

# Social Impact Project Services

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Define, Design, Deploy and Deliver

January 2023



# About CSRBOX

CSRBOX is a social impact research, communication and project management organization. We work on client projects from concept to project design, M&E to Impact Assessment. Technically, we fall in the category of boutique impact-consulting firm. Our services encompass 4 principal components— Design, Execute, Monitor & Evaluate and Report.

## Design

- Need Assessment Baseline Studies
- CSR Projects Design
- Onboarding of NGO partners

## Execute

- Project Implementation
- Government Partnerships
- CSR Projects Management
- Employee Volunteering

## M&E - Report

- Project Monitoring and Evaluation
- Project Reporting
- Impact Assessment and SROI mapping

## Our Platforms



Advocacy Platform on Nutrition (Mother and Child Health)



Building capacity of Development Professionals



Largest Impact Communication Crafting Stories of social impact



Asia's Largest CSR Forum to bring all CSR professionals to collaborate

**Team of 110+ professionals and 50+ Consultants**

**87% Client retention in CSR services segment since 2014**

**Official Partner with PSA Office, Govt. of India**

**Pan India Presence 10+ State Govt. Partnerships**

# About BharatCares

BharatCares (CSRBOX Foundation) is the social impact arm of CSRBOX. We believe in innovations, technology, and scale for providing solutions to the problems that we as a society have been grappling with. BharatCares works as a social solution bridge for communities, innovators and funders to get the best implementation model in place. We strive to provide better education, health, employability skills, and entrepreneurial ecosystem support to underprivileged communities. We have been implementing CSR projects for a few large CSR companies including **IBM, Diageo, Bosch, Cadila Pharma, Arvind Ltd, Airbus, PNB Housing Finance Ltd, DCM Shriram, MRF Tyers, L&T, Bosch India and others.**

We have our programs in Gujarat, Rajasthan, Delhi/NCR, Haryana, Telangana, Tamil Nadu, Uttar Pradesh and Maharashtra.

For more information, visit: [www.bharatcares.org](http://www.bharatcares.org)

## Our Core Areas of Work



Education



Health



Skill  
Development



Environment



WASH



# Our Journey

**2013**



**2014**



**2016**



**2018**



**2022**

**Inception  
Of NGOBOX**

A platform for development sector professionals and organizations to find relevant opportunities  
[www.ngobox.org](http://www.ngobox.org)

**1<sup>st</sup> Edition of  
India CSR  
Summit**

Hosted 9 editions so far, the largest platform for corporates and NGOs social enterprises and government agencies to collaborate  
[www.indiacsrsummit.in](http://www.indiacsrsummit.in)

**Launched  
CSRBOX**

An Impact Communication platform. 400 + partner NGOs and 100 + social enterprises closed network.  
[www.csrbox.org](http://www.csrbox.org)  
Launch of Impact Advisory Services for corporate

**Inception of  
Bharatcares  
(a non profit Trust  
By CSRBOX)**

Non profit trust established by CSRBOX, to implement CSR Projects on ground  
[www.bharatcares.org](http://www.bharatcares.org)

**Delivering  
Consulting and  
Project  
Implementation**

On ground delivery of CSR projects continues with strong M&E and Reporting framework in place

# Our Impact



## EDUCATION

**3,684+ STUDENTS & TEACHERS**  
**14,736+ LIVES IMPACTED**



## WOMEN EMPOWERMENT

**SUPPORTED 745+ WOMEN**  
**2,980 LIVES IMPACTED**



## LIVELIHOOD & SKILLS DEVELOPMENT

**IMPACTED 4,94,709+ PEOPLE IMPACTED**



## HEALTH & NUTRITION

**SUPPORT 2100+ PATIENTS DAILY**  
**SUPPORTED 120+ DOCTORS AND MEDICAL STAFF**  
**IMPACTED 9,309+ PEOPLE**



## ENVIRONMENT

**GRAFTED 8300+ NEW PLANTS**  
**4,240 HOUSEHOLDS IMPACTED**  
**IMPACTED 17,300+ LIVES**



# Our Clients and Partners





# Healthcare and Nutrition

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# Healthcare and Nutrition Initiatives

Providing quality healthcare facilities to the rural communities

## Strengthening Public Health Infra

Upgradation of CHCs/PHCs/Government Hospitals (Rural/Urban)

