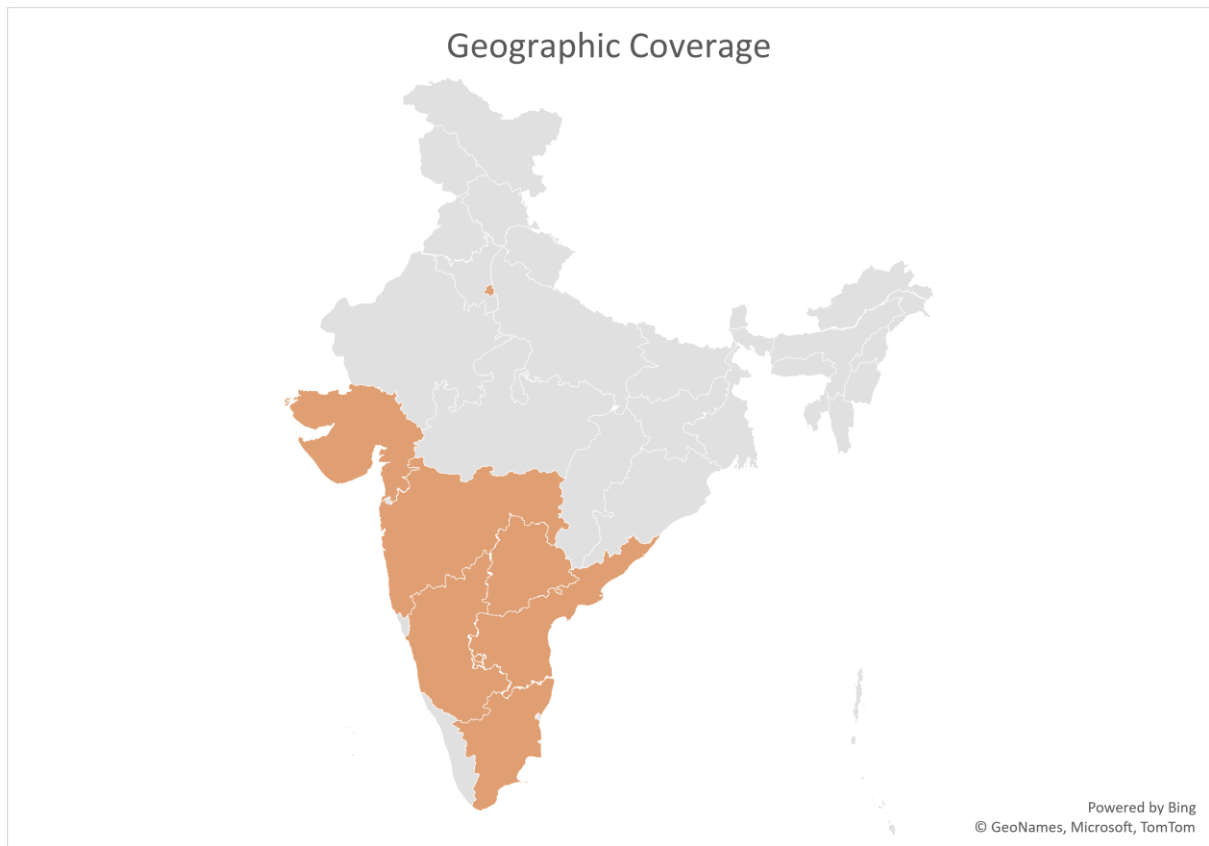
Secondary Study

- 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



Locations Universe - Number of Beneficiaries

Bangalore	4884
Chennai	2122
Hyderabad	471
Delhi	6270
Ludhiana	624
Ahmedabad	622
Nagpur (Nagpur VT)	2106
Vishakhapatnam	1290
Total	18,389

Table 4: Locations Covered

2.4 Sampling Approach

Quantitative Sampling

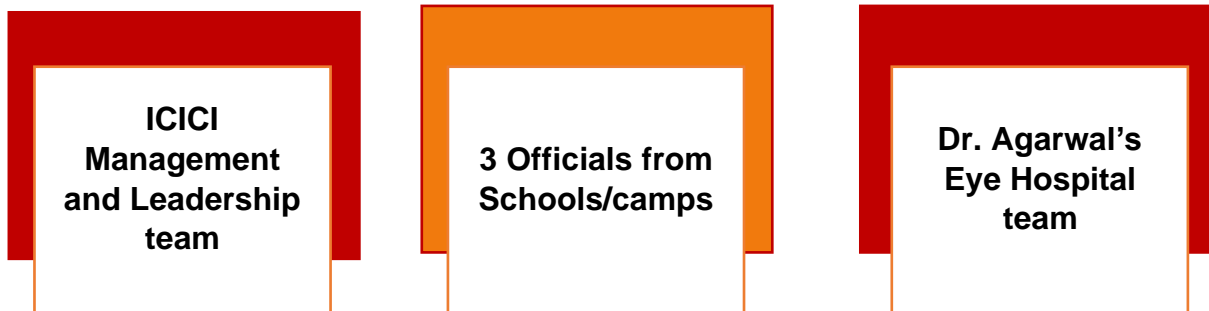
A simple random sampling approach was done to ensure that the sample is representative and covers the beneficiaries across the project locations. The team carried out sampling based on children's beneficiary levels across locations. A confidence level of 95% and a Margin of Error of 7% were considered for the study. The total sample is 154. A detailed sampling plan is given below-

Locations	Universe	95% CL, 7% MOE	Stakeholders
Delhi	6270	67	Children/Parents/Guardian/caretaker
Ludhiana	576	17	
Ahmedabad	582	17	
Nagpur	1721	53	

