

## Executive summary

### Impact assessment of Total Health and Billion Hearts Beating

Apollo Hospitals Enterprise Limited



# Overview

## About Total Health

Total Health was established in 2013 by Dr. Prathap C Reddy, Founder-Chairperson of Apollo Hospitals with an aim to build community level assets and capacities including mobilization of local resources. It has been providing holistic healthcare, employment and eldercare services across the project areas.

**Care:** quality healthcare through mobile clinics, satellite clinics, NCD camps, cancer screening, eye screening, physiotherapy and Ayush treatments.

**Nutrition:** access to nutritious food to senior citizens and TB patients, and to build kitchen gardens.

**Mental Well-being:** mental health support through yoga, meditation and counselling.

**WASH:** hygiene and sanitation knowledge, while promoting adoption of good practices in Anganwadi centers, schools, and communities.

**Economic Development:** skills and increasing employment opportunities for youth and women in the target villages.

**Community Outreach:** community mobilization activities such as sports meets, and cultural events.

## About Billion Hearts Beating

The Billion Hearts Beating Foundation, established in 2010 by Apollo Hospitals, is a non-profit organization dedicated to **delivering healthcare and raising health awareness among underserved communities** in India.

**Elderly well-being:** ensures well-being and enables the elderly to live with dignity, focusing on holistic care, including medical support, nutrition, and hygiene.

**Basic life support training:** hands-on training in resuscitation, using defibrillator, first aid, and emergency protocols for students, frontline workers, and the public.

**Community care initiative:** medical relief and awareness generation to underserved communities including LGBTQ+.

# Details of the assessment

Apollo Hospitals Enterprise Limited engaged Grant Thornton Bharat to conduct an impact assessment of its Total Health and Billion Hearts Beating for FY2023-24. The key objectives of the impact assessment study:

- To understand the impact of the projects on the beneficiaries, and their physical and mental well-being.
- To understand the perception of the stakeholders towards the project.
- To provide appropriate suggestions for the projects and way forward
- To document relevant case studies/impact stories.

Evaluation was conducted based on GT's APICS framework, adapted from the OECD DAC. The parameters included Accessibility, Performance, Inclusion, Convergence and Sustainability.

Data collection was carried out in Andhra Pradesh and Telangana for Total Health and in West Bengal, Tamil Nadu, Delhi NCR, Maharashtra, Andhra Pradesh, and Telangana for Billion Hearts Beating. More than 1,500 beneficiaries were covered through primary research across both initiatives.

# Total Health

## Care

### Key findings

- **Inclusion of individuals from varied age groups, genders, and economic backgrounds** - 93% were BPL and 53% were female. 33% belonged to age group of 56 - 70 years, and 29% between 41-55 years.
- **Prior to TH Care** – access to healthcare was a challenge as 23% had to travel > 10 kms, 44% had to travel 1-5 kms.
- **100%** confirmed that the healthcare awareness sessions were useful to them in managing their families' health.
- **100%** rated the behaviour and conduct of the mobile clinic staff as excellent.
- **100%** rated the testing process at NCD camps as good. **100%** rated the cancer screening as excellent.
- **100%** rated the diagnostic tests at mobile clinics as highly reliable and comfortable.

### Outputs so far...

- Satellite clinics - 149 villages, covering 31,618 beneficiaries
- Mobile clinics - 154 villages and 12 pentas, covering 19,288 beneficiaries
- Cancer screening - 11 villages and 2 pentas for 296 beneficiaries.
- Eye screening - 85 villages covering 1,075 beneficiaries
- Ayush treatment - 65 villages for 964 beneficiaries

**Alignment with government priorities** – National Programme for Prevention and Control of NCDs (NP-NCD), Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) under National Health Mission

## Nutrition

### Key findings

- Midday meals **accessible to BPL (93%) and women above 55 yrs of age (67%)**. 96% respondents earn less than INR 50,000 yearly.
- Prior to TH Nutrition – **access to food was a challenge** as 62% struggle to obtain food at home, with 45% citing high costs and 53% lacking nutrition awareness.
- **100%** confirmed that the midday meals were **easily accessible** to them. **99%** rated the quality of food as excellent or good. **100%** confirmed the food **quantity was adequate** and the food was **fresh and tasty**.
- **100%** rated the Geriatric Nutrition Centers (GNC) staff behaviour as **good**.

