



CSR IMPACT ASSESSMENT



Aarogya
(Health)



Abhyasa
(Education)



Swachhata
(WASH)



Susthira
(Community Initiatives)



Spandana
(Climate Change Response)

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(Climate Change Response)***

Corporate Social Responsibility indicates that a business house is responsible to the society and environment in which it operates. Many business houses striving to be socially responsible use the triple bottom line: organisation's impact on people, the planet, and its profits to determine strategic priorities. Given this concept, HETERO, one of the leading pharma industries in India, has committed towards communities' well-being and supported various social developmental programs in Telangana and Andhra Pradesh. This impact assessment tries to narrate the significance of Herero's interventions and their impact on the communities.

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Poverty Learning Foundation (www.plf.org), an independent Think-Tank and Policy Research Group studying contemporary development issues, executed the impact assessment of HETERO CSR interventions in Telangana and Andhra Pradesh. The inferences drawn and all individuals appearing in this report are taken from the ground level. No part of the current report is an imaginative interpretation.

The Hetero Group of Companies CSR team who have supported the PLF with the impact assessment are N. Sudhakar (Head CSR), A. Ashwin (Manager CSR) and CH. Arun Kumar Reddy (Manager CSR).

The PLF Core team members who have led the assessment are Prof. S. Vijay Kumar (CEO), Dr.Kompalli H.S.S. Sundar (Senior Thematic Consultant), and Mr. Adil Akram (Senior Research Associate). The supporting team of Field Investigators include S. Yadagiri Reddy, N. Prasad, B. Vamshi Krishna, K. Raju, B. Sumalatha, and B. Srilatha. Data analysts are B. Kumar, P. Prasanna, and N. Aruna. Mr CH. Yadagiri provided secretarial support.

Photographs: Venkat, Anil and S.N Aparna

Designer : 7Shades

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First and foremost, we are grateful to all primary and secondary respondents for their valuable time and for providing essential information on CSR interventions during the assessment.

We thank the management of HETERO Group of Companies for giving a chance to PLF to assess the CSR interventions.

We acknowledge the cooperation of the HETERO team at various locations.

Several thoughtful meetings with the CSR team during the assessment have generated creative ideas while analysing the inputs and outputs. Besides, the CSR team and a few of our colleagues read the initial draft of the manuscript with great care and creativity and headed off gaps that helped shape the report. We thank all of them.

PLF Core Team
2023





MESSAGE FROM CHAIRMAN

In Hetero Group of companies, communities are close to our heart and soul. We believe communities are integral part of our business and growth. Through our corporate social responsibility, we respond to community needs in various forms. Children, women, men and elderly, people living with special abilities, all are our focus in our CSR programs.

Every day we strive to show impact to the communities around us through a positive change, we ensure communities are benefited. The benefits may include social, economical and environmental, a triple bottom line. As a person and as a leader of the company, I always feel great in giving back. People need better health & wellbeing. My strong belief is that Education brings health and wellbeing for humans. Strong values acquired from parents, I always believed in education, reason why today, I have created a World Class company through Research, Innovation and Continuous improvement. All this is possible due to my thought process, disciplined approach and our combined Vision. In the same way, I strongly believe, the children in my surrounding need to be given a standard quality education, create an enabling environment for improving their learning outcomes so that they become productive in future and take care of their life and the entire Nation.

We have commissioned an impact assessment to understand, gauge our CSR efforts – how and what these are contributing to the wellbeing of communities around us. This

report is a culmination of assessment results. The report articulates the social, economic impacts resulted out of the CSR interventions, from the point of view of beneficiaries. The Social return on investment has been clearly arrived through the assessment. However, we think beyond economic value add that communities benefit.

I am so happy to hear the community's voices, especially from the Vision Centre that we set up in Nakkapally. Women and elderly men regained their eye sight due to the Cataract operations. They are part of a new World that the Vision Centre created. The happiest and Cheerful moments in day of life of the Govt school children whom we are supporting is that what we feel happy about. Several thousands of our community members receive direct health support through our day-to-day activities from health care interventions, nutrition support provided to TB patients.

All the best wishes to one and all who involved directly and indirectly in the Journey of developing communities making part of our growth.

Happy reading!

With Warm Regards,

Dr. Bandi. Parthasaradhi Reddy,

Chairman, Hetero Group of Companies

Honourable Member of Parliament, Rajya Sabha, Govt. of India



MESSAGE FROM MANAGING DIRECTOR

Creating a Healthier world is our motto in Hetero Group of Companies. We envision everyone has access to better health there by better living and well-being. Over the years, Hetero group has been supporting the communities around us through several impactful interventions. Our belief that the communities are part of our growth keeps us motivated to do more and more beyond CSR mandate.

We are 30 years this year. We feel proud to make the communities as part of our journey. We respond to the community needs swiftly, ensure their needs as met. We set 'no limits' for what we do through the CSR. Disciplined approach coupled with our impact focused approach helps to bring excellence in delivery of services to communities.

Impactful interventions create huge changes in the lives of the communities around us. Our operational excellence coupled with our teams thematic focused approaches helped us to deliver value to our communities. We defined the results metrics across our interventions. Happy to unveil the impact assessment report of our CSR work during the year 2023 developed based on rigorous field work by a reputed third-party agency who was registered in the Ministry of Corporate Affairs.

I congratulate our CSR teams, volunteers from company, various stakeholders, partners, government departments, service providers, expert agencies and individuals, our collaborative departments who extensively support in delivering services.

Best Wishes,

Dr. Bandi Vamsi Krishna
Managing Director
Hetero Group of Companies

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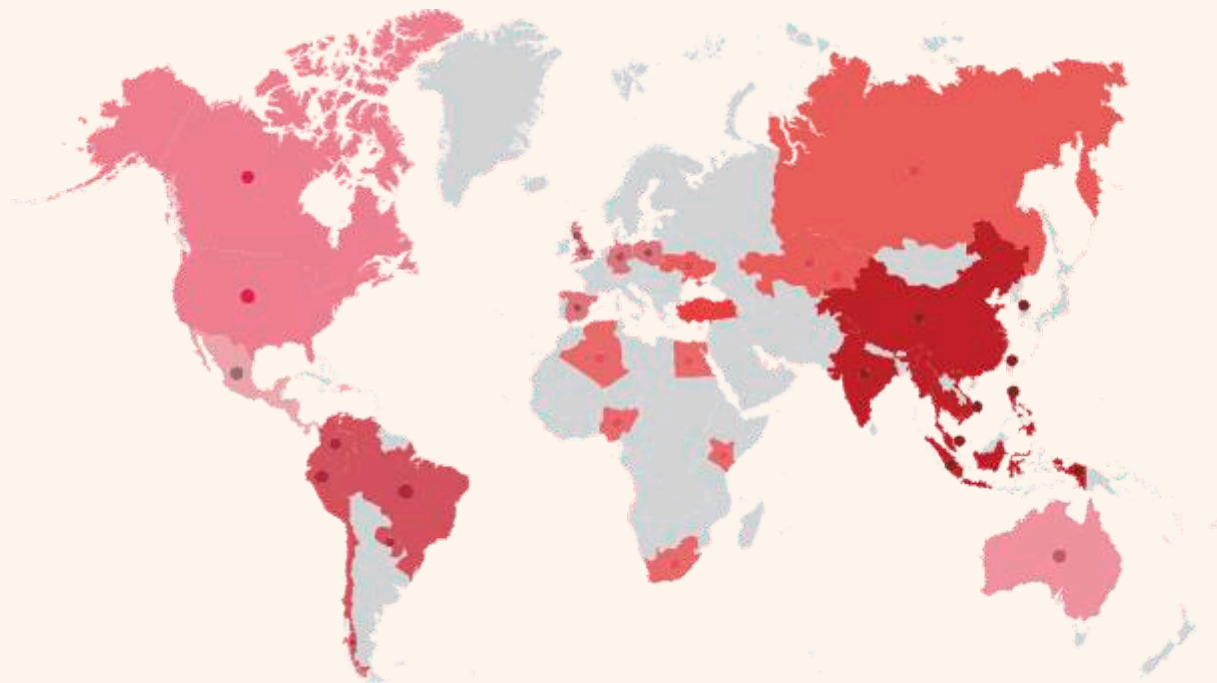
ABOUT HETERO

Hetero is a globally renowned pharmaceutical company working to make exemplary health a reality for everyone. With about 30 years of presence and a progressive approach, Hetero has expanded its reach to 145 countries. With over 36 strategically located manufacturing facilities, it is catering to diverse market requirements on demand worldwide.

For everyone, everywhere...

Hetero is leaving its footprints across the globe in more than **145+ countries**, as it enables access to affordable high-quality medicines across the world.

15 API facilities	21 Finished dosage facilities	3 R&D centers
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- Branch Office/Subsidiary
- Manufacturing Facility

Note: The map showcases those countries that host Hetero's manufacturing facilities and branch offices/subsidiaries

CIS COUNTRIES	EUROPE	AFRICA	NORTH AMERICA	ASIA	MIDDLE EAST	CENTRAL AMERICA	SOUTH AMERICA
<ul style="list-style-type: none"> ■ Kazakhstan ■ Kyrgyzstan ■ Russia ■ Ukraine ■ Kzбекistan 	<ul style="list-style-type: none"> ■ Germany ■ Netherlands ■ Poland ■ Spain ■ UK 	<ul style="list-style-type: none"> ■ Algeria ■ Egypt ■ Kenya ■ Nigeria ■ South Africa 	<ul style="list-style-type: none"> ■ Canada ■ USA 	<ul style="list-style-type: none"> ■ Malaysia ■ Myanmar ■ Philippines ■ Singapore ■ South Korea ■ Taiwan ■ Thailand ■ Vietnam 	<ul style="list-style-type: none"> ■ UAE ■ Saudi Arabia 	<ul style="list-style-type: none"> ■ Costa Rica ■ El Salvador ■ Guatemala ■ Honduras ■ Mexico ■ Nicaragua ■ Panama 	<ul style="list-style-type: none"> ■ Brazil ■ Chile ■ Colombia ■ Ecuador ■ Paraguay ■ Peru ■ Venezuela
			<ul style="list-style-type: none"> ■ ASIA ■ Cambodia ■ China ■ India ■ Indonesia 		<ul style="list-style-type: none"> ■ CARIBBEAN ■ Dominican Republic 		
					<ul style="list-style-type: none"> ■ AUSTRALIA ■ Australia 		

The Vision

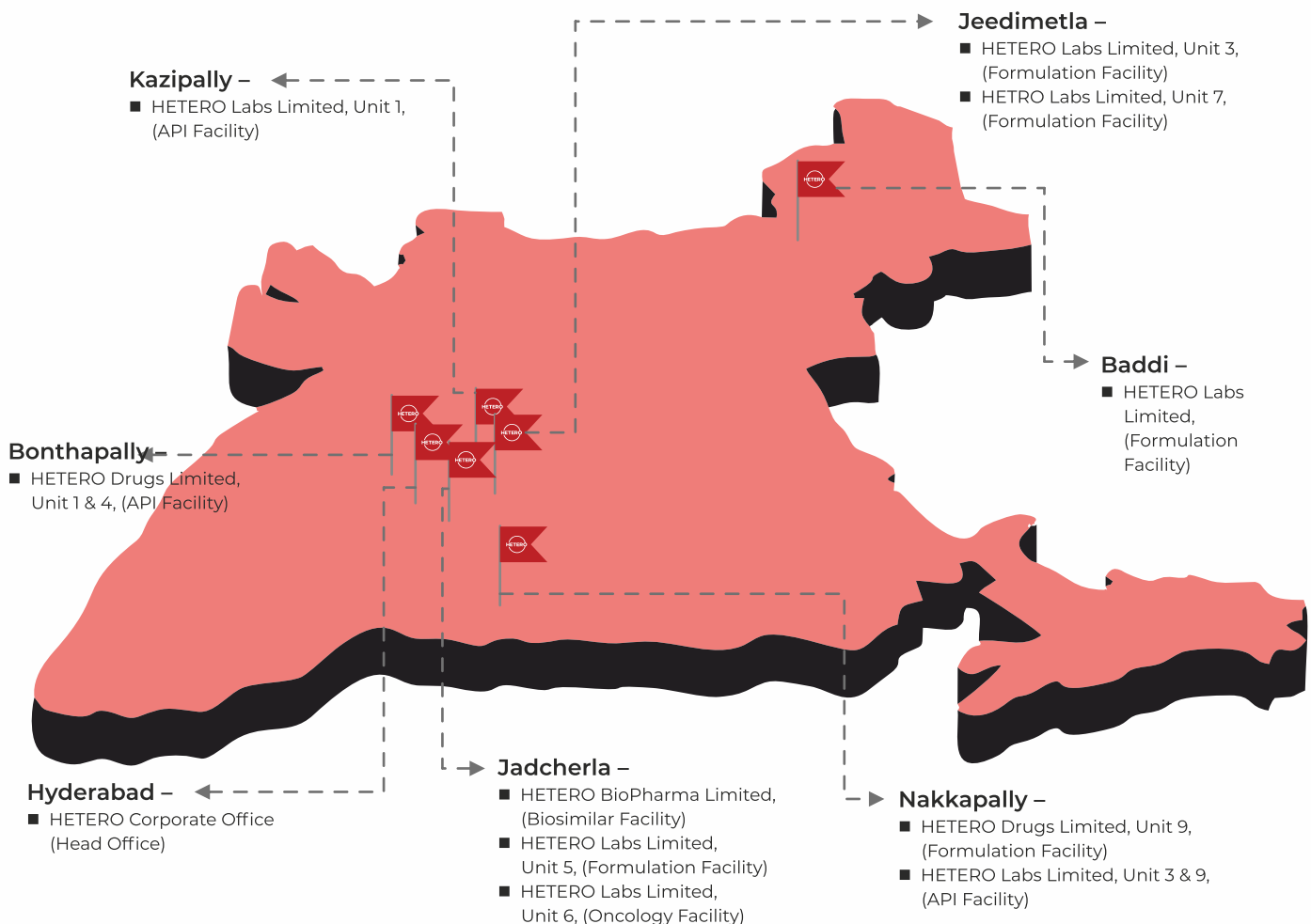
The vision of "Where Going Beyond is The New Normal", is to discover new ways to make life healthier living for each person coupled with having 'focused interventions leading to exponential impact'.

The Values that set Hetero apart

Over the years, the Hetero group of companies have cultivated distinct core values which form the cornerstone of internal conduct and guide Hetero's relationships with customers, partners and stakeholders.

These values have made Hetero one of India's leading generic pharmaceutical companies and the world's largest producer of anti-retroviral drugs for treating HIV/AIDS.

- **Knowledge-** Hetero value and respect Knowledge as the key enabler in its mission to develop affordable medicines. Hetero greatly cherish Knowledge in its team members, associates, partners and medical fraternity.
- **Integrity-** Hetero has a deep-rooted sense of Integrity towards all commitments to our stakeholders, and it strives relentlessly towards delivering them.
- **Trust-** Hetero cherishes stakeholders' trust and is committed to the highest standards in every aspect of business.
- **Agility-** Hetero is agile, proactive and passionate about everything it does.





About Hetero

With unparalleled strength in pharmaceutical research, manufacturing, and marketing, Hetero is positioned to serve people regardless of geographies. Hetero's new Identity embodies this drive to expand its research and capabilities in order to respond with agility to the world's evolving health needs

Hetero's Approach

Hetero prioritizes the human perspective above all else. Hetero lives in the stories of the people it serves and the communities it has impacted

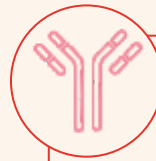


Hetero

Shaping A Healthier World



35 world class
Oncology products



9 Biosimilars



400+ APIs
550+ FDFs



2,000+ Product
registrations with
local regulatory
authorities



Fully integrated
services across
the value chain

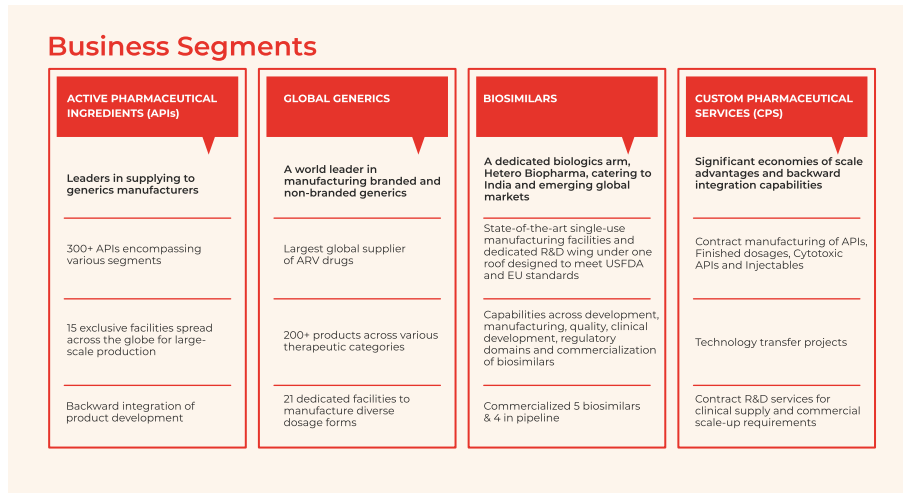


Asia's largest
API manufacturing
complex
(Visakhapatnam,
Andhra Pradesh, India)



Focus Areas

Hetero is the trusted partner for multinational pharma giants and global procurement bodies, continuously striving to blend science and technology with vigorous research into therapies to improve people's lives. Its expertise across APIs, global generics, biosimilars and custom pharmaceutical services is secured by a strong R&D backbone.