Table 5: Quantitative sampling

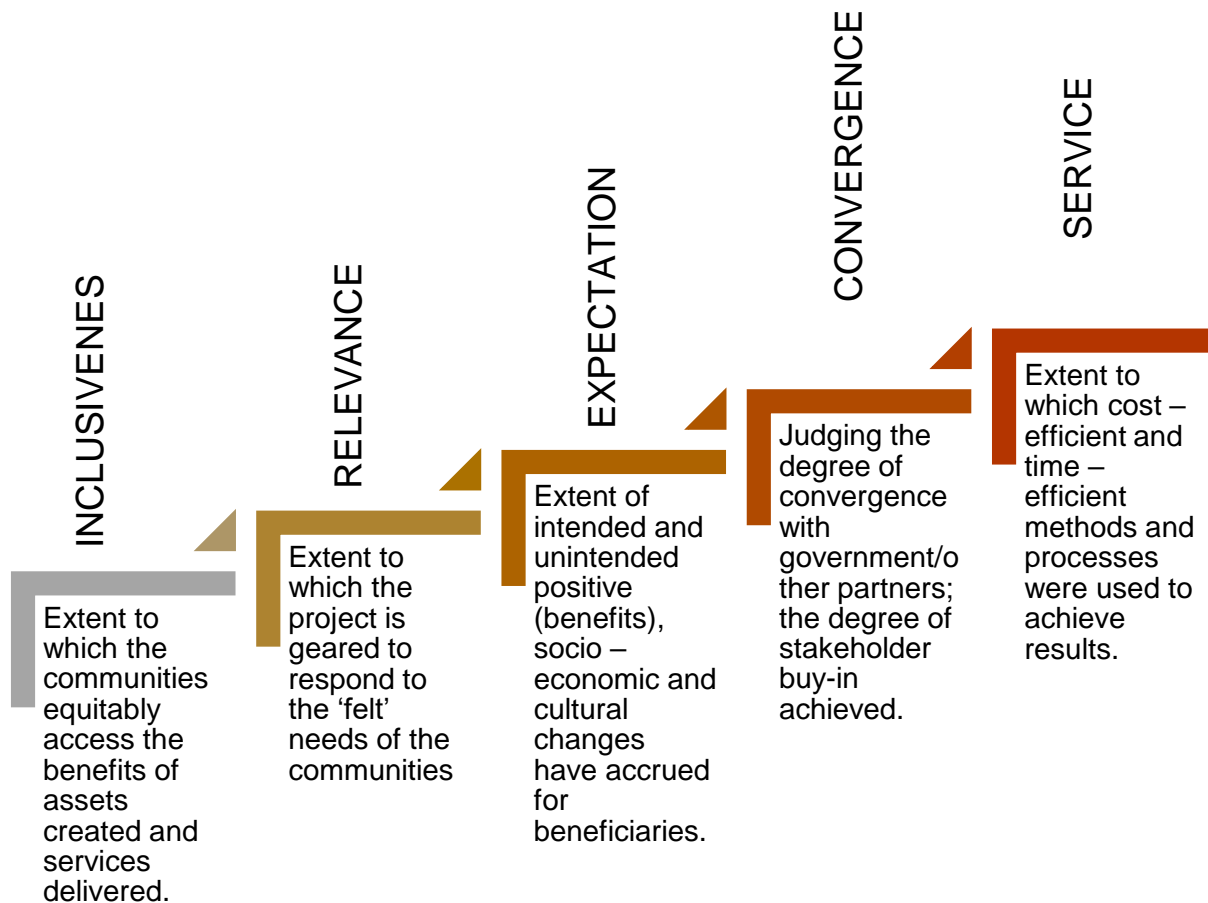
Qualitative Sampling

A qualitative approach to data collection was followed. Detailed discussions were held with different stakeholders of the programme. These discussions included Focused Group Discussions (FGDs), which helped in understanding the perspectives of the beneficiaries and other stakeholders towards the project and assessing the impact created by Huawei and SREC.



2.5 Assessment Approach & Evaluation Framework

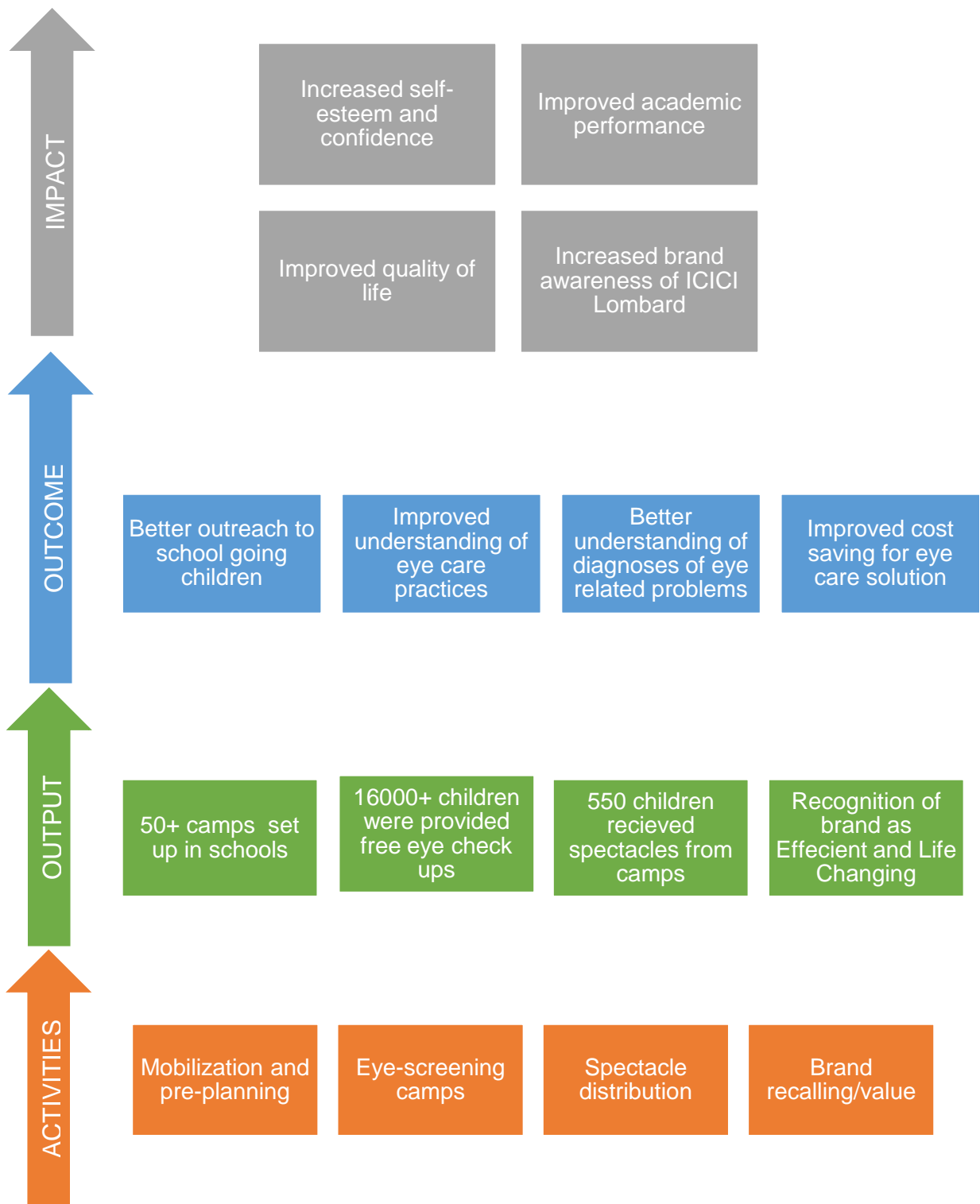
Given the objectives of the study to determine the inclusiveness, relevance, and outcomes, of the project, the evaluation used the IRECS framework. The IRECS framework has defined five evaluation criteria – Inclusiveness, Relevance, Effectiveness, Coherence, and Service delivery. These criteria provide a normative framework used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgements are made. Using the criteria of the IRECS framework, the evaluation was able to assess the client's contribution to the results, while keeping in mind the multiplicity of factors that may be affecting the overall outcome.