## Better Anganwadi Initiative

Upgradation of the existing Anganwadis

## Kishori Utkarsh Pahal

- Awareness and Aspiration building program for adolescent girls

## ImpAct4Nutrition

Brand Agnostic Platform to support companies working in Nutrition thematic area

## Malnutrition Free Village Program

Eradication of Malnutrition by setting up Bal Poshan Kendra

## Mobile Medical Units

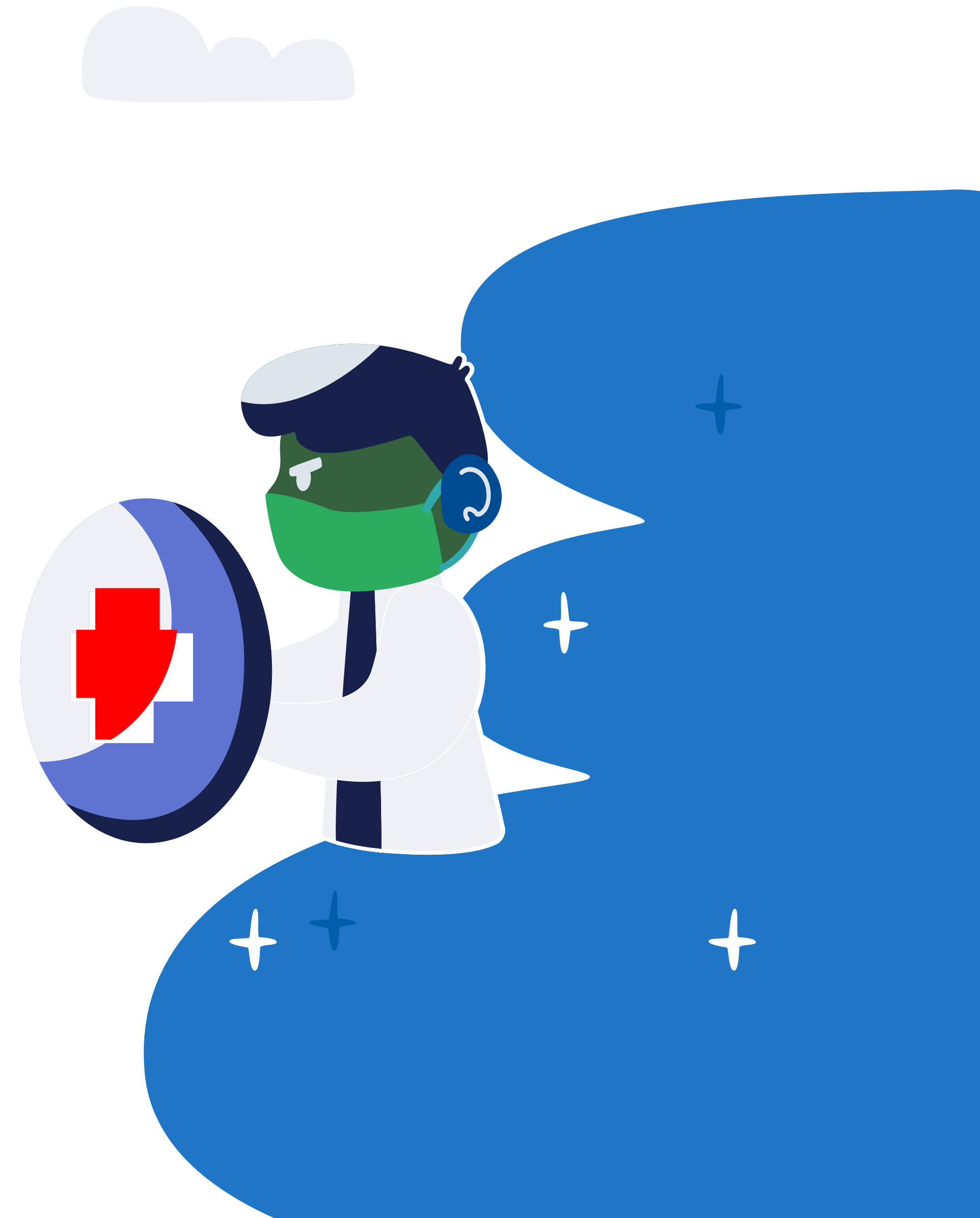
Making ANC and PNC healthcare services accessible to the women and children in rural areas

## School Health Clinics

Setting up a space in school to monitor the health status of the students and providing well-being