About CSR

Hetero values health and prosperity for all. Its passion for improving quality of life extends beyond its business and transcends everything it does. While working towards making medicines affordable and accessible to society, it continuously seeks opportunities to help society through its corporate social responsibility initiatives. Since its inception, Hetero has directly supported communities surrounding its facilities with healthcare programmes, drinking water & sanitation, and educational and welfare activities. The company also extends its support beyond operational vicinities depending on the community's needs and emergencies.

CSR Vision

The corporate social responsibility vision of Hetero is to achieve excellence in all its CSR initiatives, thereby enabling a sustainable environment and a better quality of life for society at large.

CSR Mission

Hetero strongly believes that the community is one of the critical stakeholders and is committed to supporting its all-around progress. Hetero has identified six major focus areas as a part of CSR initiatives to fulfil its mission of shaping healthier communities.

The focus areas align with Schedule 7 Activities of companies act 2013.



Hetero CSR reach

Education



411

Government Schools and Anganwadis



10,500

students receive Books, Stationery Uniforms and Bags



66

Vidya Volunteers

Health



57,259

Doctor Consultations at Mobile Medical Van



39,221

OPs at Vision Centre



1,920

Cataract Surgeries at Vision Centre



33,297

OPs at LVPEI Siddipet



3,148

Cataract Surgeries at LVPEI Siddipet



40,597

OPs at LVPEI Sircilla



2,608

Cataract Surgeries at LVPEI Sircilla



306

COVID recovered patients in the span of 2 months at Cantonment General Hospital



SUMMARY AT A GLANCE

Based on the measurable evidence, the present assessment concludes that:



The Vision Centre has shown an impressive impact on the community.



The Mobile Medical Van has served as a beacon of hope, *ensuring equitable access to healthcare services* and addressing the healthcare challenges of rural communities.



School infrastructural development, uniforms, bags, books, stationery, and vidya volunteers have *transformed the learning environment in government schools*.



Providing equipped ICU beds to Cantonment General Hospital has played a vital role in *enhancing the quality of emergency healthcare services* and improving patient outcomes during the Covid-19 pandemic.



Installing RO plants has been crucial in *addressing rural communities' clean drinking water needs*.



The provision of toilets for girls in schools has played a *significant role in reducing the barriers that hindered their access to education*.

Given the existing scenario, the assessment suggests a maximum focus on health and education in all the operational areas served by the Hetero group of companies in Telangana and Andhra Pradesh.



Health Interventions:

- i. Girls' toilets in schools will remarkably impact girls' retention and learning outcomes.
- ii. Well-designed referral systems in mobile medical services will impact public health outcomes more.
- iii. Focus on health infrastructure in selected areas will improve the quality of health outcomes.



Educational Interventions :

- i. Equipping youth with vocational skills is crucial for their personal and professional development and the economic growth of communities and the country. Vocational skills give young people practical abilities that can lead to meaningful employment opportunities.
- ii. Supporting early childhood care and development is crucial for laying the foundation of a child's lifelong learning, health, and overall well-being.
- iii. Strengthening the intervention of Vidya Volunteers in government schools can bring several advantages and positively impact the educational ecosystem. It can be a valuable asset to government schools, helping to enhance the quality of education, increase student engagement, and foster a sense of community involvement.
- iv. Possibilities of livelihood and entrepreneurship support for rural women may be explored to enhance their capabilities and confidence levels.



OVERVIEW OF THE IMPACT ASSESSMENT

This report presents the findings of the impact assessment study on Hetero's Corporate Social Responsibility (CSR) interventions. This assessment aims to assess the company's CSR initiatives and their impact on society and the economy. Hetero Group, a leading pharmaceutical company, recognizes the importance of integrating sustainability and responsible business practices into its operations.

The assessment follows a comprehensive methodology that includes data collection, stakeholder engagement, and analysis of CSR activities. It examines the company's social initiatives, and economic contributions to provide a holistic view of its CSR performance. By assigning this assessment to Poverty Learning Foundation (www.plf.org.in), Hetero Group aims to identify strengths and areas for improvement in its CSR efforts. The findings of this assessment will serve as a basis for refining existing initiatives and developing new strategies to enhance the company's positive impact on society and the environment.

The assessment provides a detailed analysis of CSR initiatives, evaluate their effectiveness, and recommend further improvements. It is essential to recognize that CSR is an ongoing journey, and this impact assessment aims to support Hetero Group in its commitment to sustainable and responsible business practices.

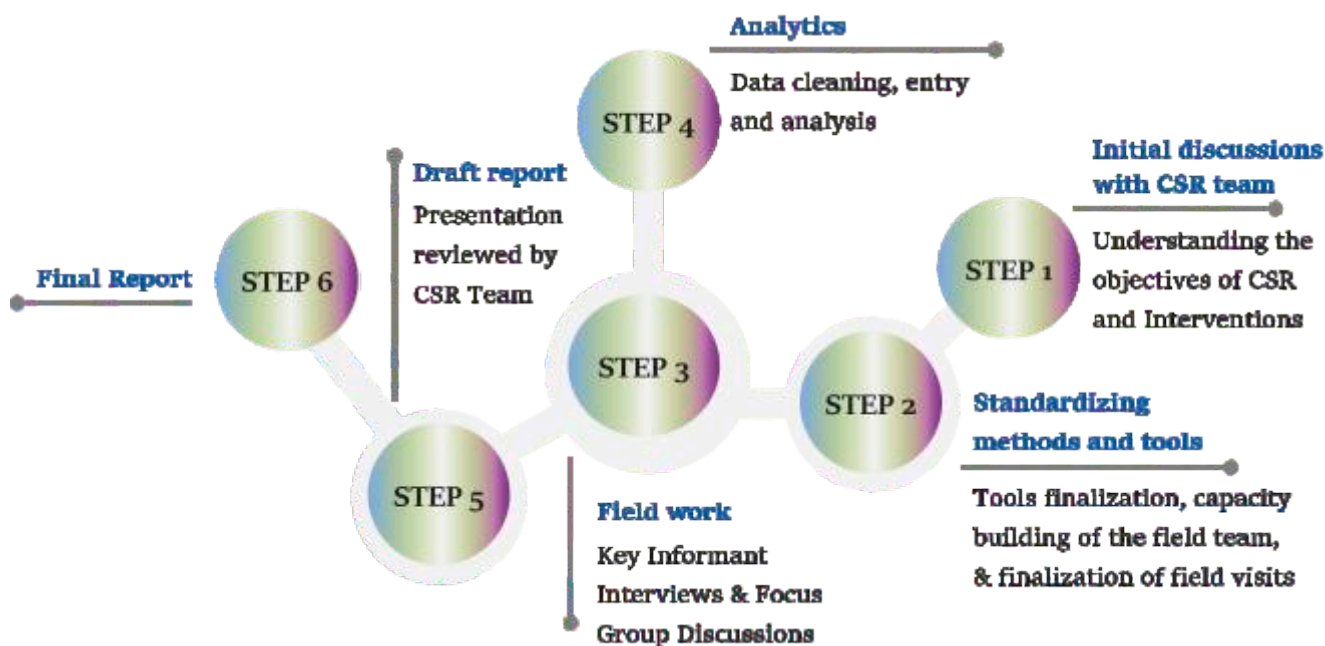
It is important to note that this report is based on the information collected till 30th May 2023. Future changes in Hetero group's CSR initiatives and performance may not be reflected in this assessment. The recommendations provided in this report should be considered as a guide and subject to adaptation based on changing circumstances and emerging best practices.

Overall, this impact assessment study aims to contribute to Hetero Group's continuous improvement in CSR practices, foster transparency, and promote accountability in its pursuit of sustainable development and social responsibility..

Objective

To understand the current status, and assess the impact of the interventions on the community – is the core objective of this impact assessment.

Assessment Pathways:



Research Framework:

PLF has followed a systematic research framework to ensure a comprehensive and reliable analysis of Hetero CSR interventions. The step-by-step approach followed is tabulated below:

Define the objectives	Identify the specific CSR activities to be assessed and clarify the desired outcomes or measurable impacts. This step helped in establishing a clear focus for the assessment.
Develop assessment criteria	Determine the criteria that will be used to assess the impacts of CSR activities. These criteria include social and economic dimensions (wherever applicable). Consider mixed methods dominated by qualitative indicators supplemented with quantitative data to capture a comprehensive picture of the impacts.
Data collection	Various methods such as Key Informant Interviews, a limited range of focus groups, and document analysis are followed during the fieldwork
Data analysis	SPSS and ATLAS-ti are the two software used to analyse quantitative and qualitative data to derive meaningful insights into CSR interventions.

Stakeholder engagement	Engage with key stakeholders throughout the fieldwork and seek their perspectives, feedback, and insights to understand the impacts better.
Results	Prepare a comprehensive report summarizing the impact assessment findings. Present the methodology, data sources, analysis techniques, and critical results.
Recommendations	Based on the impact assessment findings, PLF has developed actionable recommendations for improving the effectiveness and sustainability of CSR activities.

Process:

Key informant interviews were carried out using pre-validated questionnaires to get first-hand information on the outcomes of the interventions the community have accessed/availed. During the focus group discussions, information collected from the key informant interviews was cross-verified (and vice versa) and analysed further to highlight the social and economic impacts.

Sample framework:

A purposive sampling method has been followed to identify the key informants under each intervention. The assessment team has visited 22 villages, two semi-urban areas, and Hyderabad city, where Hetero supports various interventions in Telangana. In Andhra Pradesh, the assessment team visited nine villages of Nakkapalli, Amaravati, Pulivendula.

A total of *1189 key informants, those who have availed different services, were interviewed during the assessment* (See Annexure 1).



HETERO GROUP OF COMPANIES CSR LANDSCAPE

Hetero supports different interventions under four verticals that directly or indirectly supplement the objectives of Sustainable Development Goals. As part of the impact assessment covering these four verticals, the PLF team has visited the following villages in Telangana and Andhra Pradesh (Nakkapalli).

S.No.	Telangana	S.No.	Andhra Pradesh
1	Domadugu	1	Chinna Tinarla
2	Bonthapalli	2	Boyapadu
3	Jinnaram	3	Nakkapalli
4	Gummadidala	4	Kakinada
5	Chetlapotaram	5	N Narsapuram
6	Gaddapotaram	6	Chandanada
7	Kazipally	7	Janakayyapeta
8	Kistayipalli	8	Dondawaka
9	Ootla	9	Pedda Tinerla
10	Janagampeta	10	Amaravati
11	Pedda Kaparathi	11	Pulivendula
12	Pittampalli		
13	Veliminedu		
14	Aaregudem		
15	Chinna Kaparthy		
16	Perepally		
17	Dharmojigudem		
18	Polepally		
19	Muddireddypalli		
20	Gundlagadda Tanda		
21	Palpanoor		
22	Gundlamachanoor		
23	Narsapur		

S.No.	Hyderabad
1	LVPEI, Siddipet
2	LVPEI, Sircilla
3	Cantonment General Hospital, Hyderabad
4	Sparsh Hospice, Hyderabad



To improve access to rural health care, disease control, health infrastructure development, community engagement and partnerships, Hetero supported in (1) establishing Vision Centre in Nakkapalli, (2) one time grant to LV Prasad Eye Institute, Sircilla and Siddipet (Secondary centres), Telangana, (3) donated ICU beds in Cantonment General Hospital, Bolarum, Hyderabad and (4) Sparsh Hospice (Palliative care) in Hyderabad. Besides, HETERO is also running Mobile Medical Van in Nakkapalli Mandal of Andhra Pradesh.



Aarogya (Health)



To improve the quality of learning outcomes, HETERO is supporting school infrastructure, including providing school uniforms, stationery, and allotted Vidya Volunteers to select schools in Telangana.



Abhyasa (Education)



To promote gender equity, ensure privacy, and create a safe and inclusive learning environment, HETERO supported the construction of toilets for girls in government schools in Telangana and Andhra Pradesh. Similarly, to mitigate water insecurity and empower women and girls, HETERO supported installing RO Plants in Telangana and Andhra Pradesh (Nakkapalli).



Swachhata (WASH)



**Susthira
(Community
Initiatives)**

To improve living conditions by supporting basic infrastructure in the villages, HETERO supported the laying of drinking water pipelines, the construction of Gram Panchayat buildings, dining hall in schools, drainages, laying CC roads, establishing CC Cameras and other physical infrastructure.



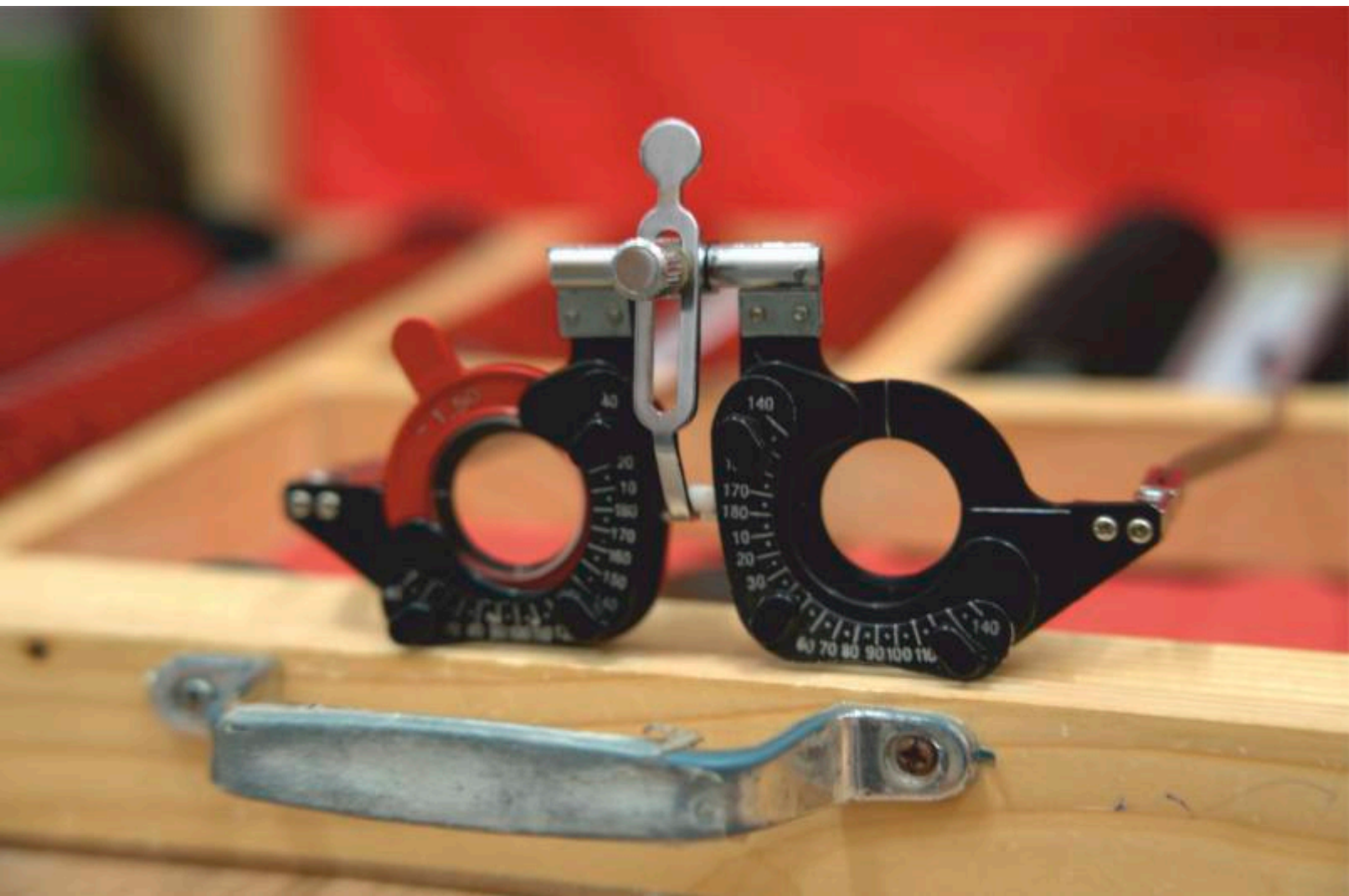
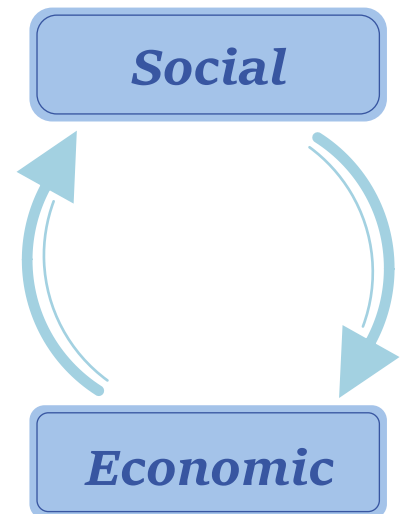
**Spandana
(Climate
Change
Response)**

To curb climate change and support reforestation, HETERO has adopted Mambapur-Nallavelli Forest in Telangana.



