

HEALTH CHECK UP CAMP UNDER CSR INITIATIVE OF ALIMCO



IMPACT ASSESSMENT

IMPLEMENTED BY HLL LIFECARE LIMITED



**IMPACT ASSESSMENT STUDY FOR HEALTH CHECK UP CAMPS
CONDUCTED ON BEHALF OF ALIMCO**

APRIL 2017 – A REPORT BY DR. NISHI PRAKASH, Head of Department of
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Origin of Inquiry: HLL Lifecare Limited

Date of Inquiry: April 17, 2017

FOR

HLL LIFECARE LIMITED

This Impact Assessment study was initiated at the request of HLL Lifecare Limited, (A Govt. of India Enterprise) under administrative control of Ministry of Health and Family Welfare on April 17, 2017. This project was conducted as part of Corporate Social Responsibility (CSR) initiative of Artificial Limbs and Manufacturing Corporation of India, (A Govt. of India Undertaking) under administrative control of Ministry of Social Justice and Empowerment.

The content of this report is to analyse the Health check-up camps conducted by HLL Lifecare Limited at Five locations at Kanpur, Nagar dated, from April 12, 2017 to April 16, 2017 at the following locations:

1. Chandrakeshwar Mandir, Berry Village, Naramau, Kanpur.
2. Maharana Institute of Professional Studies, Bithoor Road, Ishwari Ganj, Bithoor, Kanpur.
3. Royal Castle Guest House, Naya Shivli Road, Kalyanpur, Kanpur.
4. Shivrajpur Block Office, Shivrajpur, Kanpur.
5. Sanskrit Pathshala, Behlolpur, Mandhana, Kanpur.

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IMPACT OF THE PROJECT:

PROS: After taking feedback from the Gram Pradhans / Parshad / Block Pramukh like Sanjay Batham ji, Rishi Dubey ji, Rajesh Kori ji it has been found that the initiative taken by ALIMCO was useful for them because most of the villagers were not aware of a healthy living and they don't visit a doctor unless there is a need for them as a result, some of them were unknowingly carrier of diseases like Diabetes, High Blood pressure, Cardiology etc. Distribution of medicines was also a very helpful as most of the medicines are not available in the PHCs. They said that they are very thankful to ALIMCO for initiating such a noble program and in future also they are looking forward for such programs to happen.

CONS: After taking feedback from so many people, it has been found that though these programs helped a lot to all the villagers but HLL should have allowed more participants to get their test done as a maximum no. of 300 participants were screened and some of the villagers had to go back. That is why next time they requested if it possible to increase the no. of participants.

CONCLUSION:

As we aware that Pros and Cons are two sides of the coin that is why, I conclude that the whole project was very helpful for the villagers of Naramau, Bithoor, Kalyanpur, Shivrajpur and Mandhana. However, in future, if possible ALIMCO should try to increase the nos. of participants to be screened as in interior places people are deprived from basic healthcare facilities.

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Impact Assessment of CSR Project

1. **Name of the Project:** Health checkup camp
2. **Place:** Kanpur
 - a) Naramau, Kanpur
 - b) Bithoor
 - c) Kalyanpur
 - d) Shivrajpur
 - e) Mandhana
3. **Date of signing of the Agreement:** 21.03.17
4. **Date of commencement of the project:** 12.04.17 to 16.04.17
4. **Date of Completion/Handing over:** 16.04.17
5. **Objective of the project:** To address the Health care needs of the Socio economic weaker section residing at the areas of Kanpur.
6. **List of Investigations:**
 - Hemoglobin
 - Blood sugar
 - Height
 - Weight
 - Blood Pressure
 - ECG
 - Pulmonary Function Test (PFT)
 - General Eye check up with spectacle no.
 - Physician consultation
 - Distribution of Generic Medicines
7. **Name of the executing agency:** HLL Lifecare Limited.
8. **Estimated cost of Project:** Rs. 1452000.00 (Fourteen Lakhs Fifty Two Thousand only).
9. **Award/MoA value:** Rs. 1452000.00 (Fourteen Lakhs Fifty Two Thousand only).
10. **Final Cost of Project:** Rs. 1440032.00 (Fourteen Lakhs Forty Thousand and Thirty Two).

LIST OF MEDICINES DISTRIBUTED DURING THE HEALTH CHECK UP CAMP:

S. NO.	MEDICINE LIST
1	Paracetamol 500 Mg
2	Paracetamol syrup for children
3	Paracetamol + Ibuprofen
4	Cough syrup:
5	a) Dry (Pherengun)
6	b)Sputum (Broxmin)
7	Cough syrup for children
8	Multivitamin tablet
9	Calcium tablets
10	Medicine for deworming for children
11	Volini gel small
12	Iron Tablet with Folic Acid
13	Tab Cetrizin
14	Tab Sinerest
15	Diclofenac
16	Antibiotic ointment
17	Skin-Antifungal ointment
18	Silver Sulphadizine ointment
19	Amoxicillin 500Mg
20	Norfloxacin 400MG
21	Tablet Pantocid 40MG
22	Syrup Digene
23	Perinorm
24	ORS

12. DETAILS OF THE CAMP LOCATIONS:

a) NARAMAU:

At Naramau, health checkup camp was conducted at Berry village on 12.04.17. During the camp, total beneficiaries catered was 284, among which 147 were Females and 137 Males. Caste catered were Schedule caste - 117, OBC - 96 and General - 71.

b) BITHOOR:

At Bithoor, health checkup camp was conducted at Ishwari Ganj on 13.04.17. During the camp, total beneficiaries catered was 300, among which 99 were Females and 201 Males. Caste catered were Schedule caste - 137, OBC - 106 and General - 57.

c) KALYANPUR:

At Kalyanpur, health checkup camp was conducted at Naya Shivli Road on 14.04.17. During the camp, total beneficiaries catered was 300, among which 98 were Females and 202 Males. Caste catered were Schedule caste - 88, OBC - 121 and General - 91.

d) SHIVRAJPUR:

At Shivrajpur, health checkup camp was conducted at the Shivrajpur Block Office on 15.04.17. During the camp, total beneficiaries catered was 300, among which 98 were Females and 202 Males. Caste catered were Schedule caste - 56, OBC - 161 and General - 83.

e) MANDHANA:

At Mandhana, health checkup camp was conducted at Behlolpur village on 16.04.17. During the camp, total beneficiaries catered was 300, among which 128 were Females and 172 Males. Caste catered were Schedule caste - 24, OBC - 70 and General - 206.

Estimated no. of beneficiaries (with bifurcation SC/ST/OBC/General) as follows:

S.NO.	PARTICULARS	NOS.
1.	Total beneficiaries catered during the Health checkup camp	1484
2.	Total Male catered during the camp	914
3.	Total Female catered during the camp	570
4.	Total Schedule caste catered during the camp	422
5.	Total OBC catered during the camp	554
6.	Total General Caste catered during the camp	508

14. **Extent of objective met from the project:** Some of the major diseases that have been diagnosed during the Health checkup camps at all the Five locations are mentioned below. It has also been found out in Bithoor that a Female beneficiary by the name of Mrs. Sarvansh Kumari, Age- 35 years was referred to a Cardiologist.

15. Major diseases found out during the Five days Health Checkup camps:

S.NO.	AILMENT	NOS.
1.	Gastritis	301
2.	Allergy	108
3.	Cough	101
4.	Weakness	216
5.	Fever	154
6.	Skin infection	45
7.	Pain	437

16. **Attach photographs (covering important aspects/ALIMCO LOGO/Name):** Attached as per Annexure-I (A), (B), (C), (D).
17. **Attach documents i.e. Promotional materials, Items used during the camp etc. –** Attached as per Annexure-II (A), (B), (C), (D), (E) (F) and (G).

Feedback of local people/panchayat/Govt. officials:

Feedback from some of the villagers / Pradhan / Block Pramukh / Parshad of the villages have been noted. They said that by addressing one of the major issues faced by the villagers, ALIMCO has done a respectable job. They were happy that apart from Investigations and Physician's consultation ALIMCO has taken care of the curative part by distributing medicines to the needy section of the society as in most of the PHCs medicines are not available. In Shivrajpur, the Block Development Officer, Shri Jagdish Mishra has visited and praised the effort of ALIMCO for organizing such a noble project.

In Naramau and Shivrajpur, feedback have been received as mentioned below:

- a) Spectacles could have been distributed in case of major eye problems among the villagers and
- b) Liquid tonic for Iron and Eye drops to be added in the list of medicines.

19. **Feedback of implementing agency regarding issues faced during implementation of project, solution adopted & suggestion for future projects (if any):**

Suggestion for future project:

Rather than fixing up the maximum population (300) in each location, fixing up of overall ceiling (1500) of the total population could have been a better option so that if in one location they could cover lesser beneficiaries they could carry forward the balance in next locations, in this case they will not have to refuse people after they cross 300 beneficiaries in a particular location. Maximum ceiling could have been fixed at total 1500 beneficiaries for all the five locations. Medicines suggested are noted so that they can include the same in their List of Medicines.

Any other information/data:

Various age groups catered during the Health checkup camp is as follows:

S.NO.	AGE GROUP (IN YEARS)	NOS.
1.	0 to 15	205
2.	16 to 30	481
3.	31 to 45	386
4.	46 to 60	270
5.	Above 60	142

ANNEXURE – I

PICTURES OF HEALTH CHECK UP CAMP AT NARAMAU



Inauguration by GM-Marketing of ALIMCO at Naramau



GM-Marketing of ALIMCO addressing the crowd



Medicine distribution



Welcome Banner

ANNEXURE – I (A)

PICTURES OF HEALTH CHECK UP CAMP AT BITHOOR



Welcome Banner



Physician Consultation



Blood sample collection



Registration

ANNEXURE – I (B)

PICTURES OF HEALTH CHECK UP CAMP AT KALYANPUR



Welcome Banner



Medicine distribution



Pulmonary Function Test



Eye Check up

ANNEXURE – I (C)

PICTURES OF HEALTH CHECK UP CAMP AT SHIVRAJPUR



Welcome Banner



BDO of Shivrajpur consulting with the Physician



Blood Sample collection



Medicine distribution

ANNEXURE – I (D)

PICTURES OF HEALTH CHECK UP CAMP AT MANDHANA



Welcome Banner



Medicine distribution



Blood sample collection



Crowd for registration