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.
- The samples were collected from 4 out of the 8 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. This affected the data collection process during the study.

2.7 Theory of Change



Impact Findings



Chapter 3: Findings of Impact Assessment

The section highlights the detailed findings and subsequent impact created in the year 2021 – 22. 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

55% of the parents were salaried employees

82% of the children belonged to 12-16 age group

46% of the children were girls

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 marginalized communities, with the figures indicating efforts to integrate these communities into the mainstream.

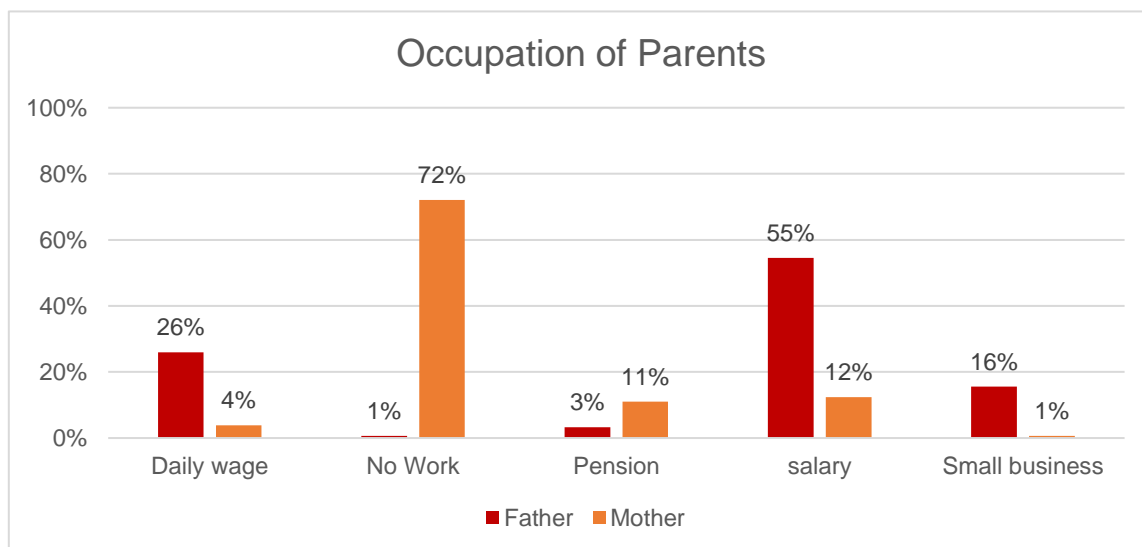


Figure 1: occupation of parents

The Figure above demonstrates that approximately **55% of the fathers of the beneficiaries** are employed in salaried positions. On the other hand, around 26% work as daily wage earners, highlighting that eye care may not be a priority for them due to economic restrictions. Around 72% of the female in the households were housewives.