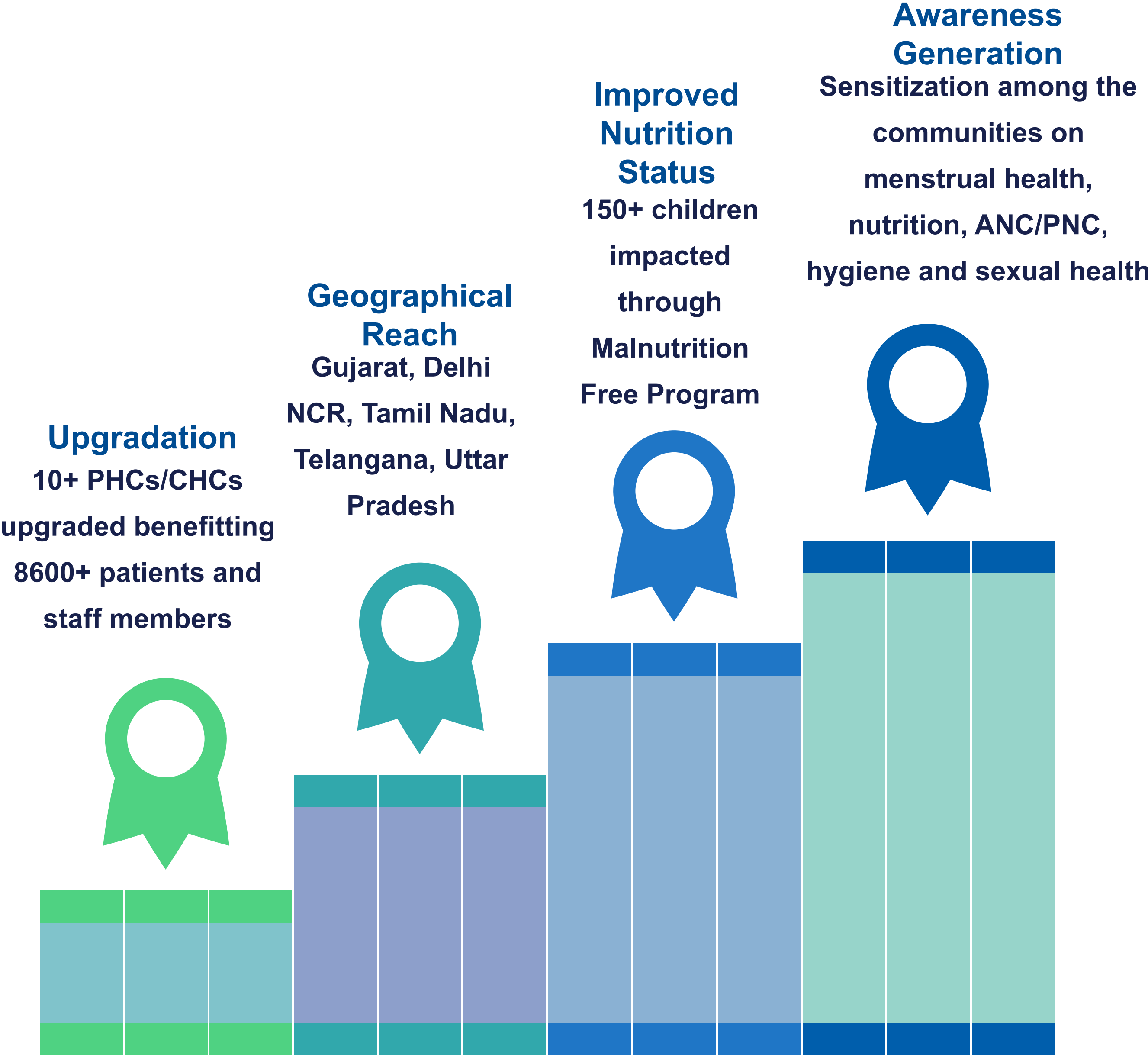
## ICU On Wheels

Ambulance support to strengthen the health system





# Our Impact





# 1. Strengthening the Government Community Health Centers

Strengthening the existing health infrastructure of government P/CHCs

Upgradation of water supply facilities and sanitation facilities

Upgradation of Wards

Repairing and Renovation of OPDs

Provision of Medicine Storage facilities

Setting up of Pathology Labs



Snippet from our recent intervention at Dadri CHC, Noida



# Intervention Landscape

## ICU Wards Setup

**Renovation Work, Patient Examination Tables, Chairs, Beds and Mattresses, Ventilators**



## Gynae Ward and Mother and Childcare Ward Setup

**Baby Warmer and AutoClave, Examination Table, Renovation Work with painting and electrification work**

## Pathology Labs Setup

**Cell Counting Machine, Bio Chemistry Analyzer and 5 Part Haematology, Instrument Sets and Cabinet, Photo Therapy Unit**





# Branding and Visibility





## 2. Malnutrition Free Village Program

Identification of SAM kids in the village through screening

Setup of Bal Poshan Kendra to offer medical consultation for 21 days

Providing Micronutrient Supplements to kids

Weekly health checkup post discharge for 6 weeks



Bal Poshan Centre in a village in Kalol, Gujarat



Kids coming to  
the Bal Poshan  
Kendra for the  
treatment



# Success Stories



**Before: 10.5 kg**

**Severe Underweight**



**After: 11.2 kg**

**Moderate Underweight**

Change in the weight  
of the kid coming to  
the Bal Poshan  
Kendra post  
discharge after 21  
days

# 3. Kishori Utkarsh Pahel

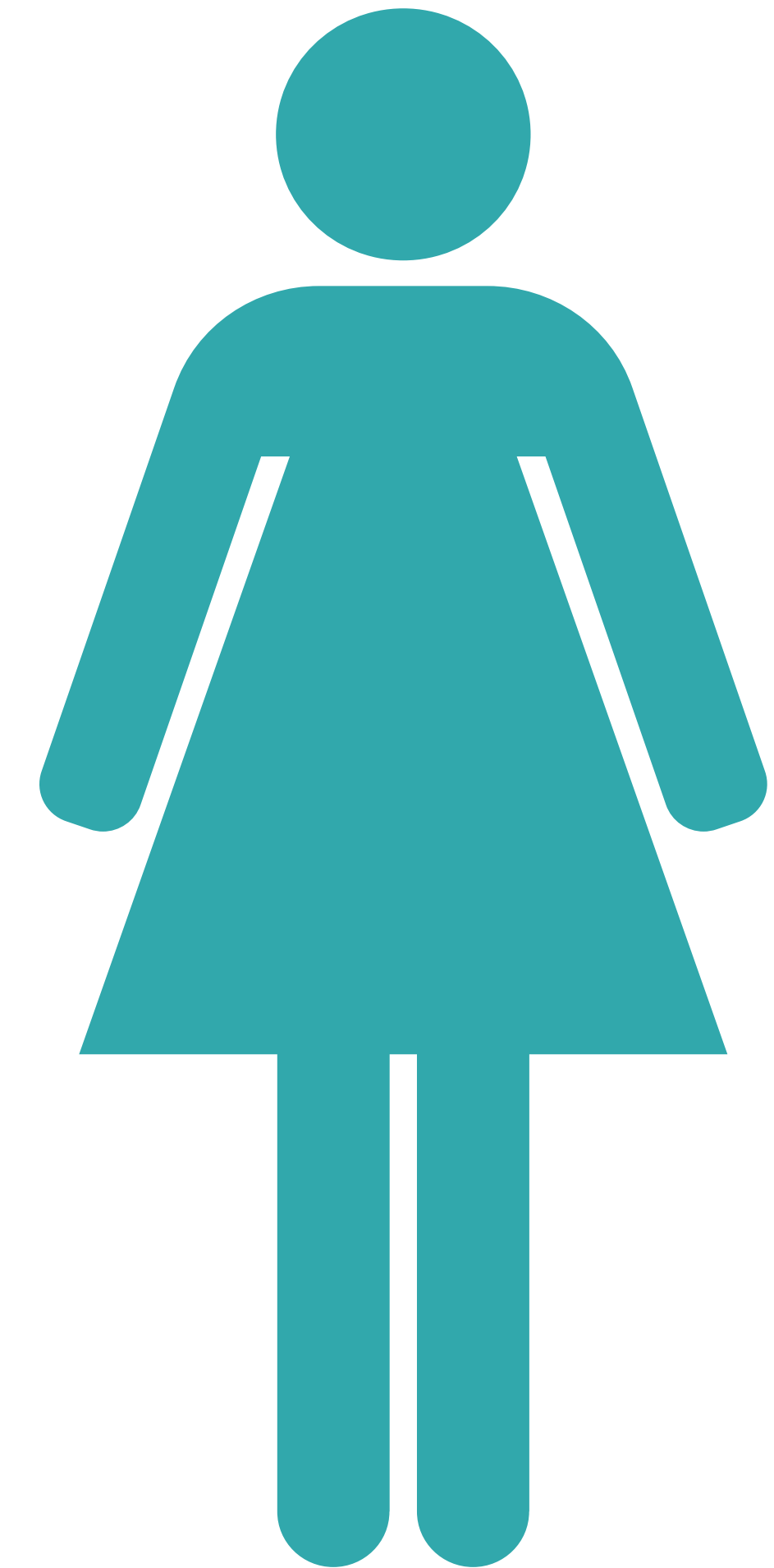
- ❑ Awareness and Aspiration building program for adolescent girls
- ❑ To bring self-awareness pertaining to proper nutrition intake, health and hygiene, HGD, life skills, certain rights and entitlements and several government schemes.
- ❑ To enhance and make them exhibit their inner potentialities and employability skills (Life skills, career awareness, computer and financial literacy).
- ❑ To improve parental support towards the bright future of qualified adolescent girls.
- ❑ To enhance the level of primary education, capacity building, retention and progression ability of the participating adolescent girls in this initiative.
- ❑ To improve their perceived self-efficacy (self-belief) and resilience through life skills education

