



 **EXIDE**
INDUSTRIES LIMITED
CSR IMPACT REPORT
2021

CSR projects
 #ForBetterCommunity

Independent Impact Assessment by



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Setting the scene

About this report

The Sustainable Development Goals provide a powerful framework for businesses to engage in corporate social responsibility. In India, the CSR policy under section 135 of the Companies Act (2013) came around the same time as the formation of the SDGs. CSR policy was established to address the various development challenges. CSR and SDGs together have tremendous potential to develop an interconnected model for sustainable growth. There is a lot of synchronization in the thematic development areas of both the SDGs and CSR.

SDGs have immense opportunities for the corporate sector's participation. These goals are bringing private players from various sectors to achieve the common aim of sustainable development by exploring synergies between different stakeholders for cumulative synchronised growth.

About Exide Industries Ltd

Headquartered in Kolkata, Exide Industries Limited manufactures lead-acid storage batteries and inverters. It offers the widest range of lead-acid storage batteries in the world. It has remained one of India's leading brands for the last 60 years. The company manufactures batteries for the automotive, power, telecom, infrastructure projects, computer industries, railways, mining and defence sectors.

Exide Industries has nine factories in India out of which seven are dedicated to manufacturing batteries and the other two factories manufacture Home UPS Systems. The company has its R&D facility in Kolkata, West Bengal. Exide has subsidiaries in the UK Singapore and Sri Lanka, and its exports span 45 countries across six continents.

Contribution to the SDGs

The vision and mission of Exide Industries Limited, among others, highlights the importance of being a responsible corporate citizen. The company states that they:

- Strive to adopt a highly ethical approach by being transparent and accountable to the stakeholders.
- Actively promote social responsibility and ecological sustainability.
- Meet and exceed the expectations and regulations of the local and global community through open and inclusive stakeholder engagements.
- Are aware of the organization's impact on both the current and future community and take care to minimize any adverse impacts.

The company, through its CSR programmes, has been successfully promoting the SDGs. The major CSR projects undertaken by the company for which this impact assessment exercise has been done directly contribute to the following goals:

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Goal 3: Ensure healthy lives and promote well-being for all at all ages.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Executive summary

Exide Industries Limited undertook a number of CSR projects in 2020-21, of which the following five projects were worth over Rs 1 crore:

- Interventions at the Diabetic Association of India (DAI), Mumbai: Rs **4** crore
- Interventions at the Marrow Donor Registry (India), Mumbai: Rs **1** crore
- Interventions at the Society for the Rehabilitation of Paraplegics, Mumbai: Rs **2** crore
- Interventions at **55** schools across India through YUVA Unstoppable: Rs **3.81** crore
- Model School development at Kunjabahadurpur, Haridwar District: Rs **1.18** crore.

The summary of findings, project-wise, are given below:

Diabetic Association of India (DAI), Mumbai

- In 2020-21, the S L Raheja Hospital treated a total number of **43,320** patients, of which 35,855 patients were treated in the OPD and the rest as the In-Patient. Most of the In-Patients were treated at the Internal Medicine speciality, followed by Oncology, Haematology and Diabetology.
- The S L Raheja Hospital has been at the forefront in treating Covid patients. It created two teams of doctors for treating Covid and non-Covid patients separately. The doctors resorted to teleconsultation for providing treatment.

Marrow Donor Registry (India), Mumbai

- In 2020, **1981** potential donors registered themselves with MDRI.
- One stem cell donation took place in 2020-21.
- The data of registrations made clearly demonstrates that more and more people are becoming aware of the blood disorders, and are showing a keen interest in donating stem cells.

Society for the Rehabilitation of Paraplegics, Mumbai

- In March 2021, there were **25** paraplegic patients receiving care at Smt Kamla Raheja Rehabilitation Centre for Paraplegics.
- The training for job-readiness being imparted by the Centre to its paraplegic residents is leaving a lasting impact on the lives of these people.
- The Centre conducts awareness programmes at schools and colleges in Vashi. This has helped in raising awareness about paraplegia in the youth in the area. Moreover, students from reputed medical colleges and Social Work Training Institute visit the centre periodically which, in turn, helps in increasing the awareness about the challenges and success stories of the paraplegic residents of the Centre.
- The year 2020-21 started with **57** residents at the Home. However, they had to go back to their respective residences because of the raging pandemic situation in Maharashtra. There were no occupants from July 2020 to March 2021 at the Home.

Distribution of kits through YUVA Unstoppable: The Abhaar Campaign

- **23,199** students, of which **57%** received the nutrition and hygiene kits and the rest received the immunity booster kits.
- **1,20,301** people as a whole, including the students' family members, benefited from these kits.
- The ration sustained a family of **5** for **2** months.
- One hundred seventy-four (**174**) employees of Exide helped in packaging the staff. They donated a total of **574.50** hours towards packaging the material into the two kits. A number of them engaged themselves in distributing the packages. One hundred eighty-three (**183**) employees distributed all the packages over a massive **565** hours to the targeted beneficiaries across five states, **11** locations and **55** schools.
- All the beneficiaries came from families below the poverty-line.
- All the beneficiaries reported adopting Covid-appropriate behaviour and practices.

Model School development at Kunjabahadurpur, Haridwar District

- A two-stored building was erected on the school premises. The building was constructed to accommodate the laboratories for physics, chemistry, mathematics, and biology. A hall was constructed on the first floor for students' music and English communication lessons.
- All relevant apparatus and consumables befitting the requirements of modern school laboratories were also supplied as a part of the project.
- A fully equipped smart class with a smartboard, projector, desktop and other relevant accessories was also built in the school. The digital content for e-learning was also procured

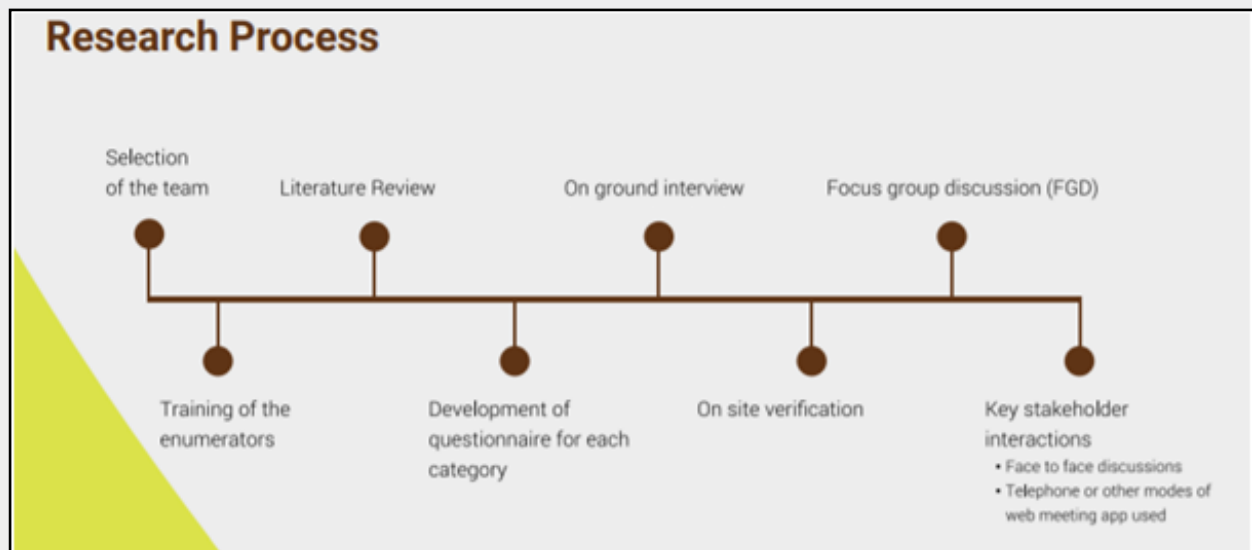
Our approach

The way we did it

Planning: Involving the stakeholders

We planned an experimental design to understand the impact of selected CSR projects on different beneficiaries. We have also planned monitoring and evaluation of a few of the projects depending on the priority of the organization.