### Outputs so far...

- Six (06) Geriatric Nutrition Centers catering to 187 beneficiaries who are provided with cooked meals once a day for 6 days in a week
- TB Mukta Bharat - Monthly dry ration for 471 TB patients through five (05) PHCs
- Kitchen Garden - 11 villages, benefiting 1,482 individuals

**Alignment with government priorities** – TB Mukta Bharat, Jagananna Gorumudda Scheme (Andhra Pradesh), and Poshan Abhiyan for the Elderly, Poshan Abhiyan – Jan Andolan

## Mental Wellbeing

### Key findings

### Outputs so far...

- Inclusion of women and economically weaker sections - **95% were from the BPL category**, and **61% were female**. 62% respondents earn less than INR 50,000 yearly.
- Prior to TH Mental wellbeing – **68% had not practiced yoga and we unaware** of its benefits.
- **99%** said that yoga and mental wellbeing is important.
- **100%** said that counselling was very helpful.
- **94%** rated yoga sessions as good. **100%** found the yoga sessions easy to understand and practice.

- Yoga at villages – 29 yoga centers providing yoga sessions for 258 beneficiaries
- Yoga at schools – 52 schools covering 2,522 students

**Alignment with government priorities** – National Ayush Mission(NAM), Fit India Movement, Ayushman Bharat – Health and Wellness Centre (HWC) Scheme, and the National Mental Health Programme (NMHP)

## WASH

### Key findings

- Students were trained in **personal hygiene, hygiene at home, school and neighborhood**, and hygiene during illness through various activities such as soap-making kit, hygiene buddy kit, WASH mock parliament, hygiene Olympiad and cultural events.
- **100%** found the waste management training **very important**.
- Due to WASH awareness sessions, the **least aware community members' proportion dropped** from 54% (pre-session) to 15% (post-session) and the **adequately aware proportion increased** from 15% (pre-session) to 39% (post-session)
- **100%** community respondents rated the WASH trainings as **good**.
- **100%** rated the quality of drinking water as **good and reliable**. **100%** stated that drinking water **equally accessible** to all members of community.

### Outputs so far...

- WASH in schools – total 830 schools with 72,897 students
- WASH in Anganwadi - 529 Anganwadi for 2,181 beneficiaries; 925 ASHA and Anganwadi workers trained
- WASH in communities - 14 water plants for 35,000 community members
- Hygiene awareness sessions - 297 sessions for 9,308 community members from 64 villages

**Alignment with government priorities** – Swachh Bharat Mission, Swachh Andhra Pradesh and Swachh Pathshala under Swachh Telangana Programme.



## Economic Development

### Key findings

- **Inclusion of economically weaker groups** - 99% of RAC trainees and 100% candle making trainees were from BPL families. 90% trainees of Jute and Apparel training were women from families with less than INR 2,00,000 annual income.
- **97% experienced income generation**, 90% gained financial independence, 83% increased their self-confidence after completing the trainings.
- Almost 80% trainees earned less than INR 8,000 per month before the RAC training. Post the training more than **65% trainees indicated that their average earning is more than INR 15,000 per month**.
- **100%** of RAC trainees confirmed that the training enabled them to become job ready or in **improved employability**.
- **97%** trainees of Jute and Apparel stitching are engaged in the production.

### Outputs so far...

- RAC Course - 3-month training with Blue Star Ltd, completed by 70 local youth
- Candle making - 12 Chenchu tribal women trained (earning average INR 11,250 per month)
- Jute bags stitching - 25 women trained (earning average INR 9,500 per month)
- Apparel stitching - 31 women trained (earning average INR 8,200 per month)

**Alignment with government priorities** – Pradhan Mantri Kaushal Vikas Yojana (PMKVY) , Pradhan Mantri Kaushal Kendra (PMKK), Entrepreneurship and Skill Development Programme (ESDP) under Skill India Mission.