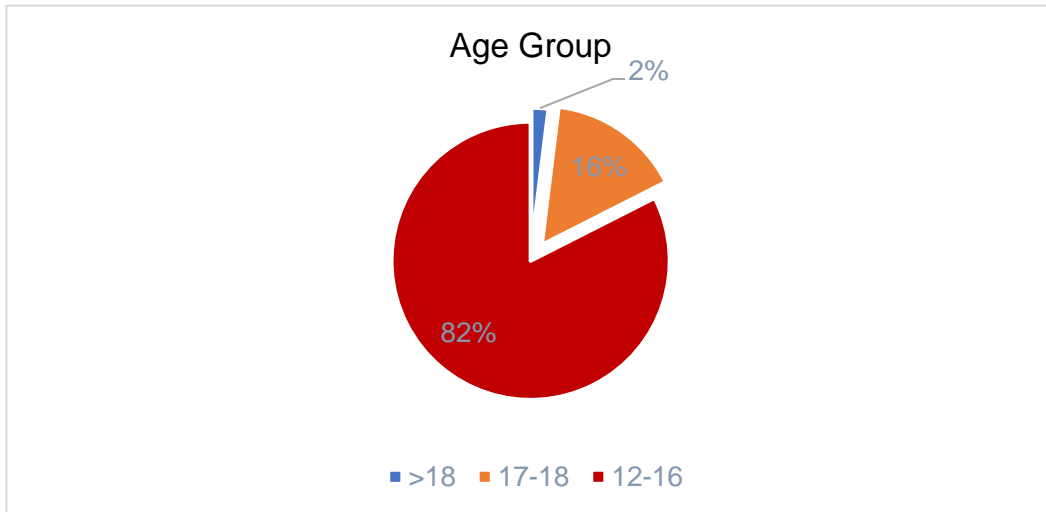


Figure 2: Age group of children

GENDER SEGREGATION

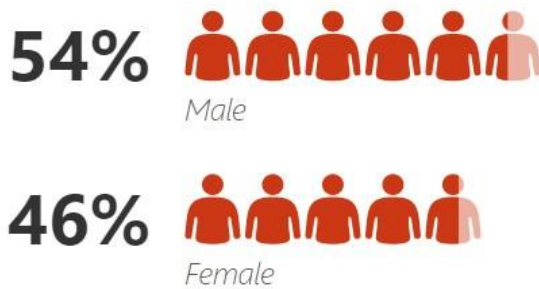


Figure 3: Gender of Children

The Programme had uniform coverage of both genders with 46% of girl children beneficiaries. Most of the children belonged to the age group of 12-16 years. Interactions with Dr. Agarwal's eye hospital revealed that camps were targeted for students studying from class 5 to class 12.

3.2 Relevance

62% of the children suffered from eye problems

53% children had never tested their eyesight prior to the intervention

45% 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.

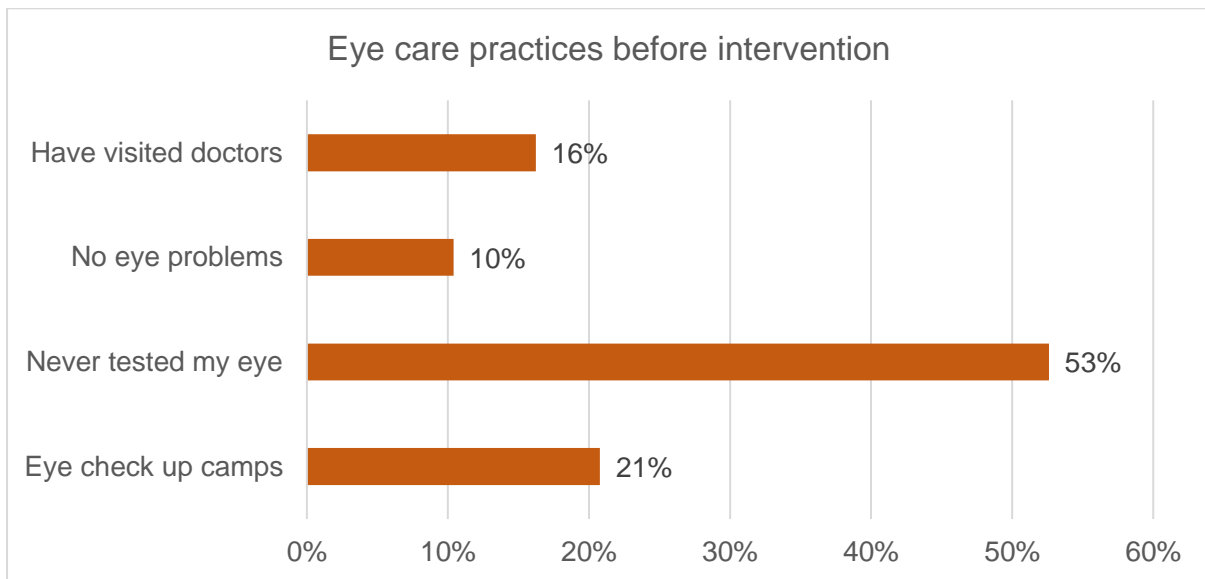


Figure 4: Eye care practices before intervention

The data points that the children targeted through the eye care camps were in urgent need of the same as **53%, had never undergone** an eye test before.

73% of the children beneficiaries came to know about the camps from their friends and neighbours. This year as the camps were set up in the school, therefore the voucher system, implemented in the previous years, was discontinued. Proper precautionary measures were maintained in the camps.

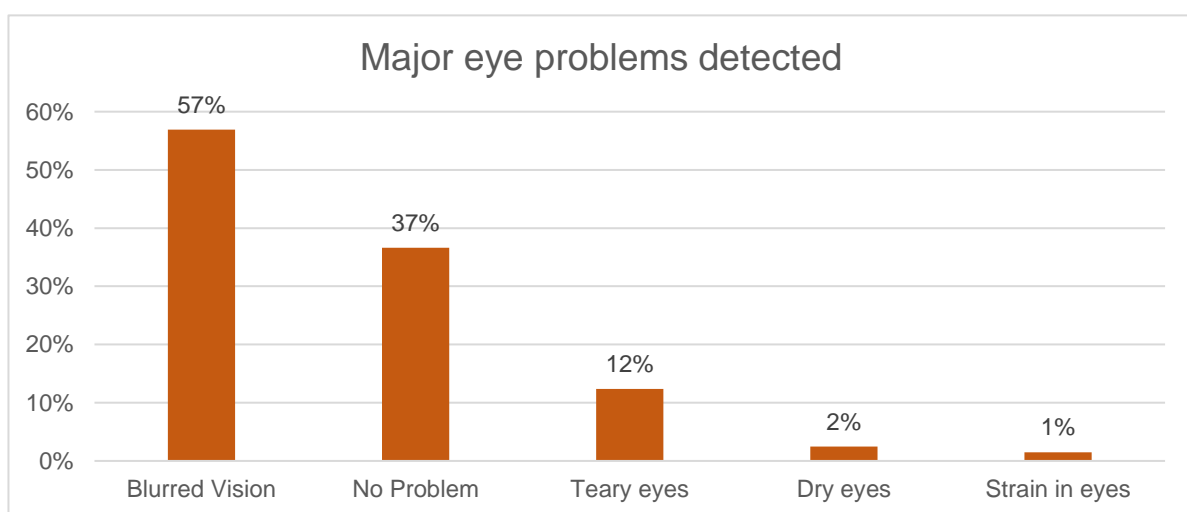


Figure 5: Eye problems in children

When eye testing was done in the camps **57% of the children** suffered from blurred vision, due to which they faced difficulties in school. Around 15% of the children had problems, like strain in the eyes, teary eyes and dry eyes.