The evaluation approach has been designed in line with the objectives and scope of the project. A consultative approach for the impact assessment has been adopted. The findings have been triangulated based on interactions with key stakeholders, supplemented by primary and secondary research, and complemented by domain knowledge and field expertise as per the project-specific research objective.



The research was conducted between end-October to mid-January. The research broadly involves a review of the literature of every project, interaction with the key stakeholders for each project, development and validation of questionnaire. The methodology of this study included designing the data points to be analysed and developing questionnaires for all eight projects.

The survey takes place in a hybrid mode with individual and focus group discussions. It's a blended mode on onsite and virtual assessment. The questionnaires were shared through one-on-one interviews and during focus group discussions. Document review and physical verification were also conducted at the site.

Further data cleaning, analysis and interpretation had been done using statistical data-analysis software.

Interviews for impact assessment:

Interviews of the stakeholders and beneficiaries were done in a hybrid mode owing to the third wave of the pandemic in India. Onsite interviews could be arranged only for the Model School Project at Kunjabahadurpur. Interviews were conducted online for all other projects.

Bringing transparency to the core:

The data and analysis represented in this report are from primary sources and collected by our trained resources. The secondary information used is collected from the authentic sources shared by respected project coordinators. For reporting, findings from primary sources have been given more weightage over the secondary sources.

Quality Assurance Interventions:

- development of questionnaires had been reviewed to check the alignment with the research objectives and confirm the data points;
- review of sampling plan in terms of completeness;
- training of enumerators and sample data fill-up;
- on-site random witness (where planned);
- data cleaning and data accuracy checking;
- review and validation of the first set of samples being analysed;
- stage review of outcome analysis and interpretation;
- final review by review team/mentor group.

Yuva Unstoppable

Founded in 2005, Yuva Unstoppable has emerged as one of the leading NGOs in India. Yuva works towards transforming the lives of less privileged children and youth by maximizing impact in the education sector. According to an article published in Forbes magazine, Yuva is impacting close to 700,000 less-privileged children across 1,800 government schools in India today, collaborating with 100 plus top corporates.

Mr Amitabh Shah, founder-cum-Chief Inspiration Officer of Yuva Unstoppable, has received several awards in India and abroad. He is the recipient of the 2019 Iconic Youth Award by Rotary International. In 2018, The Center of Peace Studies conferred upon him the title of Sri Lankan Peace Ambassador. Under his leadership, Yuva Unstoppable also won the coveted IBM Impact award for 2017. Mr Shah was the 2015 Winner of the Prince's Prize for Innovative Philanthropy, conferred by HSH Prince Albert II of Monaco, wherein Jack Ma of Alibaba Group was a semi-finalist. Mr Rakesh Omprakash Mehra made a Bollywood movie called 'Mere Pyare PM' inspired by Yuva's grassroots work on sanitation.



About the project: Abhaar Campaign

The Abhaar Campaign was designed within the purview of Project Jyotirmay, which is Exide's flagship volunteering programme across all locations. Under this project, Exide employees together contribute their time and efforts for various community welfare activities related to education, and health.

On December 19th 2020, Exide's Chairman and MD & CEO inaugurated the Abhaar Campaign which was attended by Exide's Independent Directors, EVP - HR, EVP – Legal and Administration, CSR Head, Exide COM of Haridwar & Roorkee, Bawal, Taloja, Chinchwad, Ahmednagar, Haldia, Hosur, & Shyamnagar, Yuva's CIO, VP Operations and field operation team.

For the Abhaar Campaign, Exide collaborated with Yuva in five Indian states, viz., Haryana, Maharashtra, Tamil Nadu, Uttarakhand and West Bengal, for the distribution of dry ration and hygiene kits, and hygiene and immunity booster kits in 55 schools. The kits were distributed to children studying in these schools and coming from impoverished families. The distribution was done with two key objectives:

- To take care of their nutritional needs (along with their family members) during the pandemic; and
- To boost immunity among these impoverished children and to inculcate in their family members, through them, healthy practices for safety during the pandemic.

INPUTS

The dry ration and hygiene kits comprised of the following items:

A. Nutrition Kit

1. Wheat Flour	15 Kg
2. Rice	15 Kg
3. Sugar	04 Kg
4. Pulses	05 Kg
5. Mirchi	500 gm
6. Turmeric	1 Kg
7. Dhaniya Powder	500 gm
8. Cooking Oil	2.5 ltr
9. Tea Leaf	500 gm
10. Salt	3 packs

B. Hygiene Kit

1. Reusable Mask	10 Units
2. Soap	6 Units - 100 gram
3. Sanitizer	2 units - 100 ml

The hygiene and immunity booster kit, on the other hand, comprised of the following:

A. Immunity Booster Kit

1. Horlicks	01 Kg
2. Chyawanprash	1 Kg
1. Reusable Mask	10 Units

B. Hygiene Kit

2. Soap	6 Units - 100 gram
3. Sanitizer	4 units - 100 ml

Apart from the financial inputs to procure the above items for the students of the **55** schools as mentioned above, the volunteering hours donated by the Exide employees also worked as a critical input to the project.

One hundred seventy-four (174) employees of Exide helped in packaging the staff. They donated a total of **574.50** hours towards packaging the material into the two kits. A number of them engaged themselves in distributing the packages. One hundred eighty-three (183) employees distributed all the packages over a massive **565** hours to the targeted beneficiaries across five states, **11** locations and **55** schools.