## Primary Beneficiaries

- Adolescent Girls in the age group of 10-19 (school going, school dropout, illiterate)

## Secondary Beneficiaries

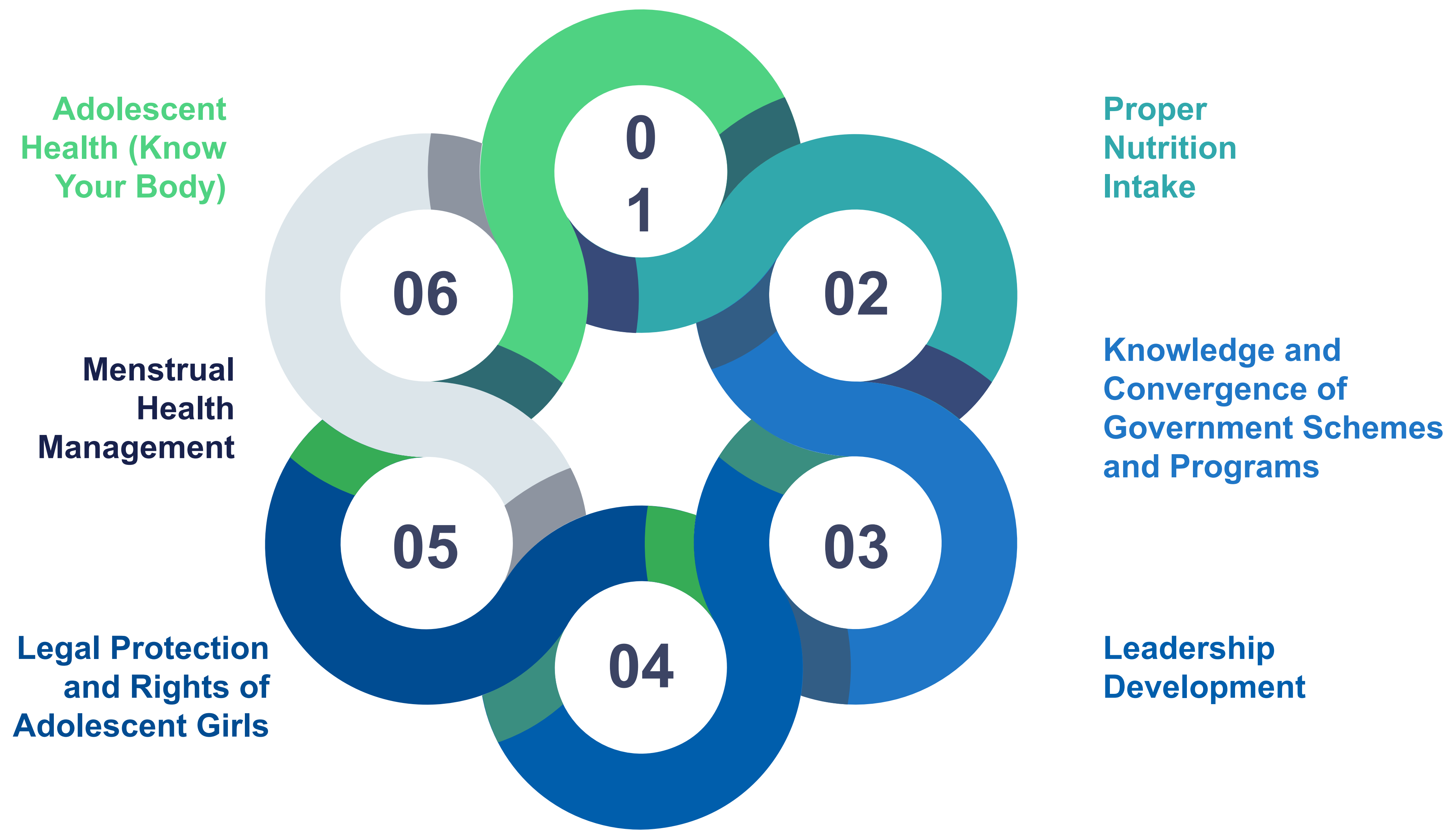
- Families
- Communities



**Total Coverage**  
Approx. 40,000 Adolescent Girls



# Core Areas of The Project





## 4. IMPAct4Nutrition



In partnership with UNICEF and Tata Trusts, we have developed a program called IMPAct4Nutrition. The program supports the private sector to promote workplace nutrition and enhance awareness and nutrition literacy in alignment with the Poshan Abhiyaan.



## *Investment in nutrition during the first 1000 days for a child builds human capital and boosts shared prosperity*



### **SCHOOLING**

Early nutrition programs can increase school completion by one year



### **EARNINGS**

Early nutrition programs can raise adult wages by 5-50%



### **POVERTY**

Children who escape stunting are 33% more likely to escape poverty as adults



### **ECONOMY**

Reductions in stunting can increase GDP by 4-11%

Source: Shekar et al, Investment Framework for Nutrition, 2016



## 5. School Health Clinics

Promotes socio-emotional learning  
and psychological well-being

**Mental Health Counselling**

**Nutrition Behaviour Change &  
Counselling**

**Menstrual Hygiene Promotion**

**Awareness of Primary Healthcare**



*Picture Courtesy: Delhi Government*



# 6. Better Anganwadi Initiative



Equipping the Anganwadis with Smart TVs and Digital Content

Capacity building of Anganwadi Workers

Provision of kids friendly play equipment

Refurbishment of Anganwadi centres

Provision of clean drinking water facilities and sanitation facilities including hand washing stations