RESULTS

CSR interventions aim to generate positive outcomes and impacts on various stakeholders and society. The outcome results of the present assessment are categorised into two main areas: social and economic. Here is an analysis and impact of each of these outcome areas (as specified in the landscape).







Aarogya (Health)

CSR initiatives of the Hetero Group of companies cover a wide range of health activities to impact society positively. It includes expanding the access to the healthcare services, especially for rural communities. It involves setting up a vision centre and mobile medical van in Nakkapalli (AP). It further supported the developing and improving healthcare infrastructure, such as LV Prasad Eye Institute hospital buildings in Siddipet and Sircilla, medical facilities, and medical equipment in the ICU of Bolarum Cantonment General Hospital.





VISION CENTRE

Establishing vision centre as part of Corporate Social Responsibility (CSR) initiatives is essential to provide eye care for rural communities in the Nakkapalli Mandal, Anakapalli district of Andhra Pradesh. This intervention aims to address the eye care needs of the community in 31 Villages of Nakkapalli Mandal:

- i. **Accessibility to eye care services:** Vision centre provide eye care services to the communities in 31 villages, eliminating the need for long-distance travel and reducing barriers to accessing essential eye care. This increased accessibility ensures that individuals in Nakkapalli Mandal receive timely diagnosis, treatment, and preventive care for eye-related issues.
- ii. **Detection and prevention of eye diseases:** The vision centre plays a crucial role in detecting and preventing eye diseases, eye screenings (to help identify eye conditions at early stages), and facilitating prompt intervention and treatment. Early detection of eye diseases such as cataract, glaucoma, and refractive errors can significantly improve the chances of successful treatment and prevent vision loss.

- iii. **Provision of affordable eye care:** Affordability concerns individuals/families in rural communities with limited financial resources. Vision Centre provides eye care services free of cost, making them more accessible to economically disadvantaged families. By offering cost-effective solutions such as affordable glasses, medication, and free treatment options, the centre helps alleviate the financial burden associated with eye care. It ensures that no one is left behind due to financial constraints.
- iv. **Social impact and inclusivity:** Vision Centre is committed to bringing social impact and inclusivity. By investing in eye care services for underserved communities, companies contribute to bridging the healthcare gap between urban and rural areas. It promotes social inclusivity by ensuring that individuals in Nakkapalli Mandal have equal access to essential eye care services, irrespective of their socio-economic background, thereby reducing health disparities.

Highlights:

In extending eye care services in Nakkapalli Mandal, Hetero partnered with Sri Kiran Eye Institute, Kakinada, to maintain the vision centre's eye care services free of cost.

The patient's flow chart indicates that the number of OPDs and cataract surgeries organised by the vision centre between 2016-17 and 2022-23 is gradually increasing. Quality eye care and free-of-cost model are bringing more and more rural people with vision impairments to the vision centre.

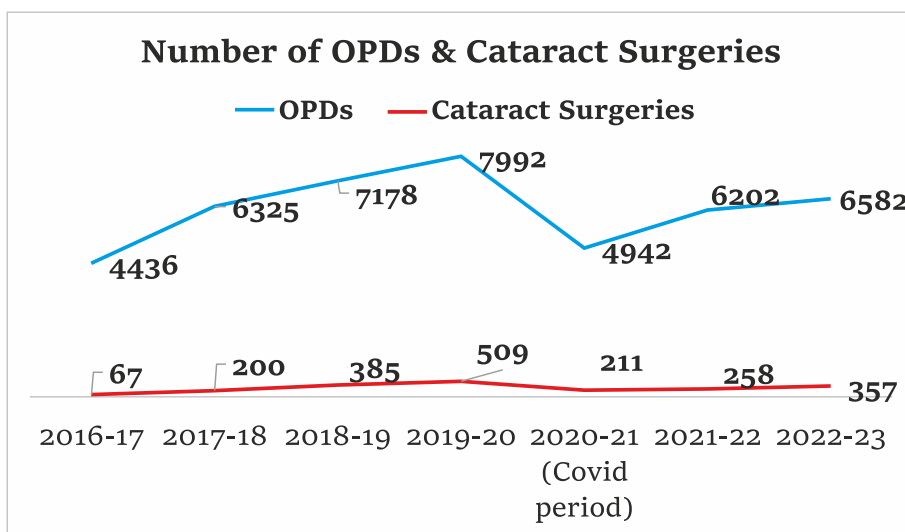


Figure 1 : Number of OPDs & Cataract Surgeries

Assessment has conducted 61 Key Informant Interviews with those who underwent cataract surgeries and assessed their satisfaction with the services and the social and economic impact.

Highlights

₹ 1,56,93,080/-

HETERO's support to Vision Centre

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

39,221

OPDs

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

1,920

Cataract Surgeries

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

15,217

Spectacles

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

1:9.4

Cost Benefit

Analysis



“Unbelievable that now my vision is clear. With confidence, I can go back to my vegetable vending and support my family. Also, I can go round my village and meet my friends happily”

- K Narayana Rao

Aratlakota

Satisfaction – as expressed by the patients

The assessment has focused on patient satisfaction with the facilities and the services in the vision centre. Three critical issues have emerged from the key informant interviews: cleanliness, in-house infrastructure, ventilation, and lighting.

Approximately 80% of the respondents are satisfied with the facilities; quite a few suggested improvements in maintaining cleanliness (21%), infrastructure (20%) and ventilation and lighting (18%). Notably, patients and their caregivers suggested improving the hygienic conditions of the toilet in the facility.

100% of the respondents are satisfied with the overall quality of care and post-cataract surgery follow-up. Very few commented on the average quality of the spectacles and waiting time, which needs specific focus.

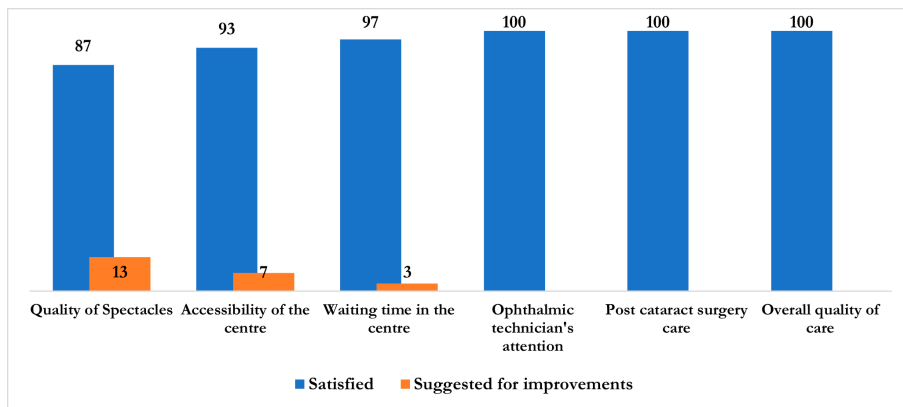


Figure 2 : Satisfaction as expressed by patients

Looking into the results, the eye care services offered by the vision centre provide tangible benefits such as improved vision, early detection of eye conditions, preventive care, treatment of infections and injuries, increased productivity, reduced healthcare costs, empowerment and independence.

These benefits positively impacted individuals and contributed to rural communities' overall well-being and development. The social and economic impacts perceived by those who underwent cataract surgeries and other services depended on various factors. Here are some common social and economic effects:





“After cataract surgery, I am comfortable supporting my family in domestic and agricultural work. Low-cost treatment has helped us in saving money”

- G Varalamma
Lakshmipuram



Social Impact

Free from Psychological distress: All those who underwent cataract surgery are free from psychological distress experienced during the past.

Saved from losing vision: 89% have said that early detection of impairment in the vision has reduced the risk of losing vision/blindness.

Regain physical activeness: 83% of those who underwent cataract surgery have said they have resumed physical work in everyday life.

Re-joined with the domestic works: 75% have expressed that, after cataract surgery, their active participation in domestic activities gradually increased, resulting in decreased dependency on family members

Social Impact

100%

Free from
Psychological
distress



89%

Saved from
losing vision



83%

Regain Physical
Activeness



75%

Re-joined with
the domestic works



Economic Impact

Maximum savings (Out of pocket expenses): All those who underwent cataract surgery (100%) have a very minimal out-of-pocket expenses by taking free-of-cost services in the vision centre.

Back into productive activities: 79% of the patients admitted positive changes in their lifestyle (participation in productive activity after cataract surgery).

Economic Impact

100%

Maximum savings
(Out of pocket expenses)



79%

Back into
productive activities



Cost Benefit Analysis

A cost-benefit analysis from the perspective of patients using a vision centre involves examining the costs they incur and the benefits they receive. In this context, some factors to consider are:

Costs for Patients	Benefits for Patients
Out-of-Pocket expenses, travel expenses and time and opportunity Costs.	Improved vision, enhanced quality of life, prevention and early detection, and corrective measures.

It is important to note that the perceived benefits may vary depending on individual circumstances, the severity of vision problems, and the effectiveness of the vision centre's services. Additionally, the monetary value of the benefits is a challenging task to quantify as they often involve intangible improvements in quality of life and well-being. Therefore, incorporating qualitative assessments and patient feedback can complement the cost-benefit analysis to gain a comprehensive understanding of the impact of the vision centre on patients.

In the present context, the cost-benefit analysis has been calculated based on the approximate costs of different items – for instance, out-of-pocket, opportunity, and travel expenses. Similarly, the report tried to quantify the benefits accrued to the patients. Details are as follows:

Cataract Surgeries			
Minimum number of visits to the Vision Centre- 6			
Details	Vision Centre (INR)	Private Clinic (INR)	Difference (INR)
Travel cost	900	6,000	
Time cost + wages	6,000	6,000	
Out of pocket expenses (OPD+Blood test + Medical cost+ food)	1,350	9,850	
Spectacles	0	3,000	
Total	8,250	24,850	16,600

Spectacles			
Minimum number of visits to the Vision Centre- 2			
Details	Vision Centre (INR)	Private Clinic (INR)	Difference (INR)
Travel cost	300	2,000	
Time cost + wages	2,000	2,000	
Out of pocket expenses (OP + food)	400	950	
Spectacles	0	3,000	
Total	2,700	7,950	5,250

OPDs - general screening and treatments			
Minimum number of visits to the Vision Centre- 6			
Details	Vision Centre (INR)	Private Clinic (INR)	Difference (INR)
Travel cost	150	1,000	
Time cost + wages	1,000	1,000	
Out of pocket expenses (OPD+Medical cost + food)	350	1,150	
Total	1,500	3,150	1,650





MOBILE MEDICAL VAN

The deployment of mobile medical van as part of Hetero's Corporate Social Responsibility (CSR) initiatives holds importance in meeting the basic health needs of rural communities in Nakkapalli Mandal. Its significance in addressing healthcare challenges is:

- i. **Accessible healthcare services:** Rural communities often face challenges accessing healthcare due to geographical distances, lack of transportation, and inadequate healthcare infrastructure. Hetero-supported mobile medical van acts as mobile clinic, bringing essential healthcare services directly to the doorstep of rural communities in Nakkapalli Mandal. It operates in remote areas ensuring that individuals can access critical healthcare services without travelling long distances.
- ii. **Timely medical assistance:** Hetero mobile medical van has the necessary medical equipment, supplies, doctor, and trained pharmacist providing on-site treatment. It is effectively preventing further worsening of health conditions.
- iii. **Preventive healthcare and screenings:** Mobile medical van plays a crucial role in preventive healthcare by conducting health check-ups for people with hypertension, diabetics, seasonal fevers, and other infectious diseases. By providing timely doctor consultations and medicines, mobile medical van services tackle the burden of preventable illnesses and improve the overall health conditions in the operational areas.

- iv. **Cost-effective healthcare:** In Hetero mobile medical van, the services are free. It makes healthcare more affordable and accessible for economically disadvantaged individuals in Nakkapalli Mandal. By offering cost-effective healthcare options, mobile medical van helps alleviate the financial burden on poor patients.
- v. **Bridge healthcare gaps:** Mobile medical van bridges rural communities and formal healthcare systems. They facilitate referrals and linkages to primary healthcare centres, hospitals, or specialized healthcare facilities when advanced care is needed. By establishing these connections, mobile medical van ensures that individuals in rural areas can access a continuum of care, bridging the gap between remote communities and healthcare institutions.

Highlights:

Hetero has initiated a mobile medical unit in 31 villages of Nakkapalli Mandal, Andhra Pradesh. Between 2018 and 2023, mobile medical van has conducted 1,252 camps in and across Nakkapalli, and 57,259 patients have consulted physician and received medication free of cost. During the course, Hetero has supported the mobile medical van's operations with a total amount of INR 67,26,628, which includes medication, maintenance and remuneration to the doctor and the pharmacist.

People in Nakkapalli Mandal access the services of the mobile medical van to get doctor's consultations and medication for common colds, fevers, skin allergies, hypertension, diabetes, and joint pains. It was found that, of the total respondents, 84% accessed the mobile medical service for common colds and seasonal fevers. A similar percentage of respondents have taken medicines for skin allergies, which are predominant in this geographical area. 59% of the aged people availed doctor's consultancy and medicines for hypertension and 52% for joint pains.

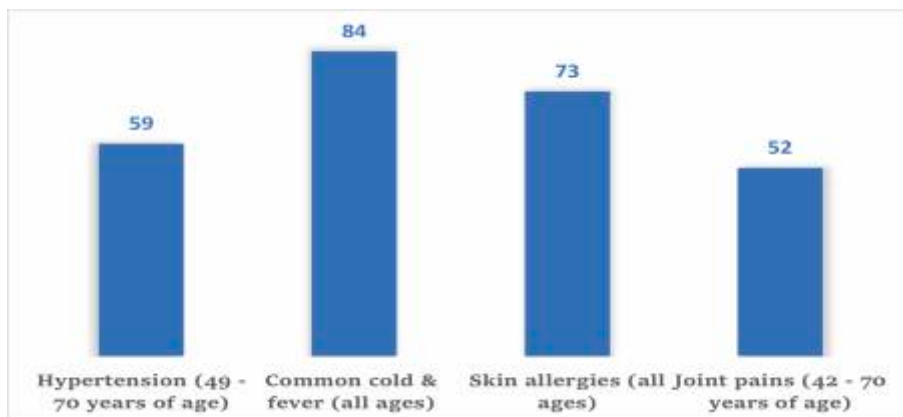


Figure 3 : Age wise doctor consultations for health issues

Highlights

₹ 67,26,628/-

**HETERO's
support to
Mobile Medical Van**

◆ ◆ ◆ ◆ ◆ ◆ ◆

31

villages

◆ ◆ ◆ ◆ ◆ ◆ ◆

1,252

camps

◆ ◆ ◆ ◆ ◆ ◆ ◆

57,259

**Doctor
Consultations**

◆ ◆ ◆ ◆ ◆ ◆ ◆

1:12

**Cost benefit
analysis**



*“Highly appreciate the services provided by HETERO.
As I am suffering from hypertension, the
provision of free medication is really beneficial to me. I
am saving nearly 1,000/- per month”*

**- K Kandamma
Boyapadu**

Satisfaction – as expressed by the patients:

Patients have expressed satisfaction with the various services and facilities at the mobile medical van. 90% who availed of services have stated that they are satisfied with the overall services. 88% were satisfied with the time given by the doctor in listening to their problems, and 86% were satisfied with the doctor's and pharmacist's attention.

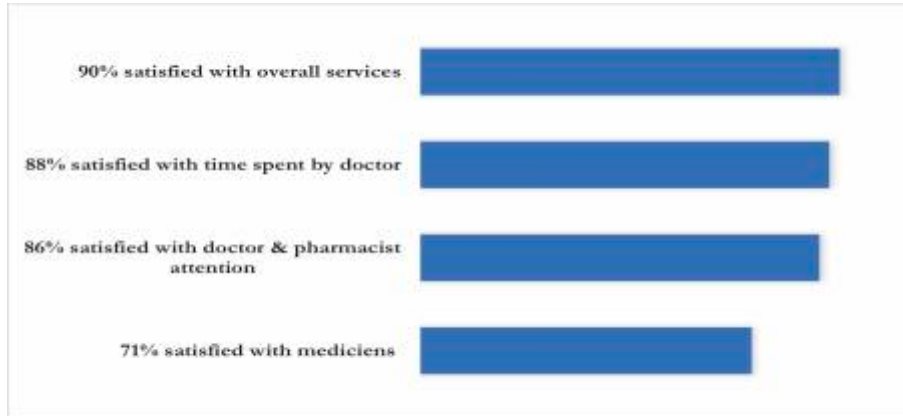


Figure 4 : Satisfaction as expressed by patients

29% have suggested that more compelling medicine will make much difference. In other words, they believe the medicines in mobile medical van are ineffective as they may not be from branded companies like Hetero.