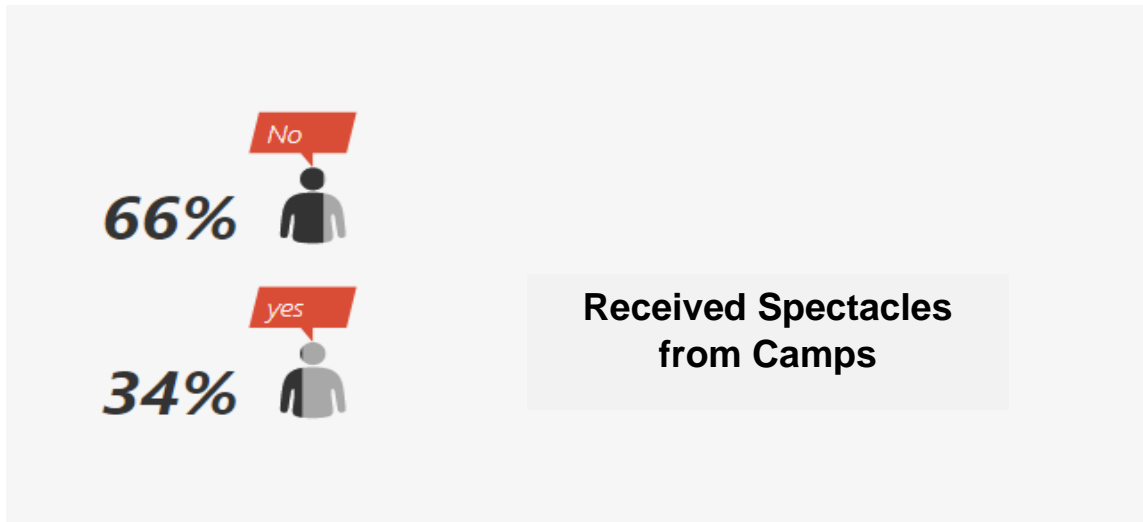


Figure 6: Received Spectacles from camps

As a part of vision correction, **66% of the children** received spectacles from the camps. The provision of spectacles has a significant impact on improving the quality of life of a child, keeping his future in mind. This activity proved to be relevant to the stakeholders as it improved the visual acuity of the child. Conversations with the school officials revealed that the eye care intervention was much-needed in these localities. They informed that since most students enrolled in school reside in nearby slums, eye check-up is not a priority for either them or their parents.

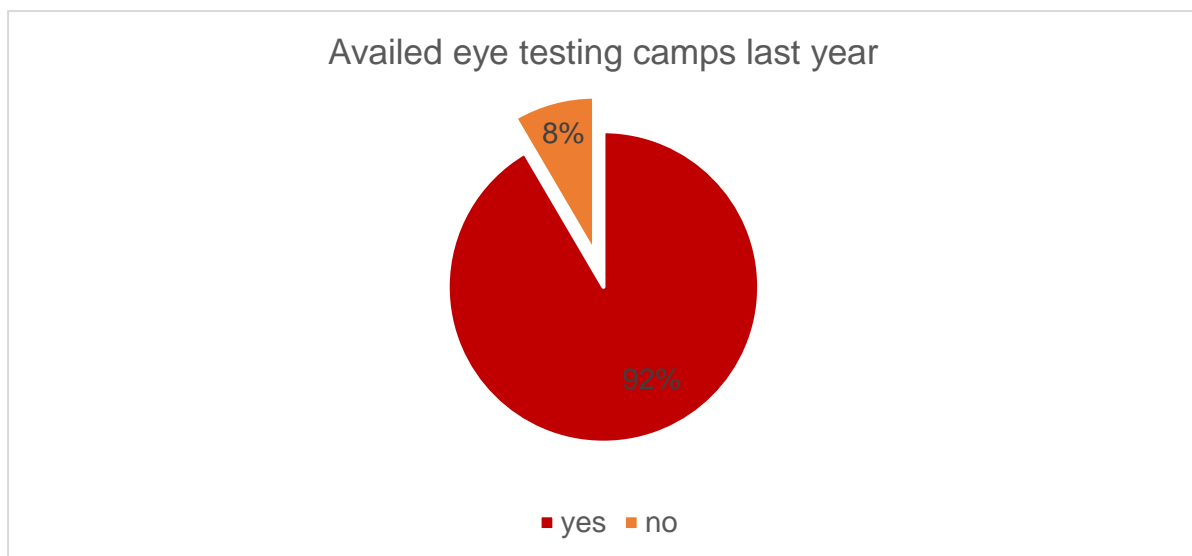


Figure 7: Attended eye camp previous year

92% of the children availed of the camp last year and had gotten their eyes checked at the camp. The annual camps are making the community more aware of eye care and treatments.

“The programme is beneficial for the kids as most of the students in my school are BPL, and they get a free eye check-ups and spectacles which are very beneficial. Students from classes 5- 12 were checked in the camp.”

-Mr. Sanjay Samrit,

Teacher, Pragatik Madhyamik Vidyalaya Vidyut Vihar, Nagpur

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.