BaLa Painting  
inside the  
Anganwadis







Refurbishment of  
Nasmed  
Anganwadi in  
Gujarat



# 7. ICU on Wheels

**Advanced Life-Saving  
Ambulance**

**Makes the Patient  
travel to hospital safe  
and helps in reducing  
casualties**

**First Aid facilities  
available for critical  
patients**







Ambulances  
equipped  
with medical  
equipment  
to transfer  
critical  
patients to  
the hospital



## 8. Mobile Medical Unit

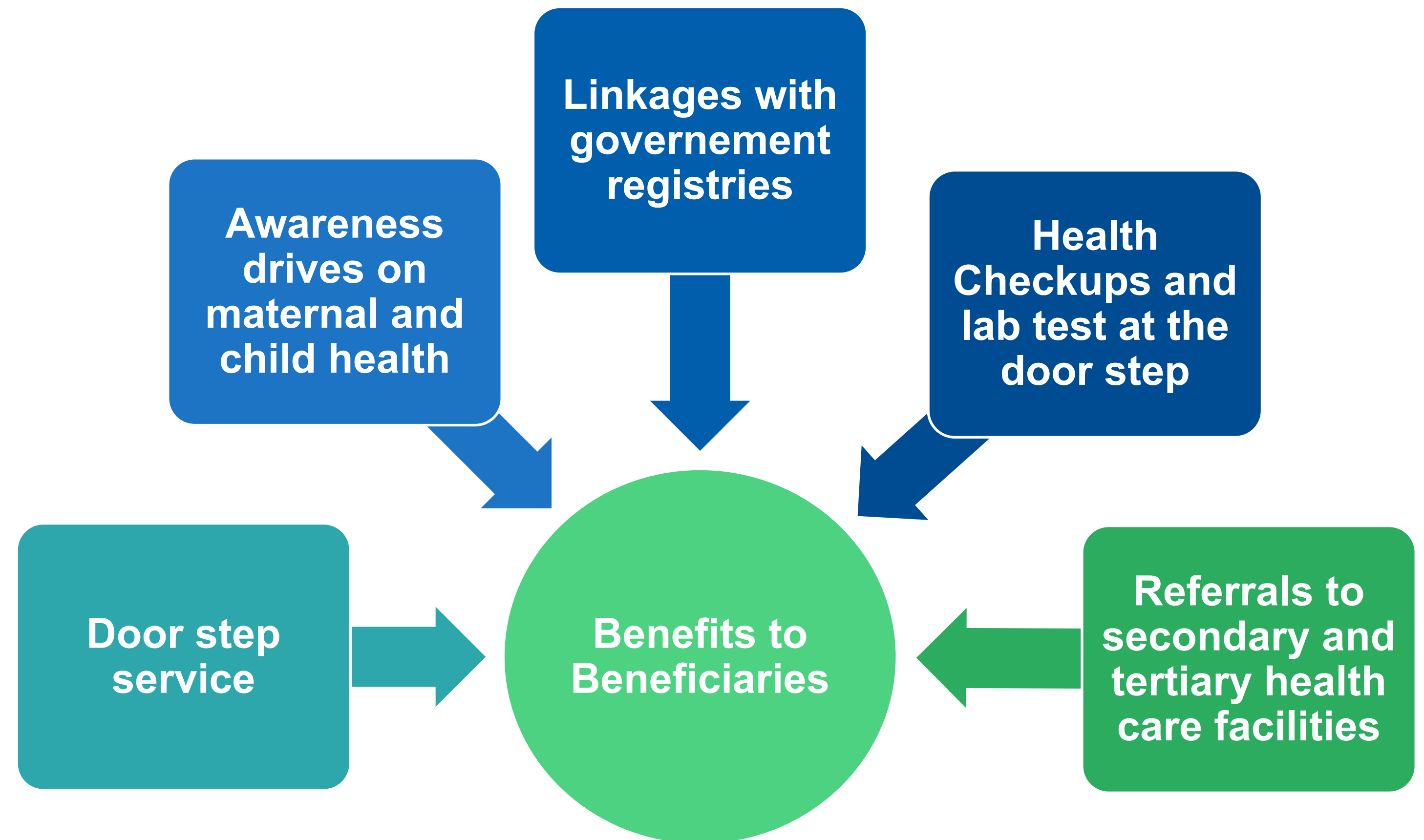
Mobile Medical Unit services provide quality healthcare services to pregnant women and children at their door-step.

The MMU will provides a range of preventive, promotive, diagnostic, and referral-based information focused on improving maternal and child health by identifying and reducing the number of high-risk pregnancies.