By deploying mobile medical van, Hetero contributed to improving the health conditions of ordinary and poor patients. It left a positive social and economic impact on the community. Here are some of the perceived social and economic impacts



Social Impact:

Free from distress: 91% expressed that consultation from the doctor and medicine availability at mobile medical van has significantly diluted their psychological distress.

Improvement in physical health: 91% have admitted a visible improvement in their physical health after the doctor's consultation and medication.

Increase in confidence levels: 83% have stated that they can keep their diabetes and hypertension in control to possible extent and manage their health.



Economic Impact:

Savings on health care: 90% have stated that their health care cost has reduced with the introduction of mobile medical services, saving an average of INR 1,470/- monthly per patient.

Back to productive activities: 71% said they returned to their usual income-generating activities after a doctor's consultation for seasonal illness and using medicines.

Social Impact

91%

Free From Distress



91%

Improvement in Physical Health



83%

Increase in Confidence Levels

Economic Impact

90%

Savings on Health Care



71%

Back to productive Activities



“Medical van’s regular visits to our village have reduced our visits to a private clinic in Nakkapalli, and we can save medical expenses and time. The doctor patiently takes time to hear our problems and provide medication. We are happy with this service”

- P Kasulamma

Boyapadu



Cost Benefit analysis:

A cost-benefit analysis from patients' perspective says that having free services from the physician and complimentary medicines are immense help for people from impoverished families. Suppose similar services are availed from either Nakkapalli or any nearby town; they have to incur doctor's fees, purchase medicine and make multiple doctor visits until they return to normal health.

It is important to acknowledge that the perceived benefits that are listed below in the table can differ depending up on the individual circumstances, the severity of the health issues, effectiveness of the mobile medical van's services. Furthermore, assessing the monetary value of the benefits experienced by the patients and their families can be difficult to quantify, as they often involve intangible improvement in quality of life and well being. Therefore, incorporating qualitative assessments and patient feedback can complement the cost-benefit analysis to gain a comprehensive understanding of the impact of the mobile medical van on patients.

Here, the cost-benefit analysis has been calculated based on the approximate costs of different items, such as travel and time, out-of-pocket expenses, doctor's consultation and medicines. Details are as follows:

Expenses			
Difference between services in Mobile Medical Van and private doctor in Nakkapalli			
No. of visits to the Mobile Medical Van- 1			
Details	Expenses while accessing health care in Mobile Medical Van (INR)	Expenses while accessing health care at Private doctor (for patient and care-taker) (INR)	Difference (INR)
Travel cost	0	200	
Time cost + Wages	0	1,000	
Expenses on doctor's fee and medicines	0	270	
Total	0	1,470	1,470



SUPPORT TO CANTONMENT GENERAL HOSPITAL

Hetero group of companies have supported with one time-grant of INR 1.11 crore to the Cantonment General Hospital in Bolarum, Hyderabad, establishing a 10-bedded ICU with special equipment. The intervention aims at patient monitoring, stabilising and recovery. This ICU has played a critical role during the Covid 19 pandemic and provided critical care services to deserving patients.

After the discussions with a medical team, it is understood that the Cantonment Hospital has to be appreciated on these two qualities: (1) timely and efficient treatment ensures that patients receive immediate and adequate medical attention. It facilitates trained nurses available for 24 hours and allows quick assessment, diagnosis, and treatment, minimising fatality risk; and (2) Increased accessibility to the community who require quick critical care in times of crisis

Highlights

₹ 1.11 Crores

**HETERO's
support to
Cantonment
General
Hospital**



10

**Beds &
fully equipped
ICU Facility**



Social Impact:

A total of 308 patients were admitted to the hospital for Covid treatment, out of which 306 patients have saved their lives with the support of fully equipped ICU beds.



Economic Impact:

Hypothetically, out of the 306 patients who recovered from Covid with mild and complex symptoms, each patient would have spent a minimum of two lakh rupees (the lowest minimum amount charged by private hospitals during the period) for the complete treatment until recovery from the disease. Considering the estimation, the total savings amount to 306 patients is INR 6,12,00,000/- on treatment and medication.

Social Impact

306
COVID
Recovered
Patients

Economic Impact

₹ 6,12,00,000/-
Approximate
savings by
total patients



LV PRASAD EYE INSTITUTE

To provide affordable eye care facilities to the rural people, Hetero has partnered with LV Prasad Eye Institute to establish eye care facilities in both Siddipet and Sircilla, in Telangana. The significance is to provide - *accessible and affordable eye care services* - The advanced technology of the LVPEI brings treatment to rural people, particularly economically marginalised communities, and provides timely diagnosis, treatment, and preventive care for vision-related issues such as glaucoma, cataract, and refractive errors. It also *bridges healthcare gaps between urban and rural communities* by providing accessible and affordable eye-care services under an inclusive approach.



SUPPORT TO LVPEI SIRCILLA

LVPEI in Sircilla has been established with the support of Hetero's one-time grant of 4.75 crores for the construction of the facility, procurement of equipment and other infrastructure. The Government of Telangana has procured land for the facility. Since its inception (August 2019), LVPEI has served 40,597 patients under Out Patient (OP) category and has conducted 2,608 cataract surgeries.

Highlights

₹ 4.75 Crores

**HETERO's Support to
LVPEI Sircilla**



40,597

OPs



2,608

Cataract Surgeries

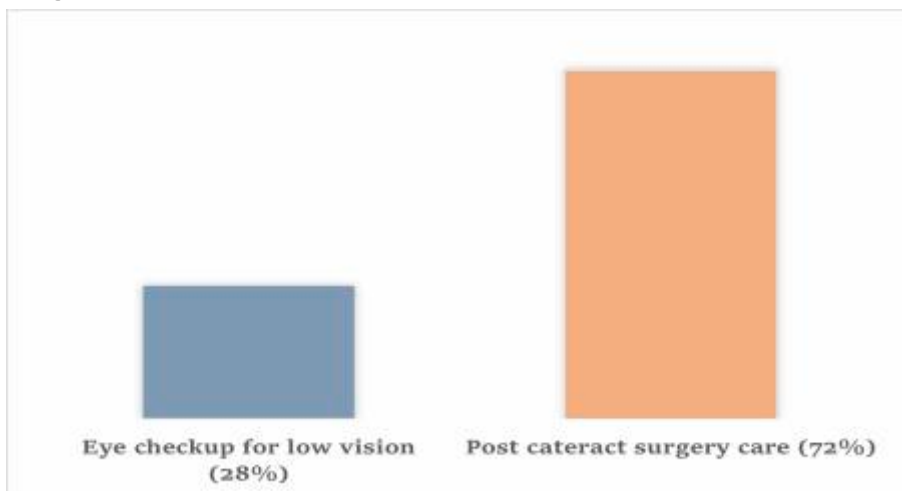


Figure 5 : Services patients avail at the facility

Assessment has taken key informant interviews of 29 patients who underwent cataract surgeries and other services, assessed their satisfaction with the services and the social and economic impact. Of the total informants, 72% of patients have undergone cataract surgery and post-cataract surgery care, and the remaining (28%) have availed the services for eye check-ups for low vision.

Satisfaction – as expressed by the patients:

100% of those who availed of different services, including cataract surgery, were delighted with the services and appreciated the low consultation fee. They are satisfied with the frontline staff's personal care and the ophthalmologist's treatment.

24% suggested minimising the registration time and reducing the waiting time to register. 34% suggested minimising the waiting time to see the Ophthalmologist. 28% have suggested improved infrastructure in the hospital, and 28% suggested more attention from nursing staff.

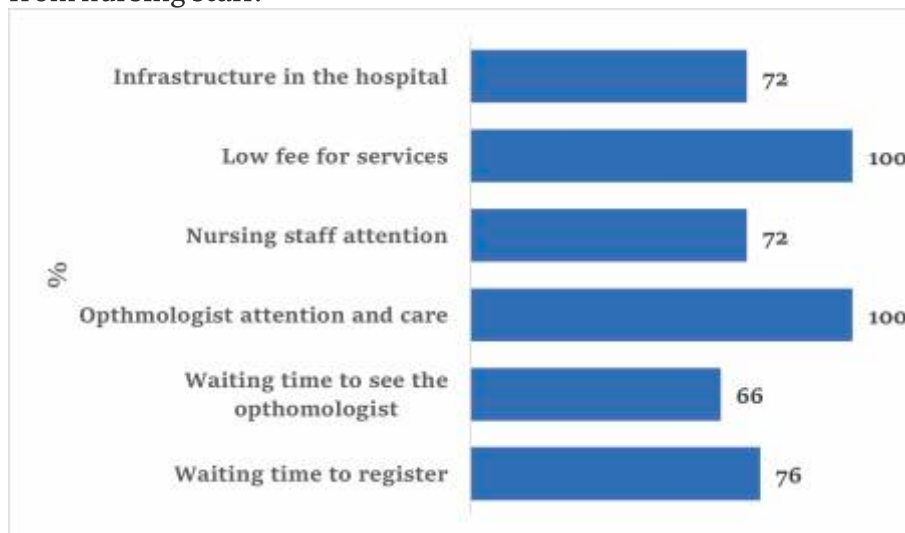


Figure 6 : Satisfaction as expressed by patients

Overall results say that early detection and timely services, cost-efficient treatment and medication, and ease of access to advanced technology are the notable positive outputs of this intervention.

The perceived social and economic impacts depend on various factors. They are as follows:



“Ophthalmologist directly comes to waiting hall to call the patient for checkup. I believe such service would immediately remove the hierarchy out of the picture and increase the bond between doctor and patient. I really appreciate that from LVPEI”

- Rangavva
Sircilla



Social Impact:

Free from psychological stress: 75% of the patients who access eye care services are now stress-free as their vision gradually improves after treatment.

Improvement in physical health: 90% stated that as their vision improved, and they could return to usual domestic affairs. Particularly these categories of persons are back into active physical life with less or no dependency on their family members.



Economic Impact:

Substantial savings in out-of-pocket expenditure: 100% of those who availed of the services reported a substantial reduction in out-of-pocket expenditure on eye care. Savings are made both during pre and post-surgery periods.

Involvement in productive activities: Once they are back into daily activities without dependence, 48% of those in the productive age group (up to 55 years) who underwent cataract surgeries are back into productive activities. In other words, they are back into economic and income-generating activities, which they used to do before cataract surgery.

Social Impact

75%

Free from
psychological
stress



90%

Improvement in
physical health

Economic Impact

100%

Substantial
savings in
out-of-pocket
expenditure



48%

Involvement in
productive
activities





SUPPORT TO LVPEI SIDDIPET

Hetero has procured land and has provided a one-time grant of 5.26 crores to construct the facility, procure advanced equipment and infrastructure for the LVPEI (Krishna Sindhura Eye Care Centre) in Siddipet. Since its inception in January 2020, it has served 33,297 patients under the Out Patient (OP) category and conducted 3,148 Cataract surgeries.

Highlights

₹ 5.26 Crores

**HETERO's Support to
LVPEI Siddipet**



33,297

OPs



3,148

Cataract Surgeries

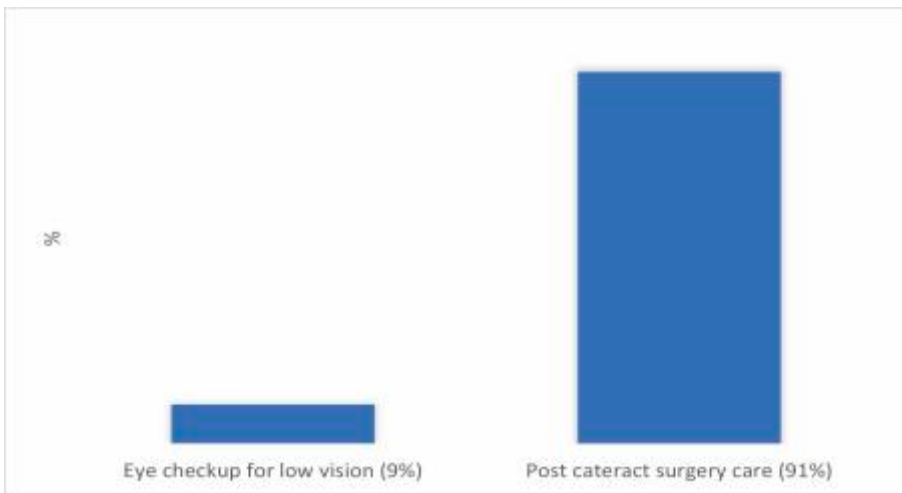


Figure 7 : Services patients avail at the facility

Assessment has conducted 53 Key Informant Interviews with those who underwent cataract surgeries and availed of other services and found that 91% accessed the facility for Cataract surgeries and post-surgery care. The rest 9% availed of general eye check-ups.



“The kind of services provided at LVPEI Siddipet are not available in any nearby eye care facility. That too for free. Appreciate the support and services provided by LVPEI”

- T Yellaiah
Munigadapa

Satisfaction – as expressed by the patients:

100% of the patients are satisfied with the low consultation fee, and 94% appreciate the attention and care provided by the Ophthalmologist. 21% pointed out a longer time to register, and 25% mentioned the improvement of soft skills of frontline staff, mainly when dealing with aged people. 13% suggested the improvement in infrastructure with comfortable seating arrangements.

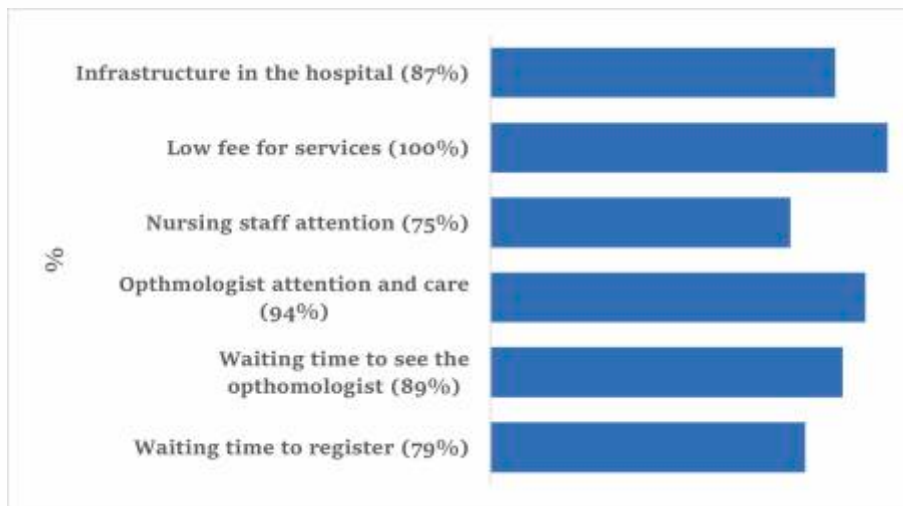


Figure 8 : Satisfaction as expressed by patients

The results show that patients are satisfied with eye-care services, such as social comfort, economic productivity, empowerment, and independence. Such benefits improve the overall well-being of the household and have multiple social and economic impacts. They are as follows.





Social Impact:

Stress free life: 83% of those who underwent treatment at LVPE Institute in Siddipet mentioned their stress-free life after the treatment.

Improvement in physical health: Improvement in vision has resulted in better physical health. 100% of respondents compared physical health now and then (before and after cataract surgery) and expressed their satisfaction with their physical health.

Less dependent life: 88% said post-cataract surgery allows them to perform their day-to-day life without dependence on family members.



Economic Impact:

Reduction in out-of-pocket expenditure: 100% highlighted the savings in out-of-pocket expenditure, for instance, on consultation, medication, spectacles, and cataract surgeries.

Involvement in productive activities: After cataract surgeries 71% have returned to their usual productive activities and thereby started supporting their families in their primary occupations.

Social Impact

83%

Stress free life



100%

Improvement in physical health



88%

Less dependent life

Economic Impact

100%

Reduction in out-of-pocket expenditure



71%

Involvement in productive activities



APPA VAG LASER
MODEL 300



APPA VAG LASER
MODEL 300

LASER
APERTURE

LAMP AA-12 DS






Abhyasa (Education)

The aim of HETERO CSR engaging with school children is to work closely with schools, teachers, local communities and government education authorities to ensure that the support provided aligns with the specific needs and priorities of the educational institutions and promotes sustainable impact. In this context, HETERO is supporting school infrastructure, scholarships, education materials, and Vidya volunteers to improve the quality of learning outcomes.