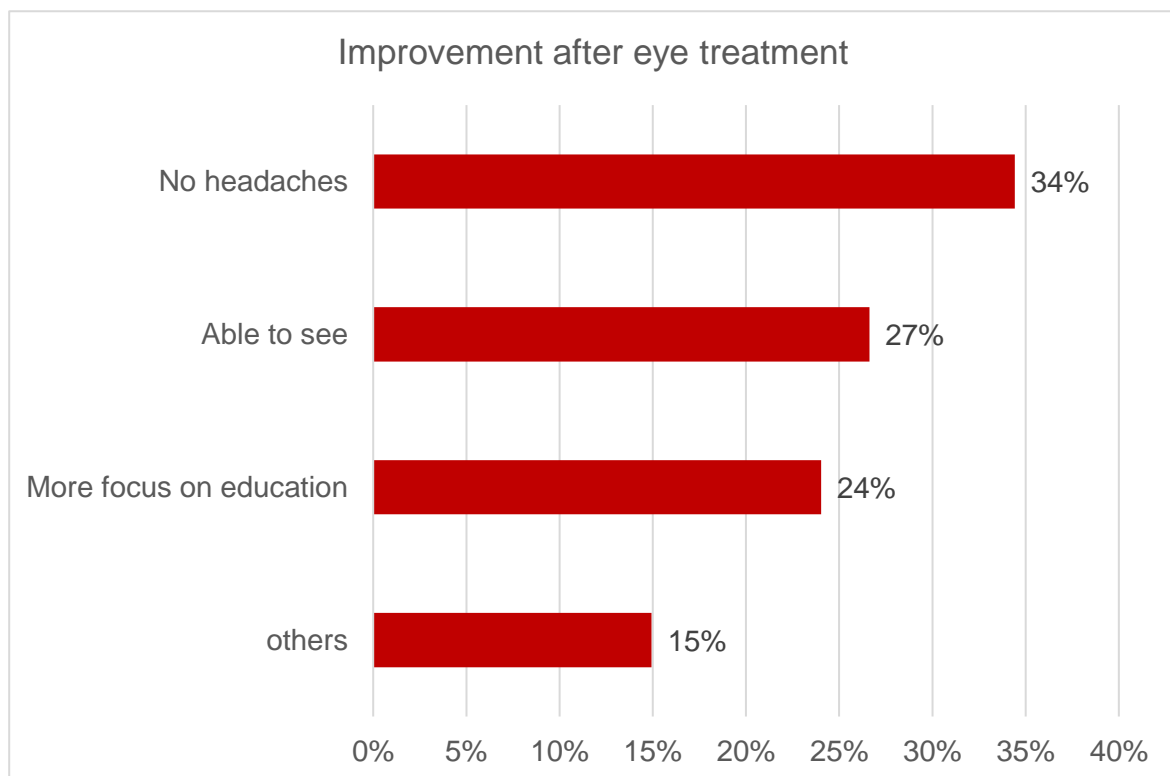


Figure 8: Improvement after eye check-up

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. **24% of the children** reported that after the eye testing in the camps, they were able to focus more on their studies. One of the major side effects of eye strain is headaches. **34% of the children** reported that their headaches significantly reduced after receiving spectacles from the camp.

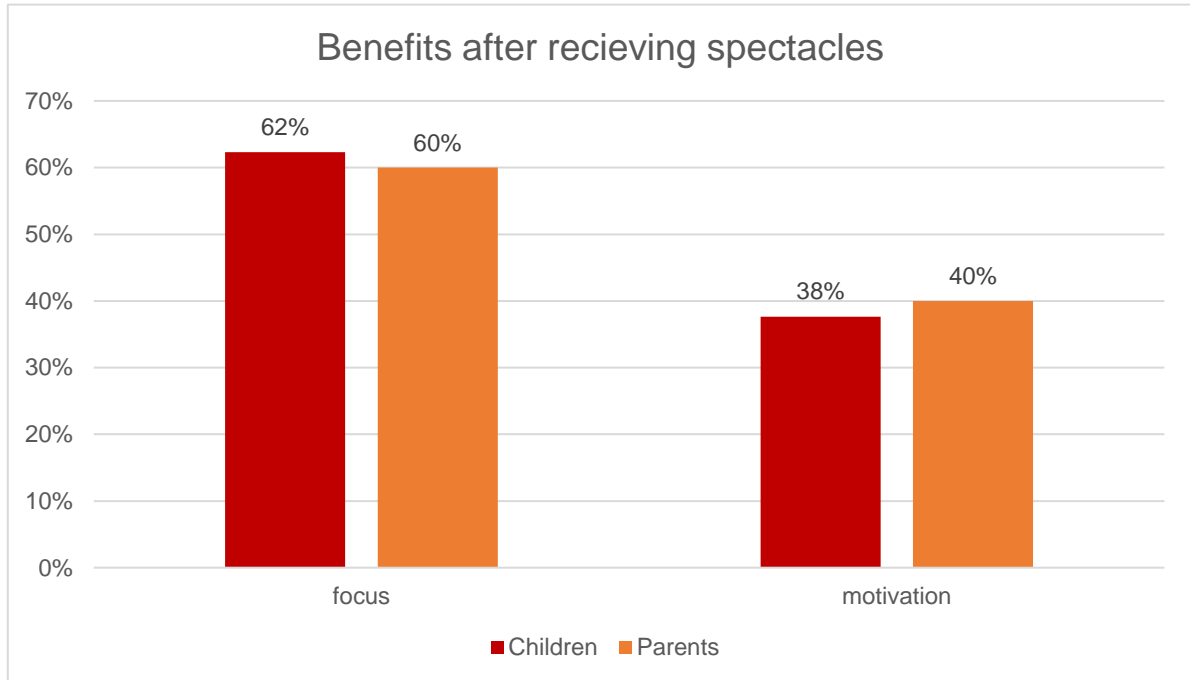


Figure 9: Benefits after receiving spectacles

62% of the children who received spectacles from the camp indicated that they were able to focus better, increasing their motivation levels. 60% of parents also mentioned that their children can focus on their studies.