### Key Beneficiaries

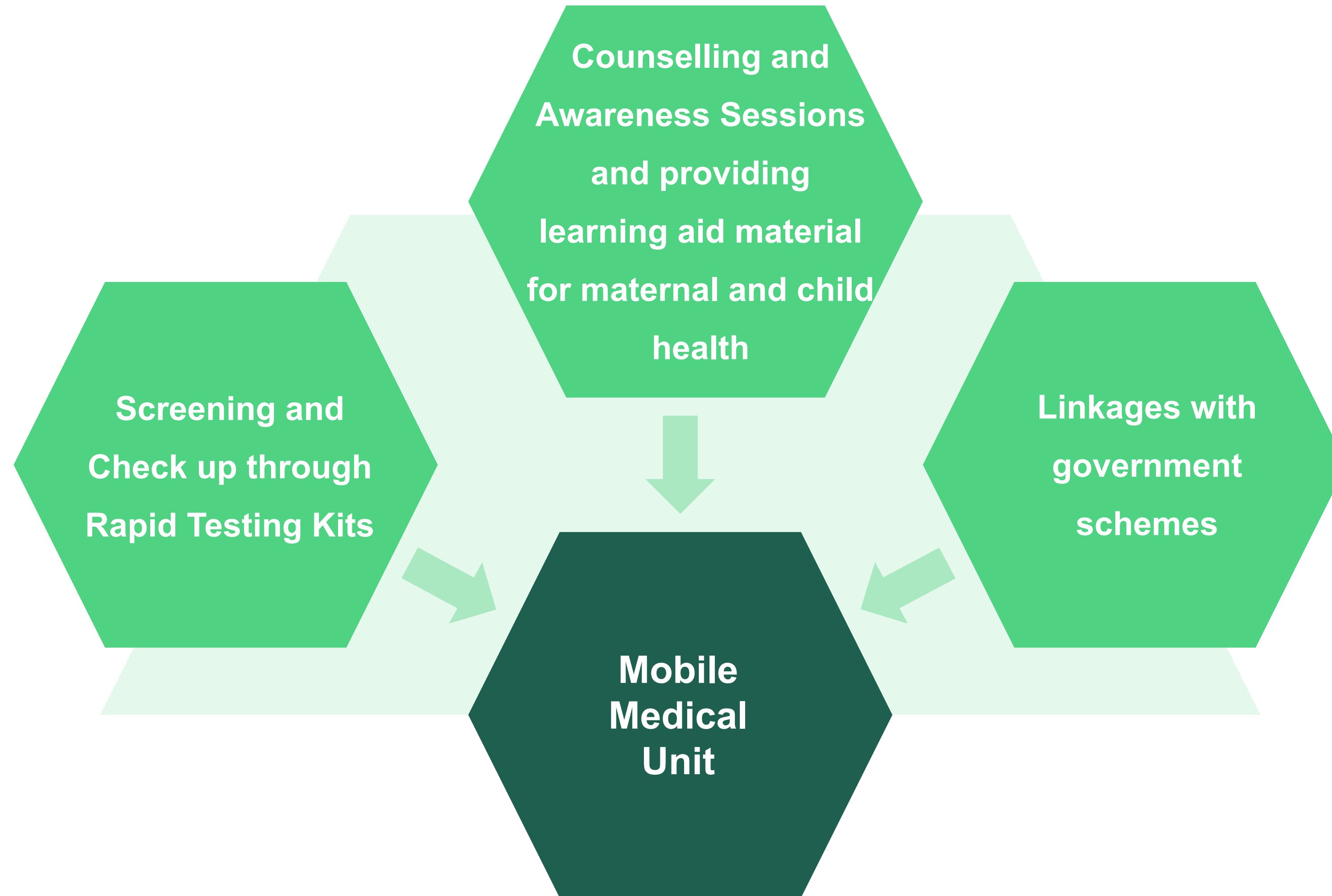
Lactating Mothers

Pregnant Mothers





# Approach and Plan





# Success Stories

"Pehel Foundation (CSR Arm of PNB Housing Finance Ltd.) in partnership with BharatCares has upgraded the maternity ward & labour room in our health centre by providing medical equipment and accessories like baby warmer machine, nebulizer, mother and child bed, labor table, medicine racks and surgical instruments. The well-equipped maternity ward & labour room has enabled us to provide better mother-child healthcare facilities to 50+ pregnant and lactating mothers every month. We are grateful to Pehel Foundation for providing the necessary support to our health centre and enabling us to treat more pregnancy related cases in a better and effective manner"

**Dr. Rishi Kadikar, Medical Officer, Urban Health Centre-2, Kalol**





# 9. Transform Health: The Power of Adolescents-Transformation of the Future

## Mission

Transforming lives for improved health and well-being through locally driven solutions

## Vision

We envision a world where everyone has equal access to opportunities for better health

We work closely with communities and key actors on sustainable solutions for public health challenges



**Non-Communicable Diseases (NCDs):** We use a continuum of care approach to prevent and better manage NCDs like obesity, diabetes, hypertension, cancers, cardiovascular and respiratory disease.



**Women, Adolescent and Child Health:** We provide community-based solutions for and access to essential health care for adolescent girls, mother and children.



**Nutrition:** We work towards better nutrition outcomes across key life stages from infancy to old age.



**Infectious Diseases:** We educate and capacitate communities and health care providers on prevention and control of infectious diseases.



**Environmental Health:** Environmental health is an essential part of our public health approach. We focus on three areas: WASH (Water, Sanitation, and Hygiene), Air and food system to protect people and provide communities with healthier environments.



## WHAT?

Adolescents are exposed to various dangers due to their increased mobility and risk-taking behaviors

**Goal:** The overall goal is to impact Reproductive, Maternal, Newborn Child Health and Nutrition (RMNCHN) outcomes among adolescent girls.

## WHY?

In spite of the changing social and cultural norms and practices in the society, the girls and women have less access to health care facilities. As a result, they are ignorant of different health issues regarding their own body. Adolescents learn about reproductive health and sexual matters by observing the behaviour of the adults around them, by listening to peers and older siblings and through the media in all forms. Such information is often limited, wrong and confusing.

## HOW?

1. Collaborative efforts of health service providers, school authorities, Parents-Teachers Association, and educators to implement adolescents health programs.
2. Train the student peer educators and facilitators.
3. Educate parents and teach them how they can link with the existing service providers of the health care system using the Adolescent Health Program as the vehicle for implementation.

Six strategic priority areas for intervention: 1) Nutrition; 2) Sexual reproductive health; 3) Non- communicable diseases; 4) Substance misuse; 5) Injuries and Violence (including gender-based violence); 6) Mental Health