The Hetero group of companies are committed to improving government school infrastructure, decreasing student absenteeism, and strengthening learning outcomes. In this process, the CSR team works closely with the school teachers and local communities to ensure better learnings through the Vidya Volunteer system. School uniforms and stationery are also provided to the students to encourage them towards regular attendance. The aim of this intervention is:

- i. **Enhanced learning environment:** Provision of stationery supplies such as notebooks, writing materials, pencils, pens, compass boxes, and bags ensures that students have the requirements to engage actively in their learning. Access to these resources creates an inclusive learning environment and promotes student participation.
- ii. **Improved infrastructure:** Investing in school infrastructure, including wall paintings, compound wall construction, dining hall construction etc. creates a comfortable, secure and functional learning space. Adequate infrastructure in rural areas ensures that schools are accessible to students.
- iii. **Equity and inclusion:** Providing educational support to students of rural background, regardless of their socio-economic status, creates equal access to quality education. Schools can reduce educational disparities and promote social inclusion by having uniforms, stationery and bags for students who may not afford them. Similarly, improving infrastructure in remote schools with inadequate facilities helps bridge educational gaps.
- iv. **Additional teaching support:** Having Vidya volunteers in the schools can provide additional teaching support and assist regular classroom teachers. Vidya volunteers focus on students who need regular government teachers, thus bridging the gaps in completing the syllabus. As often Vidya volunteers come from local communities, a strong bond can be fostered between school and community, leading to increased community engagement in school activities and promoting a sense of ownership.
- v. **Positive community impact:** Providing additional support in the form of school bags, stationery, and uniforms influenced the parents, which has resulted in sending their children to school regularly. Engaging Vidya volunteers attracted more students and increased the schools' enrolment rates.



Highlights:

To increase the school's strength and improve the learning outcomes, Hetero has taken the initiative by spending an average of 94 Lakhs per annum on uniforms, stationery, bags, and the development of school infrastructure. It has substantially impacted students and their parents, inculcated interest in schooling. For the past three years, approximately 10,500 students per annum were benefitted from the Hetero school initiative in Telangana.

Assessment has conducted key informant interviews of 260 students, 78 parents of the students, 37 HMs and teachers of the schools located in the surrounding villages where Hetero is functioning. The assessment analysed the feedback from students, parents and teachers on the social and economic impact of the intervention.

Highlights

220

*Government Schools
and Anganwadis*

◆ ◆ ◆ ◆ ◆ ◆ ◆

₹ 94 Lakhs

*HETERO's support to
Government Schools
Per annum*

◆ ◆ ◆ ◆ ◆ ◆ ◆

10,500

*Students Benefitted
annually*



“From the past several years. HETERO has been providing us support in the form of Uniforms, Stationery and Bags. The quality of the products are really good and it is especially benefitting our parents as there is no financial burden on them. HETERO has also constructed a dining hall in our school. We really appreciate the support provided by them and request them to continue their support in the future.”

- Nikitha,

9th standard, ZPHS Veliminedu

Feedback – as expressed by Students, Parents and Teachers

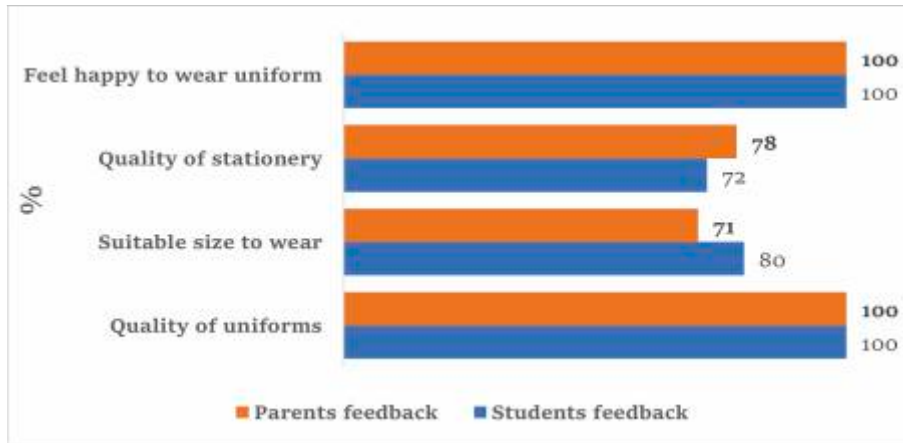


Figure 9 : Feedback expressed by parents and students

The students and parents who participated in the assessment expressed their opinions on the intervention. 80% of the students and their parents are satisfied with the quality of the uniforms, whereas 29% of the students and parents suggested proper uniform sizes that suit the student's body profile. Though overall satisfaction was expressed over the stationery, 28% of the students pointed out the need for improvement in the quality of pencils and pencil boxes.

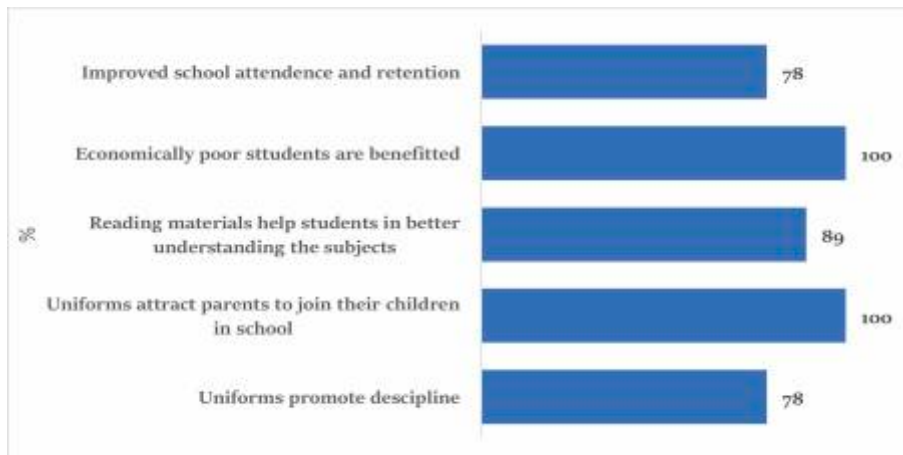


Figure 10 : Feedback expressed by teachers

School teachers are happy about the intervention and appreciate the benefits, which are particularly benefitting economically poor students. They specifically mentioned the advantages of distributing school uniforms to the students, which has increased new admissions and reduced dropouts. They also mentioned that low-income families have benefitted from free uniforms and school bags, which usually is a burden on parents' annual budgets on children's schooling. 78% of the teachers believe that having uniforms for boys and girls in the schools has promoted a sense of discipline. 89% of the teachers interviewed stated that providing students with study materials helps them better understand the subjects.



“HETERO has provided us with an opportunity to become teachers through the Vidya Volunteer program. It created a respect among the villages and created a financial independency to me. As I am a member of the village, I am able to create a safer environment and build a bond with the primary school children and even their parents.”

- K. Rukmini,

Primary School Teacher, ZPHS, Domadugu



Benefits of having vidya volunteers:

Hetero has supported the recruitment of Vidya Volunteers in government schools and tried to fill the gap in the student-teacher ratio. These Vidya volunteers teach primary, secondary and upper primary classes. Key informant interviews of 20 Vidya Volunteers, 7 HMs and teachers and 13 parents have been conducted to understand the benefit of having a Vidya Volunteers system in the school. One notable output from this system is that it has increased the pass percentage. Besides, volunteers play a critical role in maintaining discipline among the students, particularly those in upper classes, having regular meetings with the parents, and also taking a role in completing the day-to-day updation of school records. During the admissions, volunteers significantly motivate the parents to admit their children to the schools.

Highlights

66

***Vidya Volunteers
across Telangana***

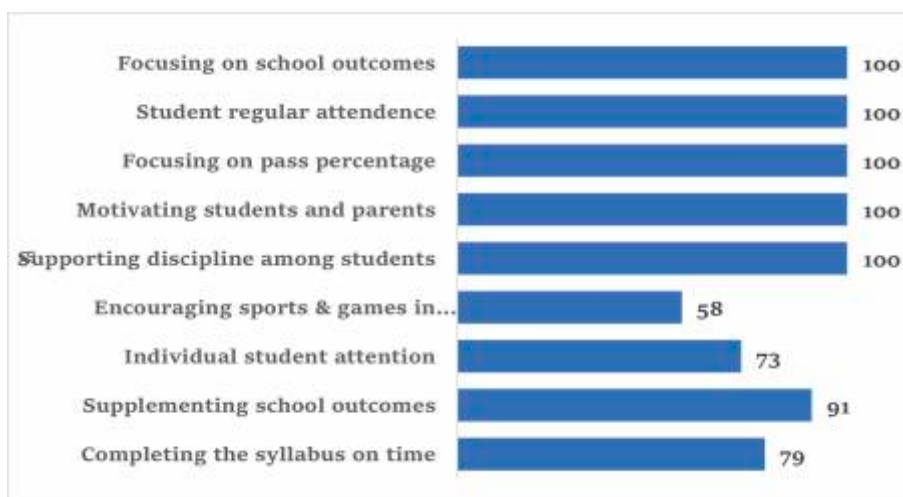


Figure 11 : Benefits of having vidya volunteers





Social Impact:

Better learning outcomes: 91% of the parents said that having Vidya volunteers in the schools resulted in better learning outcomes.

Improved self-esteem: 88% of the teachers have observed improvement in self-esteem among students with the provision of uniforms, stationery and bags. They have admitted that Vidya Volunteers are their strength in completing the syllabus on time and monitoring various school-related aspects.

Increased classroom transactions: 85% of the students said that Vidya volunteers facilitate classroom transactions with the students, extending the chance for students to learn from each other.

Social Impact

91%

Better learning
outcomes



88%

Improved
self-esteem



85%

Increased classroom
transactions



Economic Impact:

Direct savings of out-of-pocket expenditure: 82% of the parents have mentioned a direct household saving of 2,940 rupees per student per academic year (expenditure on books, stationery, bags and uniforms has been reduced).

Economic Impact

82%

Direct savings
of out-of-pocket
expenditure



School Infrastructure Development in Kadapa District

As a CSR contribution, the HETERO Group of companies has supported the AP Government policy named “mana-badi: Nadu-Nadu” – improve the sense of community ownership and involvement in improving schools and the education system across Andhra Pradesh.

Under this initiative (i) Toilets with running water; (ii) Electrification with fans and tube lights; (iii) Drinking water supply; (iv) Furniture for students and staff; (v) Painting to school; (vi) Major and minor repairs; (vii) Green chalkboards; (viii) English labs; and (ix) Compound walls are the crucial interventions executed in the schools where such facilities are not available.

Under phase 1 of Nadu-Nedu, HETERO CSR support has been given to 191 schools in the YSR Kadapa district, explicitly focusing on need-based infrastructure development and shaping the schools as child-friendly models.

During the impact assessment, the PLF team visited (i) Zilla Parashid High School, Himakuntla, (ii) Zilla Parashid High School, Nallapureddypalli, (iii) Mandla Praja Parishid School, Ankamma Gudur (Harijanwada), (iv) Mandla Praja Parishad School, Ankamma Gudur, and (v) Mandla Praja Parishad School, Nallagonduvaripalli. Across these schools, the following were the interventions:

- i. Construction of toilets and renovation of old toilets
- ii. Construction of new compound wall and increase in length of the older walls



- iii. Hand wash facility
- iv. Flooring and installation of tiles
- v. Painting of the classrooms and the entire building
- vi. Waterproofing
- vii. Installation of doors and windows in the classrooms
- viii. Installation of water tanks and pipelines to the entire school
- ix. Minor and major repairs in the compound
- x. Electrification for the entire school
- xi. Green chalkboards
- xii. Demolition of dilapidated classrooms and construction of additional classrooms
- xiii. Installation of arch

The main objective of the interventions in the schools of Kadapa district is to provide basic infrastructural facilities, create a conducive learning experience, and improve enrolment, attendance and retention, and the quality of education.

Implementing school development initiatives in the school has improved attendance and increased retention rates among the schools. There is a visible beautification in the schools with the newly painted buildings and classrooms and the maintenance of gardens in the school compounds.

The following are the interventions made by the HETERO CSR under the Mana badi: Nadu-Nedu program:

School building and compound:

HETERO has supported the schools in Kadapa by demolishing old buildings in dilapidated condition and constructing new additional classrooms. MPP Ankamma Gudur is one such school which had to use a building block of the school even when it is in dilapidated condition. Under the intervention, the dilapidated building was

demolished, and the other building blocks of the school are renovated. Teachers in the schools point out that such blocks pose the risk of collapsing, and the demolition has helped schools maintain children's safety. In a similar situation in the ZPHS Nallapureddypalli, with insufficient classrooms, the administration had to use the science and social lab to teach 6th and 7th-grade students. Under the intervention, new classrooms were constructed in the school compound, and students' labs are back in place. The structural transformation in the schools has also helped the schools accommodate the students of 3rd, fourth, and fifth standards in the ZP high schools after the AP government's proposal to merge schools.

Under the initiative, HETERO has constructed compound walls for the schools and increased the length of the existing compound walls. MPP Nallagonduripalli had issues with the village youth as the school had a shallow compound wall. The increase in the length of the compound wall has now restricted their entry into the school premises without permission. HETERO also gave attention to the sports grounds in the schools. Ground levelling works took place in various schools under phase 1.

Sanitation:

Schools had a transformational change under the WASH facilities. Before the program's implementation, the schools had few toilet facilities. In most of the schools, boys had no or poor facilities. Under the program, the schools have renovated the old toilet facilities and constructed new ones. ZPHS Himakuntla is one school





with no toilet facilities for boys and only two toilets for girls. Under the current initiative, new toilets and urinals were constructed for boys, old toilets were renovated, new toilets were constructed for girls and toilets for staff were renovated. The school has also installed tiles to make a path for the newly constructed toilets in the high school. All of these facilities in the schools were installed with running water facilities. ZPHS Himakunta installed a 25 thousand litre water tank on the newly constructed toilet facility, which serves water to the entire school campus. Proper maintenance, hygiene and good ventilation is observed in the facilities.

Some have raised complaints over the quality of construction and construction of insufficient facilities. ZPHS Nallapureddypally has raised concern over the insufficient number of toilet constructions. MPP Nallagonduripalli has raised concern over installing doors to the toilet facilities and complained about the low-quality material used.

Classroom:

All classrooms in the schools were renovated under the program. The intervention focused on major and minor repairs, changing doors and windows, painting the classroom walls, waterproofing, flooring, ceiling repairs, chalkboards, and electrification. ZPHS Nallapureddypalli has seen upgrades in chalkboards, classroom paintings, wall paintings, new fans and lights as part of electrification, and new doors and windows. The school administration has raised an issue regarding the water seepage issue and pointed out that waterproofing was not up to industrial standards in the first phase and had to request waterproofing in the

second phase. The green chalkboards have replaced the old concrete blackboards. MPP Nallagonduvaripalli has raised concerns that the boards were not yet installed using clamps in the classroom.