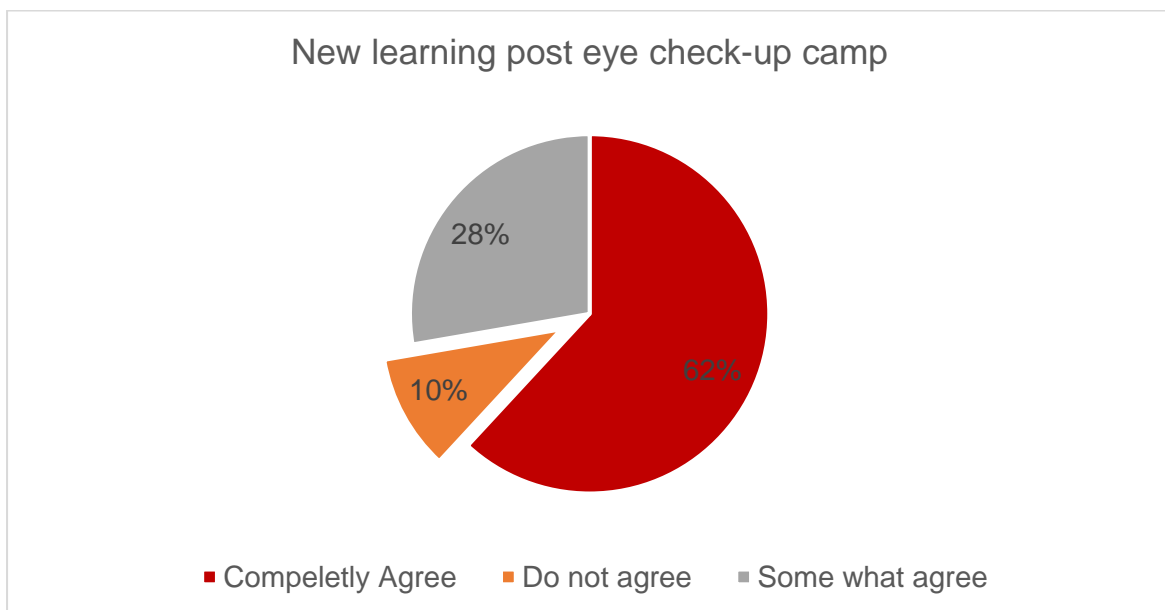
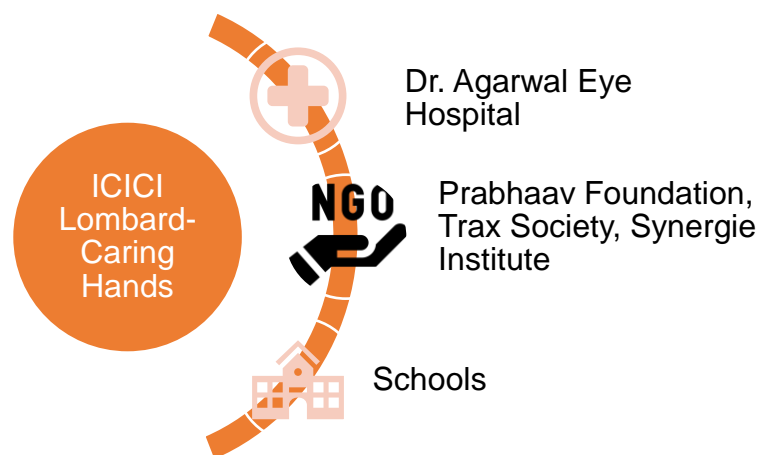


Figure 10: Post check-up learnings

62% of the children agreed that there was an increased awareness 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 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 various NGO partners for different locations for the mobilization of the stakeholders. The medical team from 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.



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 to distribute them to their respective children. Faultless distribution of spectacles was ensured as the teachers were provided with a list of students that required spectacles. The students who had eye infections were also referred for further check-ups in the Dr. Agarwal Eye Hospital at a subsidized cost.

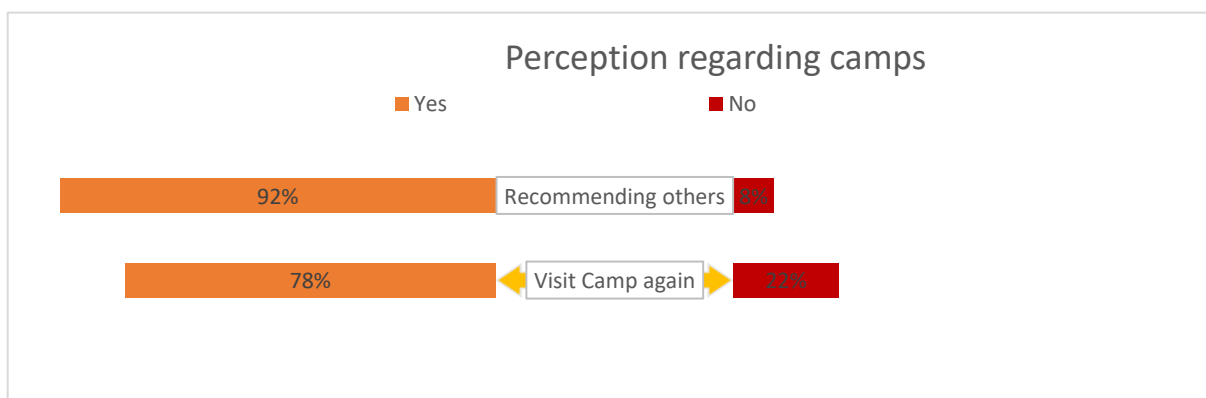


Figure 11: Perception regarding camps

92% 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 spectacles 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 organizing 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.