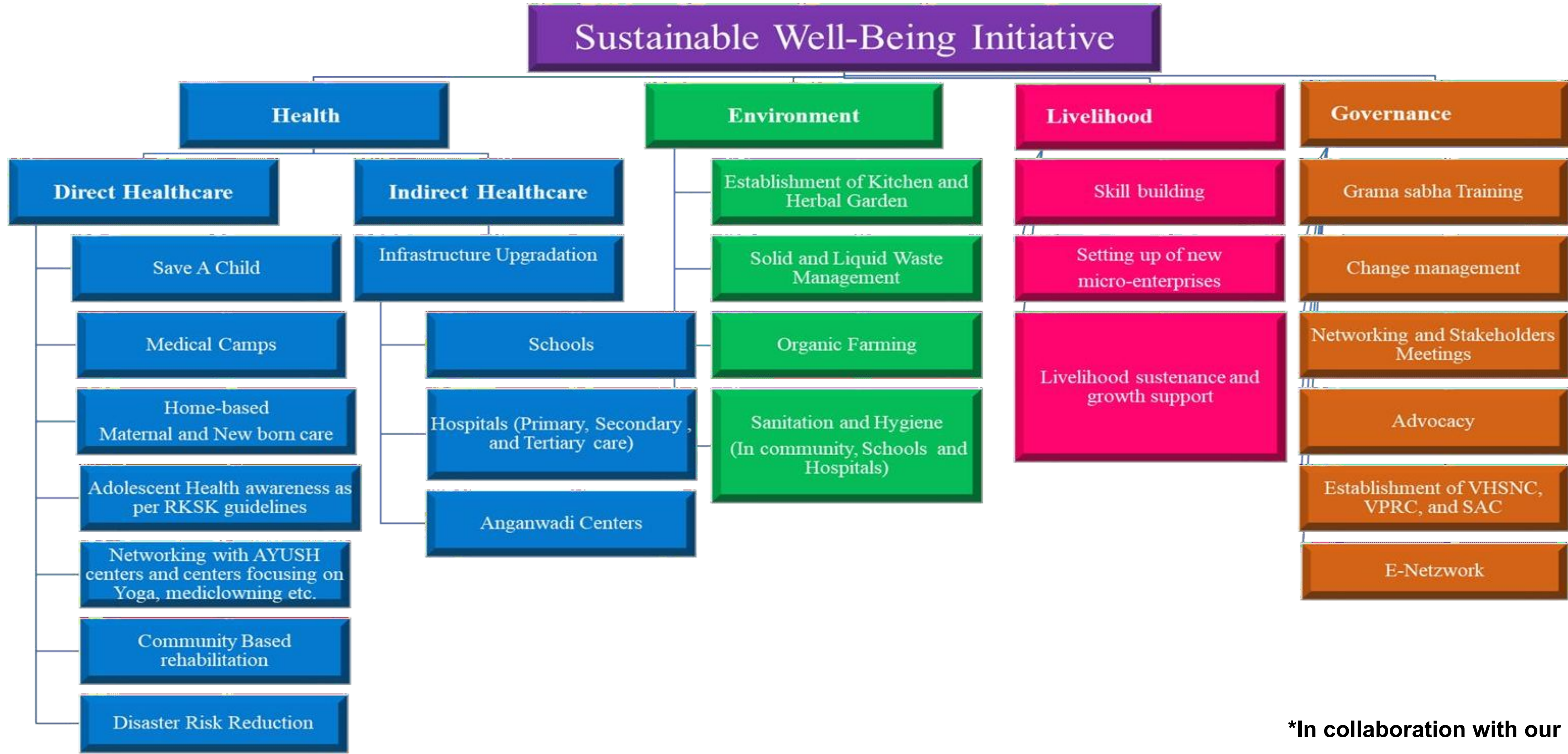
**Collaborators:** MoHFW, MWCD and MHRD

**Project duration:** 2 years.



# 10. Sustainable Well Being Initiative (SWBI)

The project aims to maternal and child health are directly linked to the well-being of the community. The health-centric community improvement initiatives focus on the dynamic relationship between health, socioeconomic conditions, and environmental resources. It take a holistic approach to healthcare by investing in nutrition, sanitation, clean water, education, and livelihood initiatives. These activities are a proven form of preventive care and contribute to lower infant and maternal mortality rates.



\*In collaboration with our NGO Partner



# 6. Help Desk Project

## SUPPORTED BY NATIONAL HEALTH MISSION, HYDERABAD

Help desks are established near the labour rooms to provide support to pregnant women who come for labour and delivery services. They provide round the clock services.

Key Indicators including Health Status , Purpose , Logistics etc. are captured and Analysed and shared with Stakeholders for smooth process flow and Identified gaps are addressed