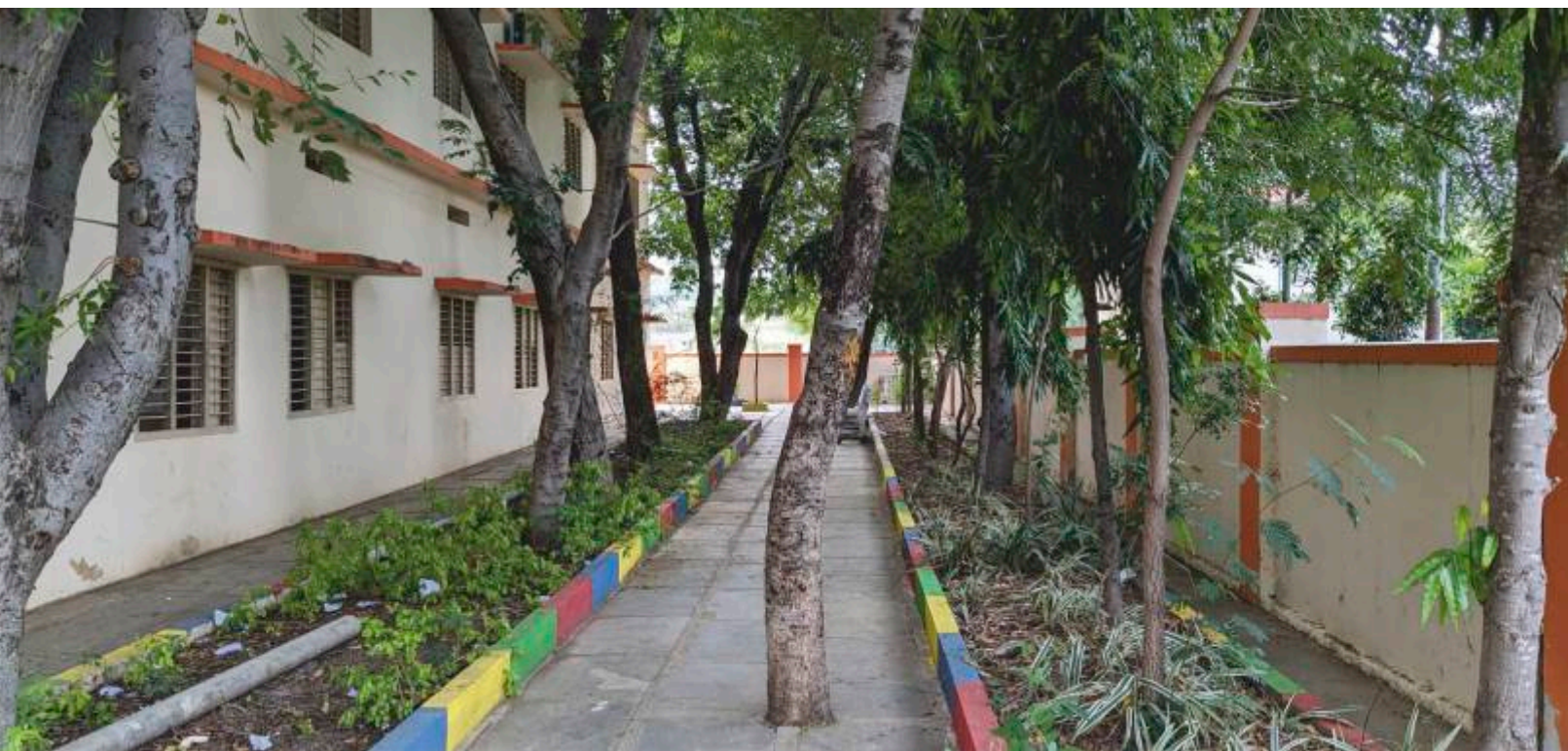
All flooring in the classrooms were changed to the tiles. The old granite tiles are replaced with ceramic tiles in the classroom and the school hallway. Teachers appreciate the new tiles and have expressed that the renovations have converted the classrooms into corporate classrooms.

WASH Facility:

The schools in Kadapa have observed an improvement in WASH facilities. All the schools have new hand wash facilities, new water motor and water pipeline connections, pipeline connections to the toilet facilities and installation of water tanks. None of the three MPP schools had a hand WASH facility before the intervention. Children use an open space in one corner of the school to wash their hands and plates using bucket water. Now, installing hand wash facilities in the school has brought discipline to the kids and teachers. Also, one major upgrade the schools have received is a new water motor, and a water tank was installed in their school compound. This initiative has brought running water facilities to the schools. It has also resulted in the improvement of hygiene conditions in the school.

Greenery in Schools:

Gardens were renovated, and new plants were planted in the schools of Kadapa district as part of the beautification of schools. Various show plants were installed as part of beautification and are maintained in a small space. It can be observed that the school authorities do not maintain the gardens due to the lack of an assigned person to maintain them.





Arches are installed in the schools, displaying the school's name near the main gate for visibility and aesthetic look. Also, the entire school- the buildings, compound wall, toilets, kitchen, and other facilities were painted as part of beautification.

In conclusion, the transformative impact of the HETERO CSR's infrastructural development in Kadapa district schools extends beyond the physical upgrades. It has created a conducive learning environment, empowering students, fostering innovation, and contributing to the socio-economic progress. The commitment to improving the infrastructure enhances children's learning experiences and leads to community development. The initiative by the government of Andhra Pradesh and HETERO CSR is a collaborative effort to bring a transformative change in education.





Swachhata (WASH)

To promote gender equality, ensure privacy and create a safe and inclusive learning environment for girls in schools, HETERO has supported in construction of girls' toilets in schools. The idea is that adequate and well-maintained toilet facilities for girls play a significant role in addressing hygiene needs, promoting menstrual health and hygiene, and supporting girls' education. It also supported the installation of RO plants (Reverse Osmosis Plants) to provide safe drinking water, mitigate water insecurity and empower women and girls.





“Earlier, there were only two washrooms available for the entire school. One was used by staff and one was used by students. It was really difficult to manage with only two washrooms. In 2019, HETERO has constructed 8 Urinals and 4 Toilets in our school. Now, without any restrictions, all of the staff and students are utilising the facility without any restrictions. Both students and staff expressed their satisfaction with the washrooms.”

- Sandhya Rani

School Assistant, ZPHS (Girls), Nakkapalli

Girls' toilets in schools:

Girls' toilets in rural schools have a far-reaching impact beyond providing basic sanitation needs. They are essential for promoting gender equality, enhancing educational opportunities, improving health and hygiene, and fostering positive community changes.

Hetero has supported government schools in constructing separate toilets for girls.

Perceptions of girl students:

The perceptions of girl students (n.106) mainly talked about poor ventilation (89%), unavailability of sanitary napkins and disposable bin systems (100%), poor maintenance (67%) and irregular or non-availability of water and soap in the toilets (50%).

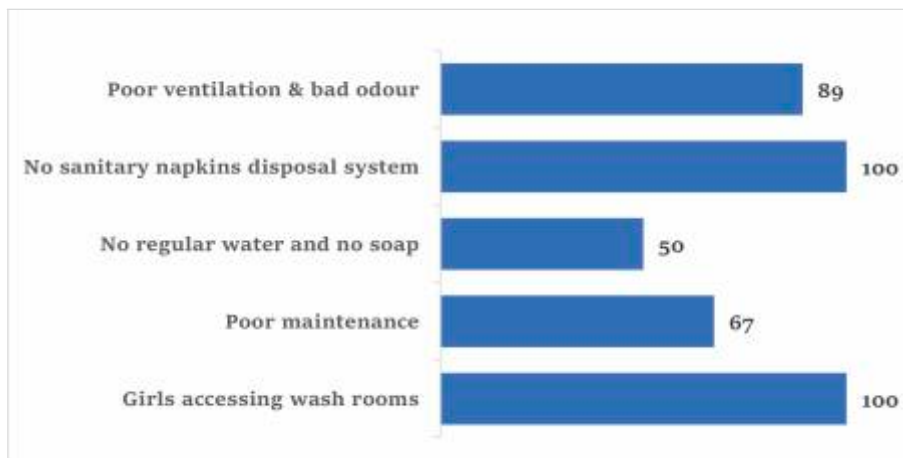


Figure 12 : Feedback expressed by students

All girl students who participated in the assessment suggested improvement in the facility. 92% said that proper awareness is essential on menstrual hygiene that helps them to keep healthy. 65% of the girls requested for supply of sanitary napkins and disposable bins in the toilets to improve the hygiene conditions of the school.

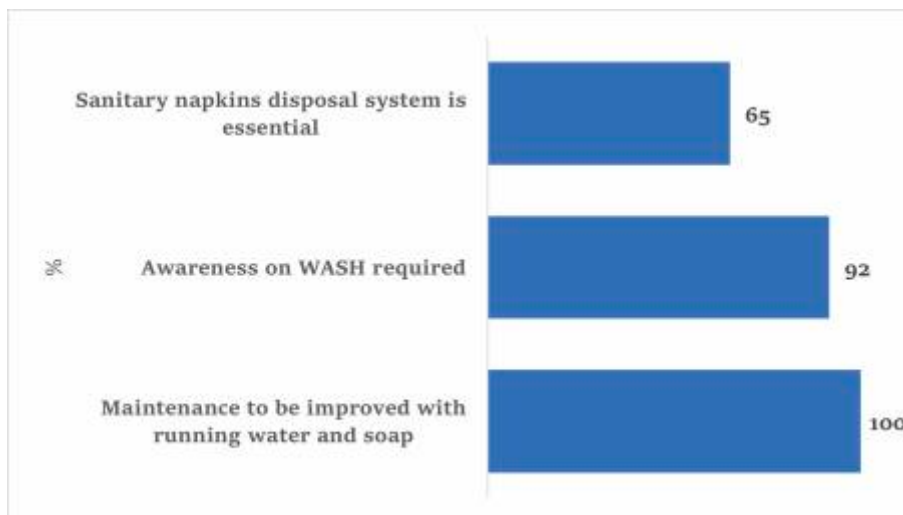


Figure 13 : Suggestions provided by students

Here are some critical social impacts perceived by the girl students utilising the toilet facilities in the school:



Social Impact:

Ensuring privacy: All the students who are availing toilets facility in the school have expressed a sense of safety and privacy after the construction of toilets.

Improved attendance in girl students: 82% of girls have mentioned an improvement in their regular attendance in the classroom after the construction of separate toilets in the school. It was confirmed by teachers in schools.

Improvement in the menstrual hygiene: 70% have confidently said that there has been an increase in menstrual hygiene among girl students after the construction of toilets in schools.

Social Impact

100%

Ensuring
privacy



82%

Improved attendance
in girl students



70%

Improvement
in the menstrual
hygiene





RO PLANTS

Reverse Osmosis (RO) plants are water purification systems that use a semi-permeable membrane to remove impurities and contaminants from water. These plants have several health benefits, particularly in improving the quality and safety of drinking water.

Hetero has supported the gram panchayats in installing Reverse Osmosis (RO) water plants in selected Andhra Pradesh and Telangana villages. The aim is to bring clean drinking water accessible at affordable costs to the villages and ensure good health and reduce the health expenditure on water-borne diseases. It helped women and girls, who generally spend time fetching water from street taps

Satisfaction levels – as expressed by the women and elected representatives of Telangana:

The assessment focuses on the satisfaction levels of the women and elected representatives regarding the services and facilities of the RO plants in Telangana. All respondents (n.94) said they were satisfied with the water supply's regularity, cost, and timings. 93% were satisfied with the location of the RO plant, and 90% with the cleanliness of the water available at RO plants. 70% of the women pointed out the need for improvement in the RO plants' maintenance.



“I use the water from the RO plant for our household's drinking purpose. Water is released at the plant two times a day, which is very convenient. On top of it, the quality of the water is good. Village committee charges 5 rupees per can for maintenance purposes. Overall, all the villagers are satisfied with the facility.”

- Charlapally Savitri

Janagampet

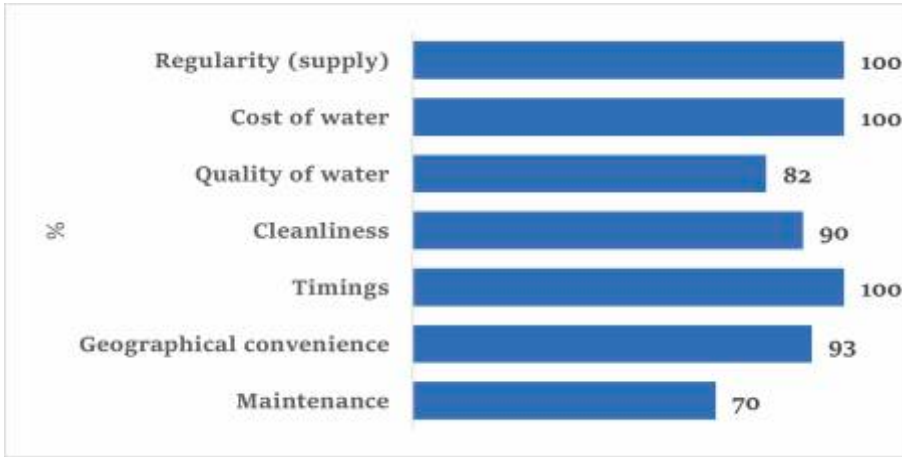


Figure 14 : Satisfaction levels as expressed by women and elected representatives of Telangana

Here are the social and economic impacts expressed by women in the villages of Telangana where the assessment occurred.



Social Impact:

Reduction in water borne diseases: RO plants have reduced the spread of water-borne diseases in the villages. 78% of the women said that after using water from RO plants, the symptoms of diarrhoea remarkably reduced within their families.

Increased Free Time for Children's Education: 88% of the women said that the fixed water supply schedule through the RO plant has helped them plan other domestic and agricultural activities. Besides, they were able to make space and allocate free time on their children's education.

Social Impact

78%

Reduction in water borne diseases



88%

Increased free time for Children's Education



Economic Impact:

Reduced Family Health Expenses: 73% of the women mentioned the reduction of health expenditure.

Value for Money: All women respondents acknowledged the value of money they spent getting water from RO plants.

Economic Impact

73%

Reduced Family Health Expenses



100%

Value for Money

Satisfaction Levels as expressed by women in Nakkapalli, Andhra Pradesh:

In Nakkapalli Mandal, women and elected representatives reflected on the benefits of RO plants. All of them (n.21) were satisfied with the quality of service, cost and location of the water from RO plants. 90% were satisfied with the cleanliness, and 86% were satisfied with the timings and quality of the water. 24% of the respondents suggested improvement of maintenance in the RO plants.



Figure 15 : Satisfaction levels as expressed by women and elected representatives of Nakkapalli, Andhra Pradesh



The social and economic impact, as expressed by the users in the villages of Nakkapalli Mandal, are as follows:



Social Impact:

Reduction in water borne diseases: Since clean water is available from RO Plants, 81% said that diarrhoea cases were reduced within the family and the village. It minimised health expenditure, particularly on ill health due to water-borne diseases.

Free Time for Children's Education: All women accessed the RO plants have claimed to have ample time, which they have been able to dedicate to their children's education.



Economic Impact:

Value for Money: All respondents who avail drinking water from RO plants acknowledged the value of the money they spend on water from RO plants.

Social Impact

81%

Reduction in water borne diseases



100%

Free Time for Children's Education

Economic Impact

100%

Value for Money



"The water supplied by the GP was unsafe due to chemical and biological contamination. The private RO plant is also not good because they need to maintain proper TDS in the drinking water. Most people in the village suffered from joint pains and gastric problems before this water supply. Open defecation also leads to water contamination earlier, but there is no problem in water quality."

- Chilaka Murali Krishna

Nandanam

Mother Water plant for Clean Drinking Water

HETERO Group of companies has supported the establishment of the mother water plant to provide clean drinking water for villages in and around the Krishan River basin. This intervention is because water quality in this geographical region is polluted with fluoride, silicon, and oils, including bacterial contamination due to open defecation. Knowing the health hazards of polluted water, villagers opted for water in RO plants on payment. Some of the RO plants established by the government in selected Gram Panchayats are defunct because of technical slugs. A significant observation is that most people accessing RO plants suffer from arthritis, intestinal disorders, and frequent fevers, which, in turn, impact their livelihoods.

At this point, HETERO Group of Companies, through its CSR, collaborated with NTR Trust, which collaborated with AP CRDA and RWS of MEIL (Mega Engineering & Infrastructures Ltd.) to meet the aim of "State Portable and Affordable Drinking Water Supply to State Capital".

The output of this collaboration resulted in the construction of two RO water purification mother plants at Venkatapalem and Harichandrapuram villages with a capacity of 10000 kph each and the establishment of 36 RDUs (Remote Dispensing Units) with a capacity of 5000 kph in each location across the covering 29 villages.

The two mother water plant units supply the water to RDUs with water tankers at INR 2 per 20 litres for each RDU daily based on the requirement. The point persons sell 20 litres of cans to villagers at INR 5. The IOP (Internet of Things) system is installed to facilitate access to water at any time by using their water user card. The point persons are taking care of RDU cleaning and other maintenance.

This facility is providing drinking water in 29 villages across three Mandals. Approximately 55 thousand people are benefitting with it.

A notable impact of this intervention is that 80% of households are fetching drinking water from these plants. When the assessment team approached some of these households, they mentioned "economic and health benefits".

Some of the benefits expressed by the users:

- i. Unit costs are low in comparison to decentralized RO plants established in this many villages
- ii. Workforce and operational costs are minimal
- iii. More scope to maintain water quality

The impact as perceived by users:

- i. People are accessing safe drinking water at affordable price
- ii. Disease burden, especially joint pains, gastric issues, cold and fevers, are reduced
- iii. People, especially women, are getting water at their convenience time without losing their work or wages
- iv. Reduced medical expenses






Susthira (Infrastructure in habitat development)

Infrastructure development is a significant CSR concern and focus for the HETERO group of companies. The aim is to improve infrastructure for overall well-being, foster economic development, and promote sustainable practices in the communities where the companies operate.

Under "Susthira" the interventions are - drinking water pipelines, drainages, gram panchayat buildings, CC cameras, LED lights, CC roads, provision of dry ration during a pandemic and other physical infrastructure





Hetero supports infrastructural development under habitat development through Corporate Social Responsibility (CSR) initiatives to improve living conditions and basic infrastructure of the communities in the villages of Telangana and Andhra Pradesh. The impact of these interventions is analysed during the assessment by conducting interviews with the selected individual, and the outputs are as follows.

Improved connectivity: construction of CC and Gravel roads in and around the village enables better connectivity and facilitates safe and smoother transportation, reduction in travel time and enhanced accessibility to the village.