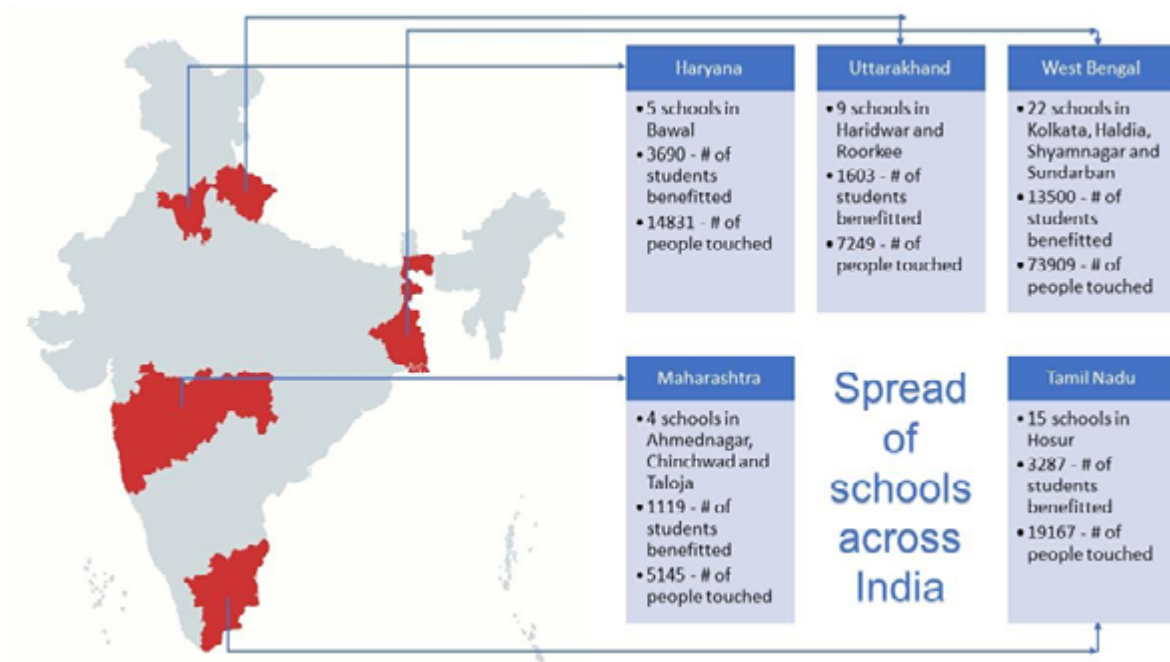
**Employee
Volunteering
Hours**

OUTPUTS

The programme covered the following population:

23,199 students, of which **57%** received the nutrition and hygiene kits and the rest received the immunity booster kits.

1,20,301 people as a whole, including the students' family members, benefited from these kits.



The number of schools covered, state- and location-wise, are given in the table below:

States and Places	Number of Schools Covered
Haryana	
Bawal	5
Maharashtra	
Ahmednagar	2
Chinchwad	1
Taloja	1
Tamil Nadu	
Hosur	15
Uttarakhand	
Haridwar & Roorkee	9
West Bengal	
Haldia	5
Kolkata	2
Shyamnagar	14
Sunderban	1
Grand Total	55

P 01

Apart from 14 Shyamnagar schools, students of all schools received packages containing dry ration (nutrition) and hygiene kits. Students at Shyamnagar received immunity booster kits along with the hygiene kits instead of the nutrition kit.



P 01

OUTCOMES

1. Providing food security...

The pandemic reinforced the unemployment structure in India in an unprecedented manner. According to an article titled 'The COVID-19 Pandemic and Livelihood Loss: Lessons for the Future', written by Arup Maitra and Jitender Singh and published in the Economic & Political Weekly on 12th June 2021, all Indian states showed evidence of increased unemployment owing to the slowing down of the economy as a result of the pandemic.

Against this grim backdrop, Exide's support to **23,199** students directly and a vast population of **1,20,301** people indirectly with basic but nutritious food items had special relevance. It was estimated that the nutrition kits provided around **95,380** Calories per household.

The beneficiaries confirmed the severity of the situation when the impact assessment team spoke to them. The highest family income was reported as just Rs. 5,000/-, and the minimum family size was reported as three. The beneficiaries evidently came from families that were living below the poverty line (BPL). The occupations of the main bread-earners of the beneficiary families were reported as that of a barber, housemaid, farmer, driver and helper in Kirana store, to name a few. The livelihoods of all of these families were compromised because of the pandemic, and 100% of the respondents confirmed that the kits helped them immensely during the hard times.

The respondents were happy about the quantities given in the packages and confirmed that the packages could be used for two to four months, depending on the size of the family. Ramesh, the Principal of the Onnalvadi Primary School shared that many of his students and their families saw a 2.5 litre packet of cooking oil for the first time in their lives.

Good To Know

Adityaraj, studying in 4th standard at the PUP Bartiyarnagar School at Hosur, was very happy to receive the nutrition and hygiene kit. His father is a migrant labourer from Bihar, and his mother is a housewife. Expressing his gratitude to Exide for the help, he said 'Uss time achchha khana kha liya' (we ate well then). He confirmed that the package came to the family as a blessing. He also expressed his gratitude to the Principal of the School.



All the beneficiary respondents confirmed that the quality of the components of the nutrition kit was par excellence. Naland Waghmare, the local coordinator of Yuva, shared that there were few students when the kits were distributed for the first time as many of them thought that the kits were being distributed from the government and presumed that those would not have a very high quality. However, the rest came to know about the superior quality of the kit and rushed to collect those on subsequent occasions.

IMPACT

1. Leading towards a healthier lifestyle

Almost all of the student respondents suggested that they started using masks and sanitisers regularly because of this intervention. The interviewed teachers confirmed that their students are now in the habit of using these preventive measures against Covid19.

The students confirmed that they have made their family members follow the anti-Covid measures such as wearing masks and using sanitisers regularly. Moreover, now that these components are exhausted, they are buying them from the local shops and maintaining the habit of using them. The initiative of distributing the hygiene kits, it appeared from interviewing the beneficiaries, attained sustainability.

2. Arresting dropouts from schools

According to Unicef, the closure of **1.5** million schools in India due to the pandemic and lockdowns in 2020 impacted **247** million children enrolled in elementary and secondary schools. The newspaper reports suggest that the girls have been particularly affected by school closures. According to the National Right to Education forum's policy brief, **10** million girls could drop out of secondary school. Exide's timely and well-tailored intervention helped at least **23,000** of them.

The kits were distributed in **55** schools spread across all four regions in India. This pan-India initiative undertaken by Exide provided food security to the students of these schools and their family members and prevented, in an indirect way, dropouts from schools. The programme kept them tied with the schools and supplemented the efforts taken by the school authorities to keep the connection strong with the boys and girls. All the teachers interviewed confirmed that there was not a single case of dropout from their schools during this period.



Good To Know

Mr Venkatesh, Headmaster of the PUP Alasamatham School, was in all praise of the initiative taken by Exide. "The popularity of the school has increased because of this programme, and the total number of students in my school has gone up from 430 to 675 within a year", he says. He confirmed that many people are transferring their children from private schools to the ones run by the government. While the adverse impact on the earnings was one of the reasons, the programme undertaken by Exide also played an important role, he felt.

The Marrow Donor Registry (India)

The Marrow Donor Registry (India) - MDRI in short - is India's first non-governmental organisation (NGO) to keep a computerised database of unrelated stem cell donors and to assist blood stem cell transplants for patients with life-threatening blood disorders. It recruits donors, maintains a Registry of volunteer potential donors, and launches a global search for HLA typed stem cell donors for a patient in need of a transplant.

At any given time, approximately 3,000 patients worldwide are looking for a donor for a stem cell transplant. Only about a third of those in need of a transplant will be able to find a suitable donor within their own family (siblings have only a 1 in 4 chance of matching). The remaining 70% is dependent on the willingness of unrelated people to donate their stem cells.

Availability of unrelated HLA (human leukocyte antigen)-matched donors in greater numbers increase the hopes of a cure for these patients. Several international registries of volunteer stem cell donors have been established in response to this demand.