Koti Hospital

Niloufer Hospital

MHMG Petlaburj Hospital



**\*In collaboration with our NGO Partner**



# 11. First Thousand Days of Life

First



Days of Life

NUTRITION GARDEN

An Initiative Towards

Health Literacy

Sharing Nutritive Value of different plants

Visual Insights of Nutri Rich Foods

Refreshing Environment for Expectant Mothers

Essential Nutrition during Pregnancy

& First 1000 days of Child Improving Immunity

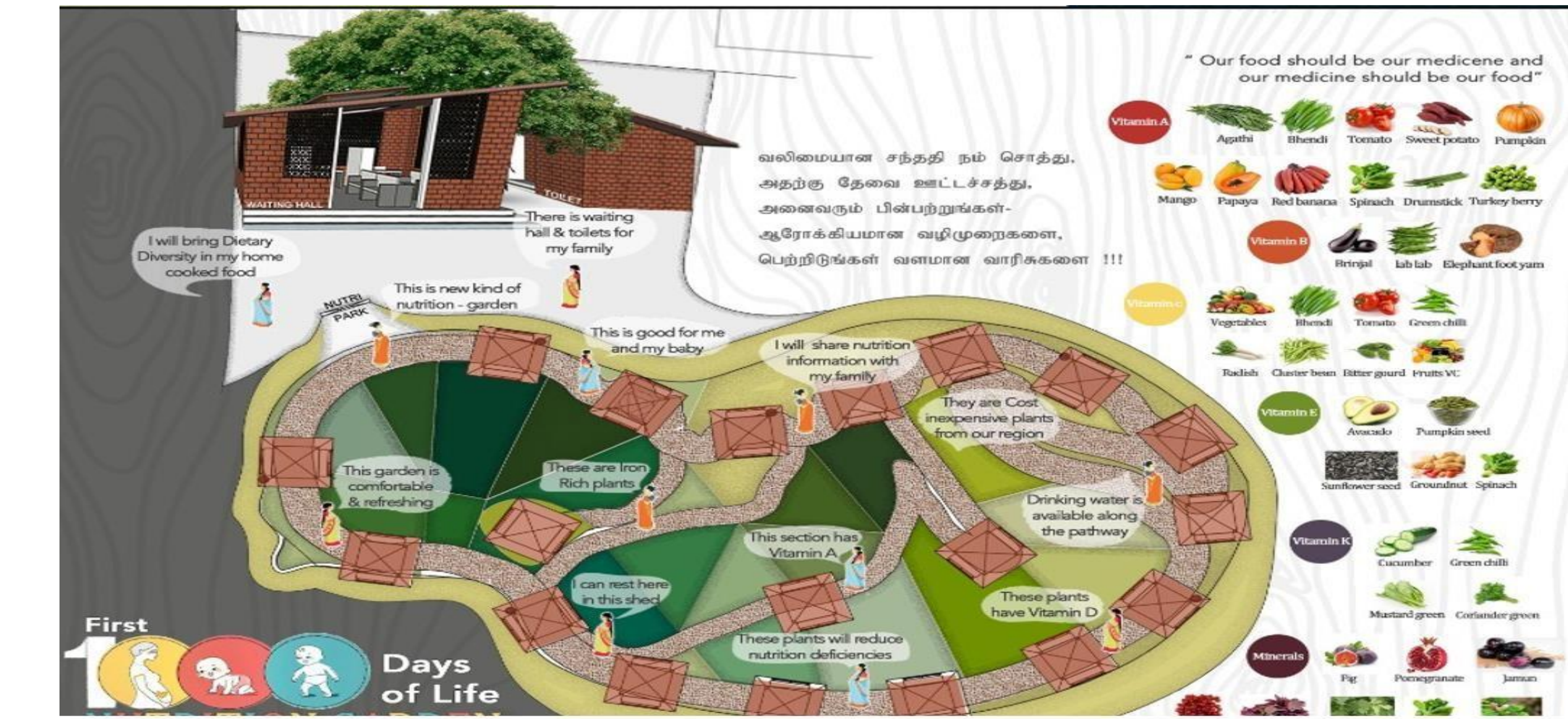
Promote Healthy Eating Practices

Understanding the nutritive value of different plants

Health Education to Community Health Care Workers

Aid Behavioural Change and Communication

Empower Home-Garden with Nutri-Rich Plants



\*In collaboration with our NGO Partner



# 12. DECENTRALIZED RENEWABLE ENERGY SOLUTIONS FOR LAST MILE HEALTHCARE DELIVERY

The use of renewable energy like solar energy can be a critical enabler that can overcome the existing infrastructure gap of access to energy in the health sector.

Use of customized and decentralized solar energy powered solutions as per the energy needs and requirements of the health centers can play an critical role in strengthening the capacity of the health centers and healthcare workers leading to the improved quality of services that the health centers provide. Customized solar power systems can be designed and implemented at all stages of the healthcare delivery chain starting from sub centers to district hospitals.

The program follows a comprehensive approach to provide solutions to health centers. The approach involves a detailed site survey to understand the needs of the health centers and design of suitable solutions which is then followed by implementation, service and maintenance making the entire solution sustainable.



\*In collaboration with our Technical Partner



# 13. Makeshift Hospitals and Centers

## OPD / IPD Centers



## MakeShift Hospitals and ICU Setup



- Conduct health camps with our team of doctors and support staff, for children, women and senior citizens
- Full Body Checkup camps are also conducted for targeted groups of beneficiaries like drivers, tribal population, artisans, construction workers etc.
- Awareness camps related to menstrual health and hygiene are conducted across the country
- Setting up ICU units and OPD centers to hospitals which provide cashless and affordable treatments to underprivileged patients.

\*In collaboration with our NGO Partner



# 14. Mobile Medical Unit

Mobile Medical Clinic aims to bridge the gaps within the existing state sponsored medical facilities. It exists to provide basic medical care and diagnosis along with medicines completely free of cost. Every year almost one million people receive primary health care services including Reproductive and Child Health Care services, Curative Services, Diagnostic services and X-ray services through the mobile medical camps completely at free of cost.





# 15. See to Earn, Learn and be safe

This is a pioneering social program, creating access to affordable eyewear, everywhere. The aim is to expand the optical market using innovative distribution strategies to sell radically affordable, durable, attractive eyeglasses to the people living in low socioeconomic areas. This project provides end to end services- pre screening, technical screening, training, and eyeglasses on demand across India. We reach customers using B2B and B2C businesses models, and advance social impact along three themes: **See to earn, See to Learn, and See to be Safe.**

*"I am studying in sixth grade; my favorite subject is Science and I love playing cricket. I was having problems seeing the black board from a distance. My teacher informed me about the camp and I received my first glasses at the camp. Now everything became clear. I never thought poor vision was the reason for my inability to read the blackboard. Now I have my glasses and this will certainly help me to see well."*

- **Sohan Singh Rawat,**  
School student, India





# 16. Bhoomika Eyecare

## Target Interventions:

### 1. Eyecare facilities-

- Providing free Cataract surgeries through 15 charitable hospitals across
- Outreach program - regularly organizing awareness campaigns and eye-camps in the community. Referrals are made to the hospital.
- Vision Centres - screening for all eye-care related problems.
- Distribution of free prescription eyeglasses, sunglasses post-surgery, medicines, etc.

### 2. Skill Development and Livelihood-

- Training 250 underprivileged girls every year for hospital Management, eyecare, and support system services.
- Providing employment opportunities to these girls in medical camps and hospitals





# 17. Project Garima

## Helping Breast Cancer Warriors Regain Dignity

### Project Brief-

Women relate their breasts to “Women-hood”

Project Garima provides

- Breast prosthesis, cancer bra
- Counseling support

### Project Aim-

Empowering women with better mental and physical health.

### Project Impact-

12500+ prosthetic bras have been served, across 57+ cancer centres PAN India

### Major Locations-

AIIMS Delhi and Jhajjar, Delhi State Cancer Institute, Kidwai Bangalore, Tata Memorial Hospital Mumbai and Sangrur, CMC Vellore and Ludhiana and more



\*In collaboration with our NGO Partner





**Bharat**  
**Cares**



**THANK YOU !!**