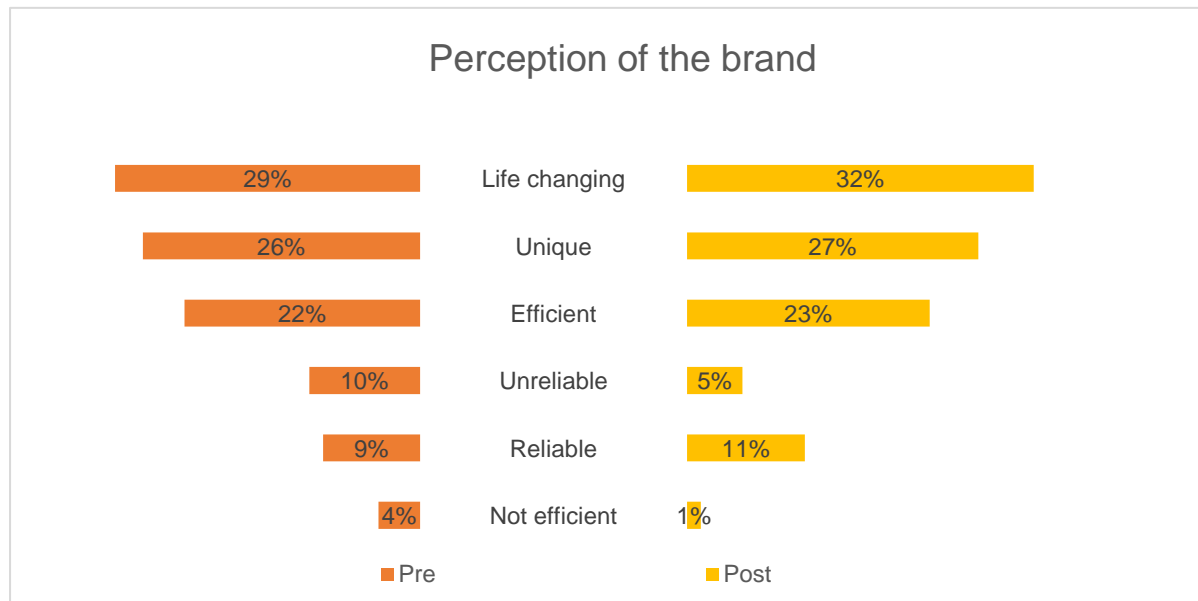


Figure 12: Perception of the brand

The perception of the brand pre and post-implementation of the project had around 2-3% change in all the indicators.

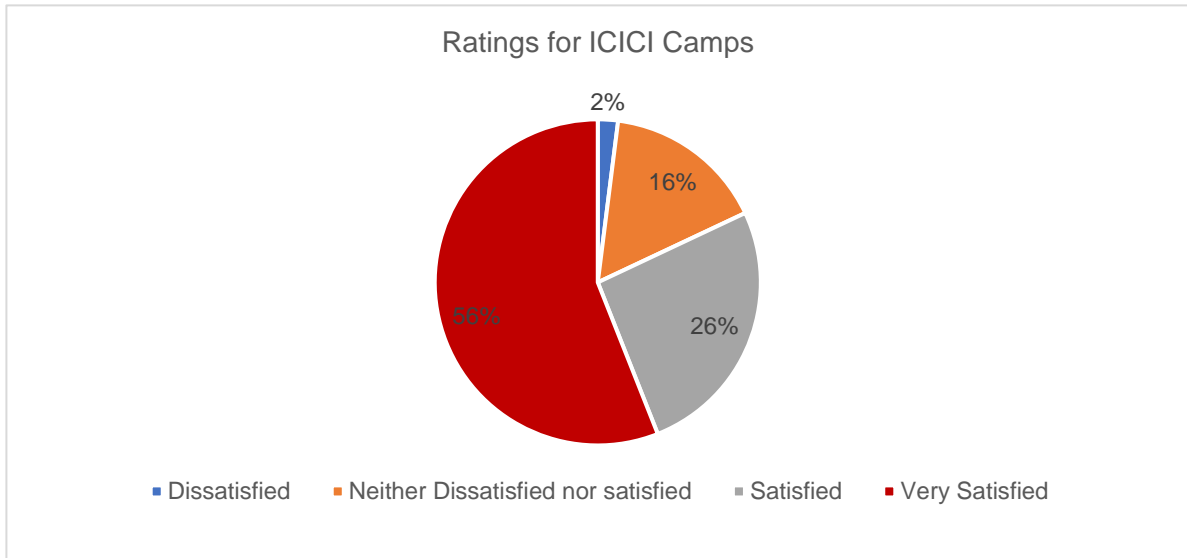


Figure 13: Ratings

45% of the children and parents said that the camps proved to be very beneficial. **81% of the children** believed that their grievance was addressed and proper eye care was provided.

3.7 Testimonials

“The thought behind starting this programme is to secure a child’s career which can be affected by lack of eye care and early blindness. We organize these camps for a day, naming that as “Caring Hands Day”. Although the outreach and mobilization were difficult during the pandemic, our team was able to conduct these camps. This was only possible because of our single-minded focus on children and their future.”

-Mr Sumeet Sharma

Sr. Manager, CSR, ICICI Lombard

“Many a times children are not aware of their eye problems, or require glasses and they become introvert. They are not able to perform properly in schools. It does provide a major impact for a child who is now able to see clearly. The provision of spectacles is making a huge difference in a child’s future.”

- Mr. L. Harish

Head of Optometry, Dr. Agarwal’s Eye Hospital, Tamil Nadu



Eye testing of various stakeholders in the camps

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

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 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)	6.9%	5.1%
Discounted Rate Considered		6%
Total Input Cost		12500000
Total Net Impact		50733538.5
Net Present Value (NPV)		₹ 4,78,61,828.77
SROI		3.83

Table 6: SROI Calculations

Recommendations and Way Forward



Chapter 5: Way Forward and Recommendations

ICICI Lombard reached out to numerous beneficiaries in various states across India in FY 2021-22. This was achieved through camps, which ultimately benefited a total of 16,000+ people. In addition, the programme collaborated with NGO partners to help with the mobilization 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 during the COVID-19 pandemic when eye health was at risk due to the increased use of digital devices.

- Interactions with the implementation partner revealed that the current database maintained in MS Excel can be improved. Consistency should be maintained in the data of beneficiaries regarding phone numbers. This lacuna in the process affects monitoring and tracking beneficiaries. Hence, it is recommended to expand the scope of the database. This will help in progressive mapping in terms of eye care for the beneficiaries who receive spectacles from the camp every year.
- For better mobilization, more employees from ICICI Lombard should be involved in this process. This would increase the network and outreach of the programme.
- More awareness of eye care can be done for children. Schools can have sessions with presentations and workshops for eye care, screen time management, and dietary plans to improve eye health.



CSRBOX & NGOBOX

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