India staggers with a very low number of bone marrow donors despite increasing demand for bone marrow transplants in the country. India has only about 4 lakh donors registered on the bone marrow registry and chances of finding a donor match in India are as low as 10% to 15% compared to the West where the chances of matching are as high as 60% to 70%. The MDRI aims to narrow the gap between the demand and supply, and accordingly aims to:

- Maintain a registry of potential voluntary stem cell donors in India;
- Make available HLA matched donors for patients requiring potentially curative hematopoietic stem cell transplantation;
- Encourage and carry out research in the study of HLA types in the Indian ethnic groups;
- Participate in the worldwide voluntary stem cell donor program; and
- Raise awareness about marrow donation in the general population.

The objectives of MDRI are not only in sync with the burgeoning requirement of stem cell donations, but they also complement the recently-announced National Policy on Rare Diseases, 2021.

About the project

Exide assisted the MDRI in achieving its stated goals. The aid was granted to assist MDRI in developing a registry of volunteer blood stem cell donors in order to treat ethnic Indian patients who require stem cell transplantation to cure serious and deadly blood disorders such as blood cancer, thalassemia, and others. The activities undertaken by MDRI are mentioned under the 'outputs' section in detail.

INPUTS

Exide extended financial assistance of **Rs 1 crore** in 2020-21 to MDRI to support its activities.

P 02



*Medical students' contribution
The medical students of Govt Medical college, Nagpur took to the streets to rally about Stem Cell donation with the MDRI.*

OUTPUTS

According to the WMDA database, MDRI alone registers around **20%** of the total number of donors registered all over India. With the financial assistance received from Exide, it has created the following outputs to serve its stated objectives:

- Facilitated stem cell harvests from HLA matched donors.
- Held camps to register voluntary stem cell donors.
- Performed HLA typing of the registered donors.
- Uploaded the results generated to the international database of donors managed by the World Marrow Donor Association (WMDA).
- Searched for donors for needy patients.
- Contacted matched donors and did their health check-ups.
- Delivered products to needy cancer patients in different locations in India and abroad.

P 03



Naval officers register with the MDRI

P 04



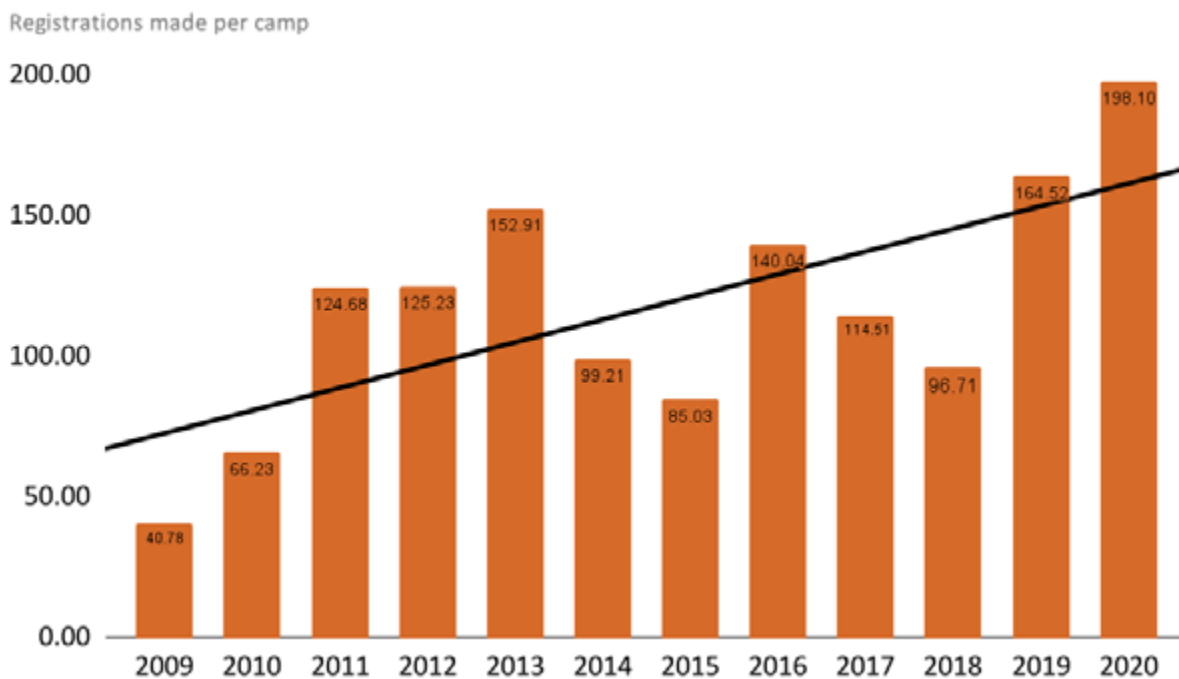
*A young engineering student is donating stem cells in the middle of his exams !!!!
He knew the importance of stem cell donation and said that any delay on his part will be catastrophic for the patient.*

OUTCOMES

Registration of voluntary donors

MDRI has laid out an easy procedure for the registration of potential stem cell donors. The potential donors desirous of donating stem cells have to fill up a form indicating their willingness to take part in the donation procedure. They have to then visit one of nine centres in Mumbai - all eminent hospitals with adequate facilities - to donate their blood samples for HLA typing. **MDRI, since its inception, has registered a total of 56,283 voluntary donors till date.** The adjacent graph clearly shows an increasing trend in donor registrations at MDRI.

C 01



In 2020, 1981 potential donors registered themselves with MDRI. This number was way below the number of registrations made in the previous year, which was 7,568. In fact, maximum number of registrations were made in 2019. The sudden fall in 2020 was primarily due to the pandemic situation which created havoc in Maharashtra in general and Mumbai in particular.

HLA typing of the donors

HLA typing is a genetic test that identifies specific unique differences in an individual's immune system. The procedure is crucial for determining who can safely give bone marrow, cord blood, or an organ to someone in need of a transplant. HLA typing is also known as HLA matching. Potential tissue receivers, as well as anybody who might desire to give tissue, must have the typing. The finest donors have HLAs that closely match the recipient's HLA patterns.

MDRI has done a total of 56,283 HLA typing since 2009. The results of these donors' HLA typing tests are bar-coded and electronically uploaded onto a secure server located in the MDRI admin office. This data of MDRI donors are then regularly uploaded electronically, in an encrypted format, onto the WMDA International Database database. The WMDA server provides an instant one-point contact source for donor searches for member registries, hospitals, and transplant centres worldwide.

The transition from low resolution to high-resolution typing of registered donors was a watershed moment for the MDRI. MDRI employs cutting-edge equipment named "The PacBio Sequel" from Pacific Biosciences, USA, to do HLA typing at high resolution utilising NGS technology. This allows MDRI to reduce time while searching for matching donors and supplying matched stem cells for therapy.

Participating in donor search and facilitating matchmaking

MDRI usually gets donor search enquiries from all around the world. Since 2011, it has received 3,797 donor search requests for patients from international registries such as the NMDP – Be the Match (USA), the Anthony Nolan Trust (UK), the Australian Registry, the Italian Registry, the Spanish Registry, the One Match Registry (Canada), the South African Registry, the Iranian Registry, and the German Registry. Search requests from inside India come from ACTREC TMH - Kharghar, MCGM, Vedanta, CMC Vellore, CMC Ludhiana, Sahyadri Hospital Pune, Hinduja Hospital, Medanta, Deenanath Mangeshkar Hospital and Research Centre Pune, and Narayana Hrudayalaya, Bangalore. It also receives requests from countries that do not have a registry, such as Pakistan. MDRI received 271 requests in 2020.