Accessible governance facility: The construction of new panchayat buildings in the village serves as an administrative centre for local governance. Its presence in the village provides the local governance system more accessible to the villagers.

Improved access to drinking water: Laying of drinking water pipelines in the villages ensures drinking water supply. It reduces the incidence of waterborne diseases and promotes overall health and wellbeing.

Effective drainage system: Construction of an open drainage system in the village prevents water clogging, reduces the risk of flooding, and promotes a healthier living environment. On the other hand, closed drainages help maintain a hygienic environment and prevent stagnation of water and sewage.

Enhanced safety and security: Installation of CC cameras in the village helps reduce incidences of crime and anti-social activities within the village. It increases overall safety among villagers, especially women and girls, and increases security in the surroundings.

Improved visibility and safety: Adequate lighting in the village improves visibility and mobility. It encourages villagers, particularly petty traders and vegetable vendors, to engage in income-generating activities beyond daylight.

Timely food security: Distribution of dry rations during the period of covid ensures timely food security for families during the Covid 19.

Community empowerment and development: Providing necessary infrastructure in the village empowers the local community and promotes socio-economic development in the villages.

The social benefits as perceived by village communities while utilising services and facilities provided under the infrastructural support for community development are:

Infrastructure in Telangana:

CC Roads: 88% of the respondents have pointed out that CC roads have enabled safe and better transportation within the village. 59% have expressed that laying roads within the village has provided safe access to their livelihood during the rainy season.



“CC road has been constructed from the SC colony, connecting to the highway. It has benefitted the SC community in terms of easy mobility and safe access to services”

- Mahankali,
VRA, Bonthapalli

CC Cameras: All the respondents have mentioned that installing CC Cameras in the village has drastically reduced the crime rate. The majority have mentioned control over anti-social behaviour within the village. 83% of the women appreciated the intervention as they felt safe travelling around the village without fearing bullying and harassment.



“With the support of HETERO, we have installed 16 CC Cameras in the village. Using this, we were able to catch the culprit of the recent cotton theft from Raithu Vedika. Besides, the village has also seen a reduction in anti-social behaviour from youth”

- B. Vani,
Sarpanch, Chinna Kaparthy

Panchayat building construction: Gram panchayat buildings have been constructed in Gummadidala and Jinnaram. The construction of buildings has facilitated easy access for the communities to various services that the panchayat provides. 70% of the community members feel comfortable accessing services at the gram panchayat after the new building construction in the village. 56% of the elected representatives have also expressed their "feel good" factor as the construction of the new building has improved visibility and space to work.



“Construction of Panchayat building provides easy access to the services provided by the gram panchayat. Besides, having its building would be a one-stop solution to avail services by the community”

- Narsimha Reddy,
Sarpanch, Gummadidala

LED and Solar lights: LED and solar lights in villages of Telangana is another intervention of Hetero CSR. Respondents appreciate the intervention as it provides safe and easy movement in the village at night. A few have suggested improving the lights' quality, as the lights stop functioning after few months of installation.



“Installation of LED lights has provided visibility and safe movement in the village during night. Especially to the elders, for whom vision is difficult. It has also reduced accidents in the nights.”

- Gomaram Narra Reddy
Jangampeta

Closed Drainages: With the support of Hetero, gram panchayats have constructed closed drainages in the villages to pass sewage water from the households. Respondents reflected on the benefits saying that drainages have brought down the number of malaria cases across the village, as the closed drains controlled the breeding of mosquitos. Few respondents have raised concerns over the maintenance of the drainages, as, at times, drainages clog, leading to a foul smell in the village.



“Earlier village only had underground drainage facility in the selected spaces, which is constructed using 1ft pipes. Constant stagnation issues were raised. With the support of HETERO, we have installed underground drainages using 2ft pipes, covering multiple localities in the village. With its construction, there has been an increase in construction of washrooms, and no issues have been raised regarding stagnation.”

- Abhishetty Rajashekar,
Sarpanch, Domadugu

Community hall: Construction of community hall by Hetero is facilitating community meetings, functions, and celebrations. After the construction of the halls, a few have complained over their maintenance by the panchayat.



"A community hall for BCs has been constructed in the village with the support of HETERO. A new SC community hall is also under construction. The hall helps in conducting small family events, meetings and functions by the community members. It has reduced the financial burden of renting a place during these events."

- T Raju
Bonthapally

Infrastructure in Nakkapalli Mandal:

CC/BT/Gravel roads: The respondents highly appreciate the construction of CC/BT/Gravel roads in and around the villages of Nakkapalli. 88% of the respondents said the improved roads had facilitated their safe livelihood access. 73% have pointed out that the construction of roads has minimised road accidents and improved risk-free movement.



“Construction of road has highly benefitted the fishermen community. There has been a sharp reduction of 5-6KMs with the Gravel Road construction. The road has enhanced the connectivity to the market”

- K Paidaiah,
Chinna Tinerla

Drinking water pipeline: Hetero's drinking water pipelines and borewell facilities improved the community's drinking water access. 92% of the women have said that their time fetching water has been reduced to a great extent. 71% have expressed that girls are also relieved from the responsibility of getting water, which often forces them to skip schooling.



“Fetching water used to be a huge task in the earlier days, be it for drinking water or for household needs. With the construction of water tanks and the provision of pipelines to the door-steps, many women were relieved from the burden of carrying water from a distance.”

- Nagamani,
N Narsapuram

LED Lights: While analysing the benefits of LED lights, 68% appreciated the intervention that facilitated safe movement for villagers, especially women and elders, during the night. At the same time, respondents also raised their concerns over the quality and maintenance of the LED lights and suggested improvement since Gram panchayats are not taking any responsibility.



“There is an increase of safe movement across the village after installing LED lights.”

- K Ankamma,
Janakayyapeta

Dry ration distribution: 66% of the families who received a one-time dry ration during the lock-down due to the pandemic appreciated the timely support, which has helped them to meet their food needs.



“HETERO's distribution of dry ration across the village has improved the conditions of the community during difficult times.”

- T Appala Swami,
Village elder, N Narsapuram

Drainages (open/closed model): Respondents acknowledge the aid and feel that the construction of drainages avoids flooding in the village during the rainy season and helps to maintain hygiene within the village. They raised a few concerns over the maintenance of the drainages in the village, which might lead to increased mosquitos and foul smell.



“Open drainage has been constructed on two sides of the street in the village. This installation has improved the village's overall hygiene and reduced flooding during rainy seasons. It is due to the villagers' negligence that there has been stagnation in the drainages.”

- K Nookaraju,
Former ZPTC, Janakayyapeta

Hand borewell: The installation of hand borewells led to a reliable source of clean water, and the new facility was utilised for multiple purposes during times of water scarcity in the villages.



“Hand borewells have helped the villagers during the time of need. When there is a delay in receiving panchayat water due to technical issues, hand bores are the only water source. Except during summers (when there is a shrink in underground water), we women need not worry about alternate water sources.”

- Matam Sujatha,
Anganwadi Teacher, Boyapadu

Community sanitation program (during Covid-19 pandemic):

Hetero has supported the Gram panchayat in conducting sanitation programs in the villages of Nakkapalli during the lock-down period. All the respondents appreciated the intervention, as sanitation during the pandemic was important for preventing and spreading of the virus, thus breaking the chain of transmission and contributing to the overall health and hygiene of the community.



“The entire village was sprayed with bleaching powder during the second wave of COVID-19. The sanitation program has relieved the villagers as the threat of the spread of COVID and other viral fevers has reduced.”

- Yerripalli Musalaiah,
Sarpanch, Chinateenarla





Spandana (Climate Change Response)

In 2020, the Hetero Group of Companies adopted 2,543 acres of Mambapur-Nallavelli Forest in Telangana.

Hetero Group of Companies Chairman Dr Partha Saradhi Reddy has planted saplings and laid a foundation stone at the urban forest, handed over a cheque of Rs 5 crore to the government of Telangana in the presence of Minister for Forest Indrakaran Reddy, Rajya Sabha MP Santosh Kumar, forest officials and public representatives.

This initiative is a token of corporate support to the Government of Telangana to strengthen its efforts in the protection of forests and the Haritahararm Programme.

Mumbapur Urban Forest Block (1,777 acres) and Nallavelli Forest Block (766 acres) are located near Gundlapochampalli, Outer Ring Road Hyderabad in Sangareddy district. The Hetero Group of Companies adopted both these forest blocks to minimise air pollution, improve the greenery social environment and increase the oxygen in surrounding locations. According to forest officials, these efforts would increase the population of rare species of trees, deer, wolves, rabbits, peacocks and many other native species.





CONCLUSIONS

The objective-focused assessment analysed 14 landscapes of Hetero CSR interventions. In line with the aims of the interventions, the present assessment has used a conceptual framework identifying three main areas of debate – grounding the intervention, its effectiveness and quality from the primary and secondary stakeholders' points of view. These interventions have been classified (all 14 interventions) into three categories: 43% of the interventions show higher returns to the community, 21% show moderate returns, and 36% report comparatively fewer social returns. This classification is as follows:

Interventions with higher social returns (n.6)

- i. Vision Centre, Nakkapalli
- ii. Mobile Medical Van, Nakkapalli
- iii. Cantonment General Hospital, Bollarum
- iv. LVP Eye Institutes, Siricilla & Siddipet
- v. Vidya Volunteers
- vi. School infrastructure, uniforms, bags and stationery

Interventions with moderate social returns (n.4)

- i. Girls' toilets in schools
- ii. Drinking water pipelines
- iii. RO Plants
- iv. Roads

Interventions with low social returns (n.4)

- i. Drainages
- ii. LED lights
- iii. CC Cameras
- iv. GP Buildings
- v. Narsapur Forest

Assessment classified other interventions, for instance, temples, community halls and statues of prominent persons, under the general category as they meet the stakeholders' emotions. Given the landscape summary, the present assessment recommends more focus on health and education-related interventions.



CASE STUDY – 1

Vision Centre, Nakkapalli

Restoring Sight: Replenishing Life and Living



Hetero's programme is responsible for my active participation in life and living. Without it, I must have been blinded. Simultaneously, my life and living must have been blurred. I am saved and protected from both today. I could save at least ten thousand rupees as Hetero's Vision Centre has come to my rescue. I am what I am today due to Hetero's help and support: worry relieved, money saved, living routines recuperated and dependence on others avoided

– Mrs. Rajulamma

*Rajayyapeta, Nakkapalli Mandal
Anakapalle District, Andhra Pradesh*

Background

The Hetero group of companies have supported the establishment of the Vision Centre at Nakkapalli to address the eye care needs of the community. It is modest in appearance but robust in its action and operations. While providing health services through a mobile medical van, the CSR team realised a growing number of people with eye problems for whom affordable eye care services are unavailable in the nearby geographical region. Given this, HETERO CSR entered an MoU with the Sri Kiran Eye Institute, established by Padma Shri awardee Dr Sankurathri Chandrasekhar in Kakinada, in memory of his wife and children, who were killed in the Kanishka flight tragedy in 1985. The vision centre is doing primary screening at Nakkapalli and surgical services at Sri Kiran Eye Institute, Kakinada. The journey is inspired by social considerations and humanitarian concerns, and strengthened the collaboration. It resulted in remarkable social and economic impact on the persons availing the services.



Padma Shri awardee **Dr Sankurathri Chandrasekhar**

Changing Contours of Programming

The current partnership model between the technical agency (Sri Kiran Eye Institute) and the supporting agency (Hetero Foundation) has sufficiently reduced the intervention time to one day. Preliminary tests are conducted at the Vision Centre and surgeries at Kakinada. Vision centre mobilises eligible patients to Kakinada through a special bus. This arrangement has been in progress flawlessly in the last few years, including the Covid pandemic. The partnership model is working to benefit the needy and poor people. According to Dr S Chandrasekhar, there is a '3Rs Formula' involved and the formula is simple and effective: Revive (sight restoration); Relieve (freedom from dependence on others);

Restore (reinvents working time and promotes unhindered livelihood avocations)". His words and estimates are more than accurate and echo the need and continuity.

The Centre, the Stakeholders, and the Benefit

The Vision Centre at Nakkapalli is catering to the needs of patients in and around Nakkapalli. It is staffed by four (optic technician, receptionist, programme person and housekeeper), one field-coordinator to mobilise the patients in the field and is equipped with all essential medical equipment, for instance, AR (Autorefractive Meter), 3nethra Fundus, Slit Lamp and manual Lensometer. The existing equipment is sufficient for thoroughly screening eye problems sans surgical treatment, admits P Rama Devi (Optic Technician). Often, the problems of eyes detected at this centre are: foreign bodies dropped in the eyes, reddish eyes, and routine check-ups for eyesight (sight rectification through spectacles).

Most patients visiting the centre are from local professional groups such as carpenters, construction workers, washermen families, weavers, fishermen families etc. They suffer from early eyesight problems due to their involvement in taxing professions that they cannot avoid. Of the patients, 95% suffer from cataracts. Daily, twenty patients visit the centre (five old and fifteen new cases). Among the fifteen are new patients, ten are for general check-ups, and the rest are for corrective treatment (sight rectification through spectacles). As stated by staff, each patient saves approximately Rs. 1400-1500 on non-surgical treatment and Rs. 10000 on surgical treatment. In a backward region like Nakkapalli, Vision Centre is rated as a timely remedy available for free. Its popularity has spread so wide that today private doctors are to think twice about establishing a new private practice. In the case of many patients, productivity time has been restored through treatment. Above all, geriatric concerns are ideally addressed because older adults are either neglected or rejected due to loss of sight in old age

Demand for Continuity

The quality of service and of the equipment at the centre is second to none in the area, including private hospitals. For this reason, patients who have undergone surgical procedures at government or private hospitals approach Vision Centre for follow-up. Of the total patients in the area, according to Hetero's programme staff, more than 70% of patients come to the Vision Centre and the rest are divided between government and private hospitals. Anecdotes from the experiences of those who have utilised the services of Hetero's intervention shed light on the life and living aspects in the post-

surgical period. Rajulamma, a 45-year-old female from Rajayyapeta under Nakkapalli Mandal, is one of the many who speaks for the direct impact of the intervention. She is a casual worker who has undergone a cataract eye operation at Kakinada. In a very rustic and emotional manner, she informs everybody today that Hetero's programme is responsible for my re-entry into active participation in life and living. Hetero's programme in protecting and restoring eyesight for the impoverished rural people in the area is appreciated. Every stakeholder in the process is of an opinion that the current programme is ideally meant for continuation..



CASE STUDY – 2

Mobile Medical Van, Nakkapalli Mandal:

Medicine on Wheel and Remedy on Roll



The medical van and medical camps organised by Hetero Company are unavoidable for us. For, the medical van provides instant remedy for various diseases in our village. It is a boon for elderly persons and those physically unfit for travel. We are prepared to plead, demand, force and request the Company not to do away with this facility and continue its services in future. It is not a mere wish. It is more a need.

– M. Nagaratnam

*Sarpanch, N. Narasapuram, Nakkapalli Mandal
Anakapalle District, Andhra Pradesh*

The Facility and the Stakeholders

The mobile medical van facility supported by Hetero in Nakkapalli Mandal today delivers doorstep medical services in twenty-six villages (spread across thirteen Gram Panchayats), relieving treatable and temporary illnesses. The service that began as a modest medical intervention in 2016 is transformed into a significant medical initiative. The nearest public facility for the villagers is the CHC (Community Health Centre) at Nakkapalli. Otherwise, patients must consult private medical practitioners at places such as the twin cities of Tuni-Pyakaraopeta (15-25 kilometres away). Problems of hinterland commutation, time, personal attendants, out-of-pocket costs, excessive medical expenses, etc. significantly impacted the patients. Before 2016, the

scenario was discouraging in nature and used to heavily tax those accessing private doctors or RMPs in Nakkapalli town. Mobile medical services have been viewed as one remedy addressing all these problems.

Disease Profile and Medication

The disease profile of patients, according to the doctor S. Jagadish are: skin allergies on account of improper personal hygiene, joint pains, seasonal diseases and fevers, common ailments such as gastric irritation, chronic ailments such as diabetes and hypertension, and trauma treatment for minor injuries, wounds, bruises etc. The portfolio of medicine prescribed (more than 90% of the distributed medicines in tablet and gel forms) is: ordinary painkillers, antacids, skin ointment, and medicines to control diabetes and hypertension. The visiting medical team follows a robust referral system. Medicines are often prescribed for three to five days. Patients are referred to public health facilities at Nakkapalli if ill health persists. In case of chronic ailments (for example, diabetes), medication is given monthly. The medical team does not use injectables (intravenous medication) since no in-house facilities are available locally if the IV medication produces an adverse reaction.