## Community Outreach

### Key findings

- **98%** rated sports kits as **excellent** and **99%** rated sports tournaments at 5/5, displaying their admiration towards the intervention.
- Sports tournaments brought the community together, strengthening bonds and fostering a sense of **unity**. They created an atmosphere of **belonging**, where people connected through shared excitement and teamwork.
- TH team encouraged the 15 GP representatives, across 3 mandals to prepare sports field / playgrounds, which could be accessed by local youth and other beneficiaries.

### Outputs so far...

- Sports kits - 12 kits for cricket (3), volleyball (8), tennikoit (1) were distributed in Aragonda
- Sports tournaments – 3 tournaments, participated by 1,984 beneficiaries

**Alignment with government priorities** – Khelo India Programme

# Billion Hearts Beating

## Elderly well being

### Key findings

- **100% access to prescribed medicine** across all regions. This highlights the effectiveness in ensuring reliable access to healthcare.
- **96%** confirmed the **awareness sessions were useful**, indicating strong satisfaction and perceived value.
- **100%** confirmed **improved health due to the interventions** like health camps and awareness sessions.
- **100%** affirmed that their **daily habits were positively influenced** due to the intervention.
- **95%** stated **increased confidence in managing their health**.

### Outputs so far...

- Supporting 1,34,028 beneficiaries across 300+ homes in 14 states
- 97,400+ medicines requests were supplied
- 1,800+ impacted by health awareness sessions
- 3,000+ seniors celebrated the “Weekend Warrior Volunteer Programme” or any Special Days such as Diwali, Pongal, and Christmas

**Alignment with government priorities :** National Programme for the Healthcare of the Elderly (NPHCE)

## BLS training

### Key findings

- **98%** confirmed, the training **met their expectations** regarding emergency response skills.
- **98%** found the training **relevant**, indicating strong alignment with their personal or professional needs and **97%** shared that the **trainers were well trained** and were able to explain and demonstrate CPR and First Aid techniques.
- **99%** confidently expressed that they remembered the CPR and First Aid skills learned.
- **100%** shared the training was useful, indicating a high satisfaction with the clarity and effectiveness of the instruction.

### Outputs so far...

- 28,281 individuals trained across 11 states
- Trained 150+ institutions including State Road Transport Corporations; Excise & Customs Departments; State Police and Traffic Departments; Pune Defence Ammunition Department and select PSUs.

**Alignment with government priorities –** Central Sector Scheme “Human Resource Development for Emergency Medical Services”

## Community Care Initiative

### Key findings

- **98%** reported that the location of the interventions was **easily accessible**.
- **99%** respondents were **satisfied with the quality of care they received**.
- **100%** agreed that health awareness programs are **important for their community**.

### Outputs so far...

- 2,12,199 benefitted from various preventive health checks
- 1,58,345 benefitted from free clinics

- **99%** indicated that the **program was highly effective** in delivering valuable health education.
- In special project, **99%** highlighted a **positive experience with healthcare providers**.
- **100%** from LGBTQ+ community affirmed the **program was extremely important** for their health and well-being

- 2,570+ benefitted from various health awareness sessions related to cancer, nutrition, feminine hygiene etc.
- 48,390+ individuals benefited from the supply of free medicines & other essentials

**Alignment with government priorities** –Central Government Health Scheme (CGHS), AB-Pradhan Mantri Jan Arogya Yojana , National Mental Health Programme.

## Conclusion

The Corporate Social responsibility initiatives by Apollo Hospitals Enterprise limited illustrate a transformative approach to holistic and inclusive community development. Through strategic collaboration among beneficiaries, government representatives, volunteers, and healthcare professionals, these programs have fostered innovative solutions tailored to diverse community needs, significantly improving overall wellbeing.

Their commitment to sustainable development is evident in their multifaceted interventions, addressing healthcare accessibility, awareness on health and nutrition, emergency preparedness, and social empowerment. Together, these initiatives have addressed gaps in healthcare and community development, creating a more resilient, inclusive, and health-conscious society.

### Disclaimer

- This report has been prepared exclusively for Apollo Enterprises as part of the impact assessment of the Total Health and Billion Hearts Beating project.
- The scope of work here does not constitute an audit or due diligence of the information shared, hence information received from the various sources was believed to be accurate.
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