MDRI has performed 12 stem cell harvests so far of which one was done in 2020.

Good to know

A request was received by MDRI for stem cell harvest during the lockdown in 2020 amidst the pandemic situation. **A whole supply chain was established and the cells were delivered to the patient within 24 hours, despite the fact that the patient was in a different state and the cells had to be sent by road to reach him on time.**

The DKMS team, i.e. the German Registry, has offered MDRI their Hap-E search service, which facilitates enlistment of MDRI donors in their database and allows physicians to search for Indian donors. As a result, there has been an upsurge in search enquiries lately. The latest harvest done was for a patient in CMC Vellore and it was assisted by the Hap-E search.

IMPACT

Generation of awareness about blood disorders

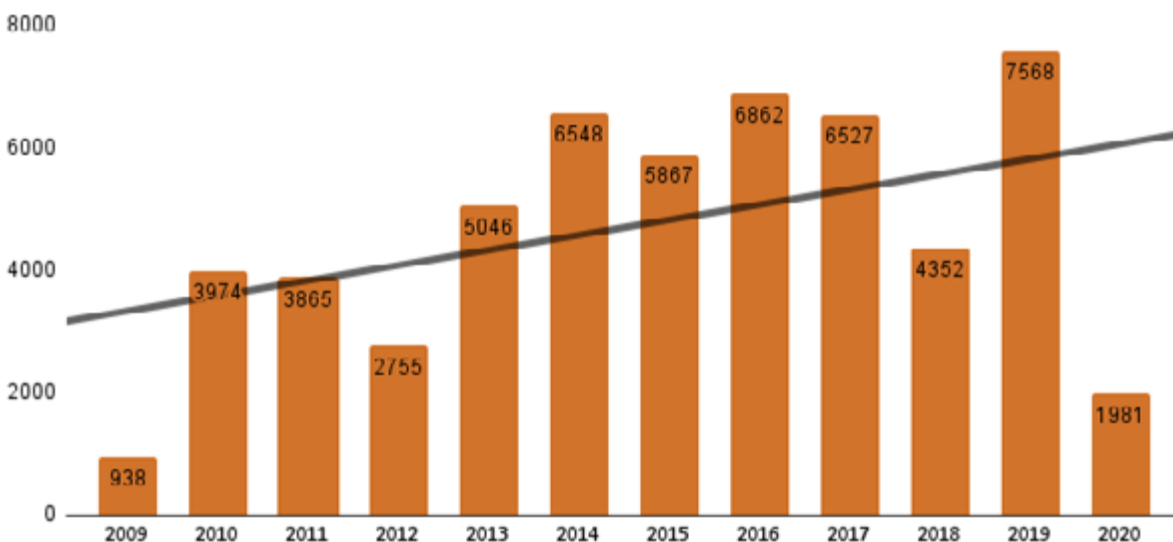
It is felt that the most lasting impact of the MDRI activities lie in the generation of awareness about blood disorders and their treatment, and inviting people by dispelling myths about stem cell donation.

MDRI holds camps on a monthly basis to raise awareness about blood disorder disorders and to encourage individuals to donate their stem cells. MDRI has organised 511 donor registration drives or camps since its inception in 2009. These camps were held at several institutions and business headquarters in Mumbai, Navi Mumbai, Pune, Nagpur, Ahmedabad, and Chennai. Several camps were held in corporate offices like Syntel-Atos, WNS, Axis bank, Siemens, HDFC, B. Braun, GSK, Mahindra & Mahindra etc. The majority were held in well-known institutes like IIT Powai, Xavier’s, Sydenham, Sophia’s, Nirmala Niketan, Thadomal, NMIMS, Mithibai, Ji Hind, VES, VJTI Engg college, HR College, KC College, Don Bosco, DY Patil college and SNDT, to name a few. The response has always been overwhelming. All camps follow the strict rule of having an awareness session first and then having the actual registration process on a later date. Although the average number of camps organised was 53 from 2015 up to 2019, the number fell to just 10 in 2020, owing to the movement restrictions following the pandemic situation.

Potential donors registered per camp could be an improvised but well-suited indicator of the efficacy of the camps being organised by MDRI. The adjacent graph shows that this too shows an increasing trend.

C 02

Donors registered over the years



In fact, although the number of registrations made fell drastically in 2020, they were made from just 10 camps.

Moreover, the average registrations made per camp between 2016 and 2020 have increased by over 25% compared to the period 2010 to 2015. This clearly establishes the increasing efficacy of the reaching out programmes being undertaken by MDRI.

P 05



Diabetic Association of India (DAI)

According to the estimates, as stated in the IDF (International Diabetic Federation) Atlas, 74.19 million people (in the age group of 20 to 79 years) suffer from diabetes in India. According to this data, nearly one in 10 Indian adults suffers from diabetes. IDF further estimates that the disease is undiagnosed in 53% of this population.

The number of people suffering from diabetes in India is expected to increase to 92.97 million in 2030 and further to 124.87 million in 2045. It is evident from the data that the generation of awareness about diabetes amongst people is as important as providing them with affordable treatment to control this menace.

The Diabetic Association of India (DAI) was established in 1955 by a team of doctors and citizens with the objectives of research, patient care and spreading awareness about the disease in the country. It gained membership in the International Diabetes Federation in 1962. DAI is the oldest and the largest diabetic association in the country, having nearly 17,000 members and 41 branches across India.

Diabetic Association of India is the only association in India that has its own hospital. The hospital is known as S L Raheja Hospital. The hospital is a Fortis associate and is one of the leading multi-speciality hospitals in South Mumbai, with 170 beds. Inaugurated in the year 1981, it is among the top hospitals in the city and is also one of the few dedicated hospitals in the treatment of diabetes and diabetic foot surgery. The hospital has various other departments such as oncology, orthopaedics, cardiac sciences, neurosciences and gynaecology, gastroenterology, nephrology, dental, ophthalmology, internal medicine and urology.

About the project

S L Raheja Hospital catered to around **63,000** patients, taking IPD and OPD together, on an average, between **2016-17** and 2019-20. The number came down to **43,320** in **2020-21** owing to the pandemic situation in India. With its CSR funds, Exide has been supporting the DAI in general and this hospital in particular for a long time. The financial assistance from Exide has been spent on making infrastructural improvements in the hospital.

INPUTS

Exide has extended a grant of Rs **4** crore for **2020-21** to the Diabetic Association of India to undertake infrastructure development work at the S L Raheja Hospital.

OUTPUTS

In 2020-21, DAI utilised the CSR grant from Exide mainly for the procurement and maintenance of the following items for providing better treatment to the patients:

- Maintenance of the bed head panels for patients
- Supply, Installation, and Testing & Commissioning of heating, ventilation, and air conditioning (HVAC) systems
- Smoke detectors
- Supply installation testing and commissioning of electrical work
- Supply and installation of the medical gas pipeline system
- Patient monitor with accessories
- Procurement of portable X-Ray machines
- Patient warmers

Due to the pandemic situation, the disbursement of funds for the year under consideration was delayed, and the final disbursement was made on 18th January 2021. Accordingly, some activities were carried forward to the following financial year, ie, 2021-22.