The Intervention and the Impact

The irregularity of earnings (fishing and non-fishing) poses a challenge for at least 60% of the population in spending on medical expenses. The problem is more pronounced in families where men spend longer hours in offshore fishing. In their absence, womenfolk and children at home suffer from a lack of liquid money to spend on health issues and medicine purchases. Without immediate availability of liquid cash, some treatable health problems receive a forced postponement. Often, enforced rescheduling creates more problems, for instance, diabetes, hypertension, gastric problems, skin disorders etc. The mobile medical services are a boon for all these people.

Road connectivity in cyclone-prone areas is a significant issue faced by many inhabitants of Nakkapalli Mandal. Patients are subject to untold suffering without a local solution - uncomfortable travel and high expenses. According to K. Nookaraju (resident of Janakayyapeta and former ZPTC Member), the Hetero's medical van and medical camps are a timely remedy irrespective of number of patients using this facility. Given the scenario, the government started running 104 and 108 Ambulance facilities in the village more often.

General health awareness in the local habitations is rated low. For example, people are subject to a fear psychosis that they are



affected by carcinoma (cancer disease) when they inhale dusty, and polluted air. These are the baseless and unnecessarily worrying factors for many people. It needs a lot of health counselling and awareness-campaigning to reverse the psychological fears. Mobile medical van fills this gap. During every visit, the doctor and paramedical staff conduct personal patient counselling and informally create awareness.

The mobile medical van has resulted in some other positive outcomes. The medical doctor informs that government frontline health functionaries are increasingly proactive in their role and propagate news of the arrival of mobile medical van in the villages they serve. It is an unexpected result achieved in the field. All the critical stakeholders in the process (patients, communities, elected representatives, and public health functionaries) feel relieved at the end of every day because of the timely services provided by mobile medical services..

CASE STUDY – 3

Sardar Vallabhai Patel Cantonment General Hospital, Bolarum An Intensive Intervention



Hetero Foundation's help in establishing a fully-equipped Intensive Care Unit during the Covid-19 pandemic period literally saved lives of 306 people. It means 306 families. It means saving of crores of rupees for the poor and lower middle classes. It means replenishment of life's energies for these families. Hetero's donation played the role of 'elixir of life' for many.

– Dr. Ramakrishna, Medical Superintendent

The Problem

The outbreak and spread of Covid-19 created fear in society and assumed the proportions of a pandemic affecting the global population and resulting in millions of deaths worldwide. India was no exception. Though the democratic governments were geared up to address the pandemic, it was not enough to contain the spreading pandemic. There was a felt need for intervention and support from private, humanitarian, CSR, and philanthropic agencies to complement the government's efforts. In this process, Hetero group of companies came forward and provided timely support to public health institutions in combatting the pandemic.

Development of the Hospital

The Cantonment General Hospital began treating patients from the early 20th century onwards (early 1920s). Services were initially started to treat infectious diseases in the cantonment area. It was run as a 30-bedded hospital till 2006-07. The old hospital building was later demolished and upgraded as a 50-bedded health facility by 2016. When the general going was smooth, the serenity was disturbed by the outbreak and fast spread of Covid-19, and the year 2021 posed a formidable challenge to the institution in the form of a new virus. The government designated the hospital as a covid treatment centre, which called for additional emergency support. At that moment, the Hetero group of companies came forward with one time grant of Rupees 1.25 crore to set up ten-bedded, and fully equipped ICU ward.

Services and Economical Costing

The hospital serves approximately 250 outpatients every day out of which 17-18 are inpatients. The staffing structure looks adequate: around sixty members of staff (6 qualified doctors; three administrators; twenty-eight para medical staff; twenty-two house-keeping assistants). The arrangement is ably supported by ten more qualified medical experts available on call. Charges levied for different services are unthinkable for an ordinary patient: general outpatient fee (Rs. 10); emergency room outpatient fees (Rs. 50); specialist and super speciality consultation fees (Rs. 50-100); general ward bed facility (Rs. 100); twin-sharing room (Rs. 200); air-conditioned single room (Rs. 400).

Hetero's Timely Intervention

In light of being declared as a covid-treatment centre, the hospital with its new ICU and equipped such as patient monitors (10), ventilators (10), motorised hospital beds (10), wheel-chairs (3), cardiac table plastic tops (10), pulse oximeters (10), ECG machine etc started treating Covid infected patients. The institution also received rupees one crore grant from MPLADS (Members of Parliament Local Area Development Scheme) of the sitting Member of Parliament (Lok Sabha), Revanth Reddy that went into the make-up of establishment costs. The fully-fledged and fully-equipped ICU began effectively functioning from May 2021 onwards. The institution could admit and serve 308 patients within three months of its establishment. The treatment could effectively stop the mortality rate. Only two deaths were reported out of 308 admissions. In the words of the hospital superintendent, Dr. Ramakrishna Hetero's timely support in establishing the ICU is fully appreciated, justified, and utilised. He adds that the supply of the Hetero-manufactured drug, Remdesivir, at an economical cost



(Rs. 2700 per vial) provided significant relief to the institution in the timely procurement of the drug in treating patients.

Hetero's support had other unforeseen effects. During the active (peak) covid-19 period, private institutions charged heavily from patients without any moral or ethical considerations in the face of a public health disaster. It was estimated that the minimum range of fees charged for a covid-affected patient by private hospitals was anywhere in the range of Rs. 2-3 lakhs (the upper limit was limitless). In contrast, the cantonment hospital charged a maximum of Rs. 35000 per patient towards the total treatment cost. After the ICU establishment, more than 300 patients utilised the services. At the lowest minimum, remarks Dr. Ramakrishna, poor and lower middle-class patients must have saved around seven crore rupees.

After the pandemic, there are 4-5 patients per day (40-50% occupancy) getting treatment in the ICU supported by Hetero Foundation. Support from Hetero in establishing a fully-equipped ICU has undoubtedly added to the hope of the hospital and management towards initiating more economical health care measures for poor and needy patients.

CASE STUDY - 4

LV Prasad Eye Institute & Krishna Sindhura Eye Centres Eyeing the Problem: Fight Against Blindness



Happiness index zoomed in the personal life of patients after surgery. LVPEI along with government and Hetero is acting as the sight-saver of the poor in Siddipet and Sircilla regions.

- Dr. Mrs. Shabtab Nasir

LVPEI - Krishna Sindhura Eye Centre, Siddipet

Synthesis of Democratic Dynamics

It is accredited that 80% of human knowledge is gained through vision. Hetero's support (through Krishna Sindhura Foundation) to public medical interventions and premier health institutions in Telangana has created a history of addressing treatable vision problems. L V Prasad Eye Institute is one of the rare medical institutions in the country dedicated to the cause of person-centred care as advocated by the World Health Organisation (WHO). It is also known for its 'human-centred approach towards costing'. Today, it provides 50% of the services free of cost to the poor and needy patients (234 centres that include primary vision centres, secondary eye care centres, partnership centres, urban city centres, tertiary centres, and overseas partnership centre). The dynamic role of T. Harish Rao (Minister of Medical Health and Family Welfare) and K Taraka Rama Rao (Minister of Municipal

Administration and Urban Development) needs special mention. Both of them, the cabinet ministers in the government of Telangana, worked like village volunteers in convincing Hetero and LVPEI to bring services of the premier eye hospital (L V Prasad Eye Institute-Krishna Sindhura Eye Centre) to Siddipet and Sircilla in Telangana.

The Eye Centres

Both eye centres (Secondary Eye Care Centres) are established recently (2020-2021) at Siddipet and Sircilla. These centres are supported by rural-based Primary Eye Care Centres that send patients for surgical interventions here. These institutes specialise in cataract, glaucoma and oculoplasty. The centres are fully equipped with the advanced machines and surgical instruments and adequately staffed (doctors, nursing, pharma/optical, and maintenance). Patient inflow differs from place to place. Both institutes offer free services to patients (except for the cost of spectacles and glasses). The cost of the spectacles also is priced low, which ranges between 300-1500 rupees. The nature of pricing is different, while the treatment is the same.

Both centres are working on an inclusive approach. Irrespective of economic status, the visiting patients receive quality advice, consultation, and proper treatment. The care and concern of the institutes are evidenced by personal mannerisms of the medical staff including doctors. It is rare to see a specialist doctor footing the distance from the consultation room to the patient waiting hall to call out the names of patients waiting to see the doctor. The psychological satisfaction enjoyed by the patients when their names are personally addressed by treating doctors cannot be described. It, according to Naresh Rao (Regional Administrator, LVPEI, Telangana State), induces what can be comfortably called process confidence. Patients who are personally cared for by specialist doctors develop total confidence in the treatment process. Dr. Rohan Kapoor (Sircilla Centre) says that half of the treatment will be over before the patient gets onto the treating table.


Patients, Treatment, and Challenges

Most of the patients who visit the institutes are predominantly from rural areas. In addition, people from the middle and lower middle classes also approach the centres for treatment. Interestingly, patients treated at other hospitals come to LVPEI centres (especially Sircilla) for follow-up treatment procedures. Most of these patients do so because of the credibility of LVPEI, availability of specialist doctors, accessibility to the latest equipment and easy approachability without any problems. Some patients who cannot be adequately diagnosed in other centres finally visit the LVPEI institutes. All of them are considered, of course.



Professional groups and patients living around these two eye institutes (Siddipet and Sircilla) consider the LVPEI an ideal treatment centre. The presence of LVPEI in Sircilla is a ready-made answer to many of the workers involved in the weaving and beedi-rolling profession. Sircilla is known for its weaving and weavers. Due to the nature of the activity (close and near eye contact with the weaving process), most of them develop pre-presbyopia disorder which otherwise sets in after the age of 40 or 45 years. It is also seen in the case of women who are involved in beedi-rolling (cigar-rolling) activities. Both these professions necessarily involve uneven body bending and asymmetrical physical positioning conducting their professional work. They develop eye problem five years earlier than usual. The centre is treating around 3-4 such cases daily. It is a great relief for these people, and the service is accessible within a distance.

At present, most of the patients living in the vicinity of Siddipet and Sircilla directly come to the centres for many valid reasons: economical treatment; time-saving; free treatment; less travelling distance; easy accessibility; no loss of daily wages; low cost and quality spectacles; low consultation fees; less surgical expenses. These facilities are not available in private institutes or even teaching hospitals. The benefits flowing from the LVPEI's presence are numerous. Cost saving is a significant advantage received by poor patients. Surgical as well as non-surgical patients save money to the tune of 10000 rupees (surgeries) and 1000-2000 (non-surgical). Productive work time is restored for professional groups after cataract surgery.



According to Dr. Rohan Kapoor, problem of RoP (Retinopathy of Prematurity) is ringing danger bells in the case of rural women due to improper diet and absence of folic acid supplements during prenatal pregnancy. As a result, premature deliveries occur and cause the above problem. The number of such cases in Sircilla, for example, is staggering. The doctor says: I receive around 40 such cases every month. All of them are fortunate because they have come to LVPEI. After a thorough screening, I send them to Hyderabad for further treatment. The entire treatment is offered free of cost for these poor kids.

Prospect

Concern of the people's government, adequate support by Hetero through Krishna Sindhura Foundation and willingness of the management of LV Prasad Eye Institute- all are rolled into one inseparable action. Together, they are scripting a new social story to tell, inaugurating a new episode of social success in contemporary history, and heralding a new social intervention that calls for appropriate replication.

CASE STUDY – 5

Government Schools and Support for Vidya Volunteers:

Booting Buffers in Classroom Pedagogy




Within the school atmosphere in government institutions additional teachers (vidya volunteers) are serving as 'unavoidable buffers'. They are today 'booting the academic process' in the classrooms in the absence of regular teachers. Hetero's support is not only practical but also a timely intervention.

– V. Bhaskar Reddy (Headmaster) & R. Adilakshmi (Bioscience Teacher)

*ZP High School, Domadugu Village,
Gummadidala Mandal, Sangareddy District, Telangana*

The Emerging Need

Additional teachers (vidya volunteers) in government schools in both Telugu-speaking states are necessitated by specific administrative reasons and emerging ground realities. Understaffing, backlogs, and transfers are the influential factors affecting classroom pedagogy (the process of interactive teaching) in many government schools. Both Telugu-speaking states report the problems with varying degrees of difference. However, the fundamental issues remain the same across the areas. The gap between requirement and recruitment is reported to halt the smooth running of classroom transactions. Additional teachers are



popularly called Vidya volunteers. According to V. Bhaskar Reddy (HM, Domadugu ZPHS) and R. Adilakshmi (Bioscience Teacher), they serve as unavoidable buffers in school. They are booting the academic process in classrooms. For them, Hetero's support is not only practical but also a timely intervention.

The primary problem is under staffing in many of the government schools. The situation often demands for deployment of additional teachers. The Hetero Group precisely responded to these emerging needs in the community, and its proactive role is thoroughly acknowledged by all the stakeholders: headmasters, teachers, parents, students, elected representatives, and educational authorities. Because of backlog vacancies in government high schools (as also primary and upper primary schools) work allotment among the existing few teachers has become a tight-rope walking. Given vacancies, school teachers are more burdened by administrative duties than teaching routines. Ironically, it is the children who finally suffer. Hetero's Vidya volunteers programme is aiding these schools to avoid the uneasy calm in the school atmosphere. Though this is not the permanent solution, Hetero's help assumes situational and contextual significance.

Teacher transfers and additional duties (such as election, census etc.) are negatively impacting the schooling atmosphere. Additional duties immediately affect the quality of teaching and child personality development in the classrooms. Teachers are caught between mandatory teaching duties and obligatory non-academic duties assigned by authorities. Under this situation, every headmaster looks for additional teaching strength in schools to aid the teaching process and support data management procedures. Vidya volunteers appointed and supported by Hetero are acclaimed as ideal gap-filling agents in government schools. Their presence is making a striking difference in these institutions today.

Vidya volunteers plugged the gaps in the smooth running of the institutions. One of the most significant advantages in the entire process is the local stay of additional teachers. Most of the teachers belong to local villages or communities, and their local presence is helping the school administration on various counts. At the outset, teachers in the same village or locality (most village habitations are small) make a difference for the parents as the students often behave themselves even in the communities after school hours. When both parents go to work, teachers staying in the community act as ideal student behaviour regulators. Intimacy between students and additional teachers is also echoed at other places in the state. For example, the headmistress of Upper Primary School at Perepally (Chityala Mandal, Nalgonda District) feels that Vidya volunteers are ensuring proper discipline in and outside school.



Vidya volunteers are described as greasing agents and community communication channels by some headmasters and teachers in the Gummadidala and Jinnaram Mandals of Sangareddy district. They have employed the current expressions to hint at the role of additional teachers in and outside the school. Vidya volunteers are considered excellent support in teaching and administration within the school. At the community level, they are seen as the regulating agents trying to moderate the feeling of communities, parents, and students.

Changes in instruction methods are a direct outcome of recruiting Vidya volunteers. Activity-based learning is introduced in many schools where these additional human resources are appointed. The appointment of Vidya volunteers has created a history of sorts (for example, Nalgonda district, Nakirekal Assembly Constituency). The presence of a qualified bioscience teacher in ZP High School of Pedda Kaparthy village is a great boon gifted by Hetero. During the AY 2018-29 and 2012-22, the school registered 100% pass in the SSC examination. Last year, a student from the school got hundred per cent marks in the exam (10 out of 10 under the grading system).

The turning of the wheel is made possible on account of four important variables: Hetero group of companies (social concern), local communities (awareness), school managements (coordination) and Vidya Volunteers (impact factor). Head of the CSR wing of Hetero, Nukala Sudhakar, says that even a small change in the community and children is an appreciation for the philanthropic supporters and conscientious implementors. His words truly represent the spirit of CSR spirit of the Company

ANNEXURE-1

In Telangana				
Focus Area	Intervention	Stakeholder	Sample	Total Sample
Abhyasa	Education support	HM/Teachers	37	375
		Students	260	
		Parents	78	
	Vidya Volunteers	Vidya Volunteers	20	40
		HM/Teachers	7	
		Parents	13	
Susthira	Infrastructural Support	Gram Panchayat	6	150
		Community	144	
Swachhata	WASH	HM/Teachers	8	70
		Students	60	
		Parents	2	
	RO Plant	Gram Panchayat	2	96
		Community	94	
	Drinking Water Pipeline	Community	4	4
Aarogya	LVPEI Siddipet	Doctor	2	56
		Administration	1	
		Community	53	
	LVPEI Sircilla	Doctor	1	31
		Administration	1	
		Community	29	
Total Key Informant Interviews				822

In Andhra Pradesh (Nakkapalli)				
Focus Area	Intervention	Stakeholder	Sample	Total Sample
Aarogya	Vision Centre	Administration	2	64
		Ophthalmologist	1	
		Community	61	
	Mobile Medical Van	Doctor	20	91
		Community	7	
Susthira	Infrastructural Support	Community	13	101
Swachhata	WASH	HM/Teachers	6	47
		Students	144	
	Drinking Water Pipeline	Community	8	43
	RO Plat	Community	60	21
Total Key Informant Interviews				367



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