The major development activities undertaken and procurements made in 2021-22 for providing medical services with the grant received in the previous fiscal were as follows:

- Semi-motorized bed, cardiac table, bedside locker, patient trolley and a crash cart
- Supply, installation, testing and commissioning of HVAC
- Supply and installation of aluminium window
- Infusion pump
- Biphasic defibrillator with Automated External Defibrillator (AED) and pacing
- Supply and installation of the medical gas pipeline system
- Supply and installation of curtains and cubical curtain track system
- 5-point IV Hanger with 4" track and trolley including accessories
- Supply and installation of Armstrong ceiling
- ECG machine with trolley
- Plumbing work
- Supply dressing, injection, intubation trolley
- Modification of sprinkler line
- Supply of safety signages
- Fire alarm box and valve box
- Ultrasound machine

OUTCOMES

Providing an all-round treatment to the diabetic patients

According to the World Health Organisation (WHO), diabetes can damage the heart, blood vessels, eyes, kidneys, and nerves over time. Who further identifies the following risks associated with diabetes:

- Adults with diabetes have a two- to three-fold increased risk of heart attacks and strokes.
- Combined with reduced blood flow, neuropathy (nerve damage) in the feet increases the chance of foot ulcers, infection and the eventual need for limb amputation.
- Diabetic retinopathy is an important cause of blindness and occurs as a result of long-term accumulated damage to the small blood vessels in the retina. Close to **1** million people are blind due to diabetes.
- Diabetes is among the leading causes of kidney failure.

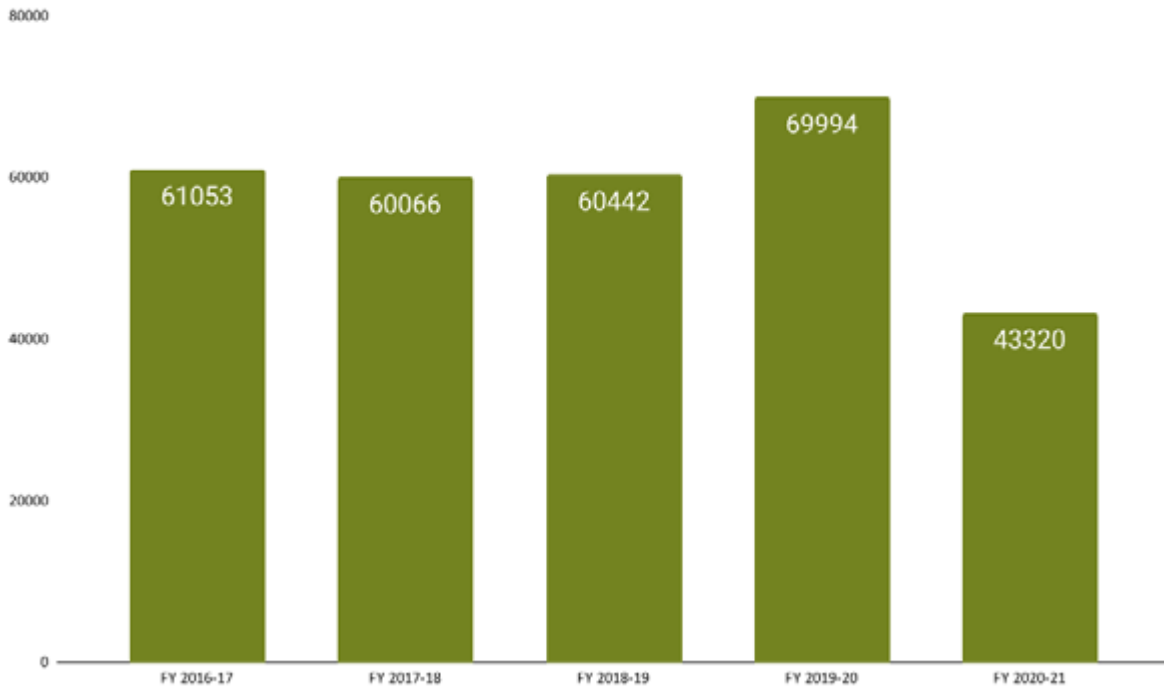
Diabetes can also increase your risk of developing certain types of cancer.

The DAI, through the S L Raheja hospitals **11** following major specialities, endeavours to provide an all-round treatment for patients suffering from diabetes:

1. Cardiology
2. Diabetology
3. Gastroenterology
4. General Surgery
5. Gynaecology
6. Haematology
7. Internal Medicine
8. Neurology
9. Oncology
10. Orthopaedics
11. Pulmonology

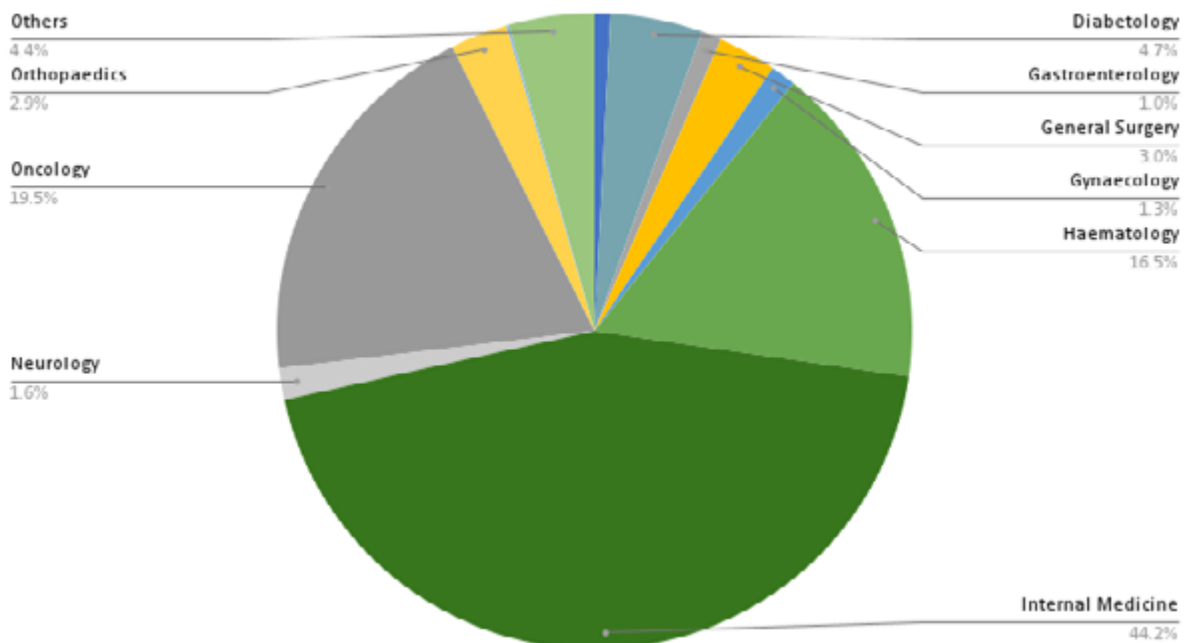
C 03

Number of patients served by the hospital in the last five years



C 04

Number of patients treated by departments: 2020-21



In **2020-21**, the hospital treated a total number of **43,320** patients, of which **35,855** patients were treated in the OPD and the rest as the In-Patient. Most of the In-Patients were treated at the Internal Medicine speciality, followed by Oncology, Haematology and Diabetology.

Providing support during the second wave of the Covid19-induced pandemic

The S L Raheja Hospital has been at the forefront in treating Covid patients. It created two teams of doctors for treating Covid and non-Covid patients separately. The doctors resorted to teleconsultation for providing treatment. During the second wave of the pandemic, the doctors and staff of the hospital went all out, and the hospital was awarded as the Best COVID Hospital.

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IMPACT

Spreading awareness about diabetes and furthering research

The DAI was found to be actively spreading awareness about diabetes, its early diagnosis and treatment through seminars, articles in the newspapers and posts on social media. The Association also comes out with a quarterly journal for this purpose.

The DAI is also compiling a database which is known as 'e-registry'. The registry helps the doctors spot the trends and so in better management of the disease among the patients. It also helps to understand issues like types of diabetes prevalent in various regions in India, the average age of onset, male-female ratio, associated conditions like hypertension or cholesterol, medicines that are more effective, the pattern of treatment and so on.

P 07



Sharan

Sharan is a nonprofit organisation dedicated to providing comprehensive rehabilitation services for paraplegics as well as high-quality care for the elderly.

Dr K S Masalawala created the organisation in 1968 as 'The Society for Rehabilitation of Paraplegics.' He began with a modest **10**-bed facility at JJ Hospital's Orthopaedic Department in Mumbai. Sharan built its own facilities in Vashi, Navi Mumbai, in 1987. It is now managed from a big campus that includes an elderly citizens' residence.

Since its inception, Sharan has successfully rehabilitated **865** paraplegic patients and provided a home for 562 senior citizens.

About the project

Smt. Kamla Raheja Rehabilitation Centre for Paraplegics

Paraplegia is partial or complete paralysis of the lower half of the body with the involvement of both legs, usually due to injury or disease of the spinal cord in the thoracic or lumbar region. The beneficiaries of this Rehabilitation Centre are people from the lower socioeconomic strata who lack the economic means and the support system to cope with their disability.

Smt. Kamla Raheja Home for Senior Citizens

The Smt. Kamla Raheja Home for Senior Citizens was founded in 1997 to provide secure, high-quality housing for senior citizens. Residents can enjoy modern infrastructure, comfortable furnishings, and convenient access to medical and recreational facilities at a reasonable cost.

The campus is spread out over 45,000 square feet and includes lush gardens, a gymnasium, a library, and 56 single and double rooms, including 8 suites that can accommodate 60 residents. The apartments are partly air-conditioned and furnished with modern amenities.

INPUTS

Exide has provided Rs **2** crore to the Society in 2020-21 for infrastructural development support for the rehabilitation centre for the paraplegics and providing accommodation to 80 senior citizens at a reasonable cost.

OUTPUTS

The financial assistance from Exide was utilised primarily to repair the old building and construct a new building for the senior citizens and the paraplegic inmates. The assistance has also helped Sharan to carry out the following activities for the beneficiaries:

In the paraplegic centre, the following activities were supported:

- Rehabilitation programmes
- Medical checkups
- Balanced diet for the inmates
- Providing the inmates with educational facilities
- Livelihood training
- Job placement
- Awareness programmes

The assistance further supported the elderly beneficiaries with regular medical checkups and a balanced diet.

OUTCOMES

Rehabilitation of the needy

By conservative estimates, approximately **2,00,000** individuals with spinal cord injury live in India. Every year, **10,000** new individuals are added to this number. The majority of these patients seek repeated medical treatment throughout their lives owing to various morbidities. Despite new technology and rehabilitative strategies, the quality of life of this population in India is not on par with global standards.

This is partly owing to the fact that the majority of subjects with spinal cord injury in India live in the rural areas, below the poverty line and are unable to afford the cost of rehabilitation. In addition, **81.82%** of Indian institutions have no facilities for a predischarge home visit by staff to understand specific requirements of the patients, and **73.9%** of these institutions have no facilities for follow-up home care services.

Sharan caters to these people in need, first by identifying them and then by rehabilitating them and returning them to the mainstream after a rigorous journey, undertaken by the patients as well as those who train and rehabilitate them at no cost. Sharan takes special care to identify patients who are in need of rehabilitation but are not in possession of commensurate financial support.

In March 2021, there were 25 paraplegic patients receiving care and were looked after at Smt Kamla Raheja Rehabilitation Centre for Paraplegics. These patients stayed at the Centre in spite of the pandemic situation prevailing at that time.

The following facilities are provided to the patients at the Centre:

Rehabilitation programmes: The main objective of these programmes is to equip the patients in such a manner that they are capable of doing their daily chores all by themselves and thereafter get trained in some vocational training so that they can earn for themselves and are not a burden on their families. This ability to earn a livelihood also enables them to get over suicidal tendencies due to their condition. The Centre takes care to develop programmes catering to the specific needs of each of the residents after performing skills assessment.

Physical Rehabilitation Programmes are implemented to assist patients in gaining mobility and independence in their daily activities. This includes skincare instruction, bladder and bowel care, grooming, transfer and other house mobility, and use of public transportation. Exercise routines are prescribed to patients in consultation with a team of occupational therapists and physiotherapists. This service is provided free of charge by the MGM School of Physiotherapy. Wheelchairs, callipers, tricycles, and crutches are available from the Centre.

The unexpected onset of impairment and accompanying concerns such as bladder and bowel incontinence, sensory loss, and inability to conduct everyday activities can cause substantial mental and emotional anguish to patients and their family members. As part of the psychological rehabilitation programme, counselling is offered to patients and their family members to help them to cope with their impairment and prevent depression. Counselling also assists individuals in dealing with sexual difficulties and improving their self-esteem. All of these are being created to ease their integration into mainstream society as productive members.

Residents can get disability certifications from the District Civil Surgeon with the help of the centre. Residents are also advised on how to obtain financial support from the Maharashtra Government's Department of Social Welfare for house improvements, travel discounts, and educational and livelihood aid programmes.

Medical checkups: The centre has collaborations with the NMMC hospital and Sai Prem Dispensary for regular check-ups and free medical care of the residents. It also has an arrangement with MGM's New Bombay Hospital in Vashi.

Education for the residents: Volunteers provide English coaching classes to the residents to make them job-ready. The residents also get trained in computers, particularly through the Maharashtra State Certificate in Information technology (MS-CIT) course, which is an Information Technology (IT) literacy course started by the Maharashtra Knowledge Corporation Ltd (MKCL).

Livelihood training and job placement: While the educational training is for those who have secondary-level education, residents who are not so qualified educationally are given the training to acquire practical skills such as tailoring, decorative article-making and cleaning materials-making. The centre also provides a fashion designing course, which is managed by Usha International.

Giving care to senior citizens

Most senior citizens who live alone suffer due to lack of companionship – sometimes exacerbated by lack of mobility due to ill health. Loneliness and isolation are major concerns among elderly Indians above the age of 60. Isolation can result in gradual depression and other mental disorders in the elderly.

Sharan, at its Kamla Raheja Home for Senior Citizens, serves the senior citizens from all over India. The Home attracts mainly the 'empty-nesters' and those who crave security. Every winter, some senior citizens come from abroad to stay for six months to escape the cold and enjoy the hospitality.

The year 2020-21 started with 57 residents at the Home. However, they had to go back to their respective residences because of the raging pandemic situation in Maharashtra.

From July 2020 to March 2021, there were no occupants at the Home.

The centre caters to the medical needs of residents through regular check-ups. It has collaborations with local healthcare institutions for complicated procedures and to handle emergencies. At Sharan, the medical facilities include:



Good To Know

Ankush Langde is from a small village in Maharashtra. He fell from the tree when he was a child and injured his spinal cord. While he began to think that he would have to spend the rest of his life lying on the bed, he came to know about Sharan from a friend. He joined Sharan and eventually started moving around after receiving physiotherapy for two years. He then resumed pursuing his education and topped his class in his 12th standard exams. Ankush is now doing his degree course and majoring in Economics. He has regained his confidence and is all set to fulfil his dreams. He says he owes it all to Sharan which has given him a new life.

- A medical room
- Two day-and-night nurses to administer medication and tend to emergencies;
- A weekly routine check-up by a visiting doctor;
- On-call availability of a doctor for emergencies;
- Affiliation to MGM'S New Bombay Hospital for emergencies; the hospital is located only minutes away from the centre; and
- Provisions can also be made for senior citizens to be transported to the nearest hospital to handle any contingencies.

A professional catering agency attends to residents' nutritional needs. Diet plans are developed in cooperation with a competent nutritionist, and unique dietary needs are met.

IMPACTS

Social inclusion of the paraplegics

Persons with disabilities (caused by paraplegia or not) live a very challenging life. Their 'disability' is often seen as their 'inability' by many and people, in general, have preconceived notions about their capabilities. **There have been many cases where employers have denied a job to a candidate with a disability, citing the usual 'not found suitable' reason'.**

The main problem lies in the psyche of a significant mass which considers persons with disabilities a liability, and this leads to discrimination and harassment against them and their isolation from the mainstream. It is not only the society at large that turns away from these people, but a person with disabilities are also, quite often, considered a liability by her/his near and dear ones. The problem aggravates for impoverished families where disability is directly correlated with earning ability of a member of the family. Having a person with a disability in the family is often looked at as an opportunity of earning lost for the family.

The training for job-readiness being imparted by the Centre to its paraplegic residents is thus leaving a lasting impact on the lives of these people, as they are getting a second opportunity to live their life with their heads held high. Be it through selling the products they are manufacturing at the Centre or by getting a job (or sometimes by making a mark as a sportsperson), they become financially independent. This, coupled with the training received for physical rehabilitation, helps them to lead a normal life and get accepted in the mainstream of society.

Awareness generation on paraplegia

Lack of knowledge of spinal cord injuries (SCI) leads to unrealistic expectations, inappropriate ways of lifting and shifting the victim from the site of the accident, and that may, in turn, worsen the condition. Awareness regarding SCI will help in minimising the consequences. Moreover, the lack of awareness also gives birth to the lack of empathy towards people who are suffering from SCI. Thus, there is a need to increase awareness among the general population, caregivers, patients, clinical and paraclinical staff regarding SCI in India.

The Centre has created Support Groups that help the residents with various issues related to rehabilitation. Meetings of these groups are organised every two months, and help is taken from experts in different fields whenever needed.

In addition to the above, the Centre conducts awareness programmes at schools and colleges in Vashi. This has helped in raising awareness about paraplegia in the youth in the area. Moreover, students from reputed medical colleges and Social Work Training Institute visit the centre periodically which, in turn, helps in increasing the awareness about the challenges and success stories of the paraplegic residents of the Centre.



Good To Know

Meenakshi Jadav hails from Satara, Maharashtra. She lost all hope before she joined Sharan a few years ago. However, after joining Sharan, she eventually finished college with the help of counselling sessions and various training programmes as part of the rehabilitation process. She participated in various sports and won lots of prizes for wheelchair races and throwball. Meenakshi is continuing her studies and is also working in Eureka Forbes.

Government Inter College (GIC), Kunjabahadurpur

GIC Kunjabahadurpur is an upper primary, secondary and higher secondary school in the Churhiala Cluster of the Bhagwanpur Block, Haridwar District. The school runs classes from **VI** to **XII**. Established in **1995**, the school provides education to both boys and girls. The school is managed by the Department of Education, Uttarakhand and it imparts its education in Hindi, following the curriculum of the State Board.

The School Report Card issued by the Unified District Information System for Education (UDISE) of the Government of India for the year **2019-20** confirms the following infrastructural deficiencies in the school:

- A part of the school building was in poor condition;
- There were no laboratories in the school;
- There was no internet connectivity; and
- No DigiBoards for smart classes.

The Report Card can be accessed from the UDISE+ website using 05130206906 as the school code.

About the project

The project was implemented by Exide to address the key infrastructural deficiencies affecting the students' educational performances. GIC Kunjabahadurpur was selected for the intervention after careful scrutiny of the state of the infrastructure of all government inter colleges in the Haridwar District.

Once the school was chosen, the following broad objectives were planned:

Construction of a two-story building to house the laboratories and a hall;
Setting up of laboratories for the students; and
Setting up a smart class.

INPUTS

Exide assisted the infrastructural development of the school with a CSR grant of Rs 1.18 crores in 2020-21.

OUTPUTS

A two-stored building was erected on the school premises with financial assistance from Exide. The physics, chemistry, mathematics, and biology laboratories were constructed on the ground floor (2520 sqft). A hall was constructed on the first floor (2700 sqft) for students' music and English communication lessons.

A full-fledged tinkering lab will be eventually constructed on the first floor. This lab will be built on the model of the Atal Tinkering Lab (which is being built all over India as part of the Atal Innovation Mission).

All relevant apparatus and consumables befitting the requirements of modern school laboratories were also supplied as a part of the project.

A fully equipped smart class with a smartboard, projector, desktop and other relevant accessories was also built in the school. The digital content for e-learning was also procured.

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P 09



OUTCOMES

Enhancing the learning environment

GIC Kunja Bahadurpur did not have laboratory facilities for the students. This has been corroborated by the UDISE report as well. Exide's intervention to build the laboratories from the scratch and equip them with all modern instruments was therefore a major step towards enhancing the learning environment in the school.

Focusing on students who have a knack for math, science, and technology-related subjects, the labs will help impart students with practical learning and problem-solving ability based on the theories taught in regular classes.

All the students expressed their satisfaction over the infrastructure created by Exide in the school. They also confirmed that their educational performances have improved as a result of this intervention.

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IMPACTS

The groundwork for fuelling the spirit of innovation

Along with the labs to support their curricular activities, Exide has created the basic infrastructure for a tinkering lab, and a full-fledged lab along the lines of the Atal Tinkering Labs will come up in the school shortly.

The tinkering lab will be designed to nurture innovation amongst young innovators. It will enable students to explore new ideas, test them and follow the 'learning by doing' approach. Students will be introduced to different levels of tinkering, which includes experience design thinking and ideation to develop new perspectives towards social and community problems. Gradually, students will be introduced to new technologies and concepts of computational thinking, physical computing and other sectoral areas. Once all this is completed, students will begin to work in teams that elevate their learning from previous phases. This will allow students to accustom themselves to new and innovative experiences.

Making the children ready to communicate

Exide's intervention will help English teaching to transcend the boundary of the classroom to a laboratory. The basic infrastructure for an English laboratory has already been created where the students will be trained using the LSRW technique, ie, Listening, Speaking, Reading and Writing. The students, with the help of this lab, will be able to understand the concepts of English through interactive and multimedia-based content quickly. This will provide a boost to their learning in the higher classes. Moreover, this will also provide them with a level-playing with children who receive instructions in English in their higher studies and also eventually in the job market.

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