



Impact Assessment Report of Mega Blood Donation 2023

By T R Chadha & Co LLP

Final Report

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1. Executive Summary

LG Electronics India Limited (LGEIL) (herein after referred to as LG Electronics India or Company) undertook the impact assessment of 'Mega Blood Donation 2023' under a CSR initiative project worth over Rs. 1 Cr

Project: Impact Assessment of 'Mega Blood Donation 2023'

Impact Assessment Agency: T R Chadha & Co LLP, Chartered Accountants

Overview of the CSR Project under review:

'Mega Blood Donation 2023' a CSR initiative was announced on World's Blood Donor Day followed by official inauguration at Corporate Office.

Execution Period: Jun'23- Sep'23

The company launched the Mega Blood Donation Campaigns with the theme "Life's Good When Life's Shared." Spanning hundreds of camps in multiples cities with 10 thousand donors' registrations. The initiative promotes awareness through media, encouraging youth participation and fostering a strong culture of blood donation. Mega blood donation drive was across 47 cities. The blood bank primary partners were, Red Cross Society of India, Rotary, Lion's, Govt. hospitals & others.

The objective was to contribute towards the safe blood supply by engaging various blood banks and spreading awareness (through mass media like digital platform, videos, banners, newspapers etc.) among the potential blood donors about noble gesture of voluntary blood donation.

Project Locations:

47 cities across India

Implementation Mechanism

Direct –through employee engagement and public engagement.

Project overview

Activities	KPI	Target 2023	Achievement 2023	Efficiency ratio
On ground Execution	No. of camps	100	116	116%
	No of Donors' Registrations (No of units blood donated)	10,000	10,032 (8,490)	100.32%
Digital campaign	Reach (Mn)	20.78	29.49	141.91%
	Impression (Mn)	65.11	90.14	138.44%
PR	No. of coverages	50	60	120.00%

Approach and methodology:

IRECS is framework that assess impact focusing on evaluating performance of social development project based on inclusiveness, relevance, effectiveness, convergence and service delivery. Using the logic model and the criteria of the IRECS framework, the evaluation assessed the LG Electronics India contribution to the results. IRECS Framework stands for

I = Inclusiveness

R= Relevance

E = Effectiveness

C= Convergence

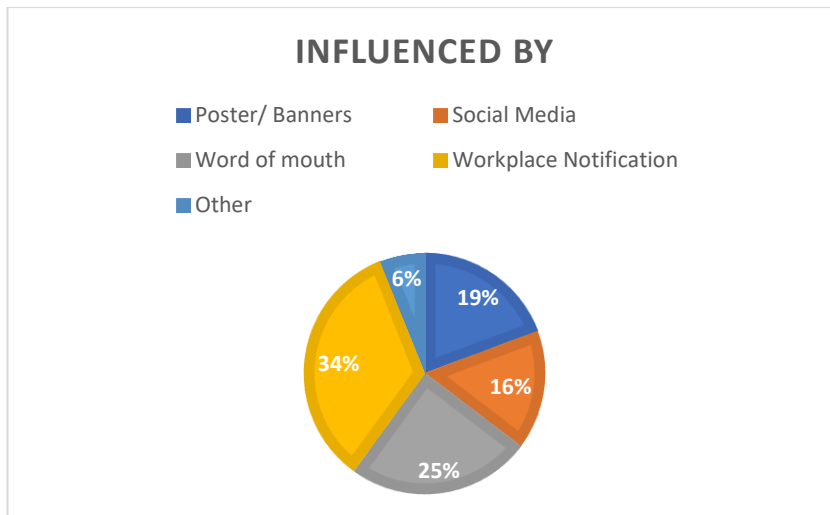
S= Sustainability

Following methodology was deployed:

- Kick off meeting with LG team
- Understanding of the scope
- Review of primary / secondary data to understand coverage in terms of donors / prospective donors, relevance etc.
- Desktop review of data and information and reports provided by LG Team and collected from Blood Banks
- Quantitative survey with stakeholders to understand the importance, performance, and impact of the program
- Analysis of data and report preparation
- Draft report discussion with LG Team and finalisation of report

Impact:

- LG Electronics India initiative along with support of the blood banks and other stakeholders, total 8,490 units of blood collected through this drive. Out of the same, 98.37 % was safe blood (sample N-368 units of blood collection) and available for use.
- 361 units of Red Blood Cells (CRBC) and 361 units of Plasma was extract from the whole blood out of 361 units of safe blood available for use (N-368 units of blood) and same was supplied to patients and hospitals as per their needs, thus from one unit of safe blood at least two lives were impacted.
- Blood banks are subject to licensing and regulation by the Drugs Controller General of India - Food and Drug Administration (DCGI -FDA), through the State DC / FDAs, ensuring the compliance with established standards and protocols. The standards for blood banks and blood transfusion services have been issued by National AIDS Control Organization, Ministry of Health and Family Welfare, Government of India.
- Total reach through digital campaign was 29.49 million under this drive.
- No of respondents influenced by awareness programmes (N=150) are presented through the pie chart as below:



- 72.67 % respondents (donors/ potential donors) were male and 27.33 % were female donors/ potential donors (N=150).
- 51.33 % respondents (donors/ potential donors) were first time donors while 48.67% have donated the blood at least twice or more times (N=150).
- 94 % respondents (donors / potential donors) shown their willingness to donate the blood again in near future (N=150)

3.4.2 Conclusion:

Mega Blood Donation 2023 played a crucial role in addressing the gap of safe blood supply and creating awareness for its sustainability.

This programme aligns with LG Electronics India CSR policy making life's good for people by creating social contribution programmes well aligned activities related to promoting health care including preventing health care of Schedule VII of the Companies Act, 2013.

The programme is aligned with Goal No. 3 "Good Health and Well-Being" of United Nation's Sustainable Development Goals (UN-SDGs).

The project is also aligned with mission of National AIDS Control Organization, Ministry of Health and Family Welfare, Government of India ensuring access to safe and quality blood supply against the demand on annual basis.

In summary, the project has successfully fulfilled its main objectives of supply of safe blood and creating awareness among the donors / potential donors to donate the blood on the regular basis.

2. Introduction, Background, Scope of Study and Objectives

2.1 Introduction:

- 2.1.1 LG Electronics India Limited is a wholly owned subsidiary of LG Electronics, established in India in January 1997. It is a major player in the Indian consumer electronics and appliances market, manufacturing and exporting a wide range of products including TVs, refrigerators, washing machines, and more.

The company has two manufacturing units in India, located in Greater Noida, Uttar Pradesh, and Ranjangaon near Pune. Manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG Manufacturing plants in the world while Pune has the capacity to manufacture LED TVs, Air Conditioners, commercial air conditioning systems, washing machines, refrigerators, and monitors.

2.1.2 Company's corporate Social Responsibility:

LG Electronics brand philosophy is making LIFE's GOOD for people. LG Electronics India stands true to its brand ethos of making "Life's Good for people through various meaningful CSR interventions like's Life's Good Nutrition, Life's Good Scholarship, LG Hope Technical Skill Academy, Let's build a house, Karein Roshni, LG Digital Classes, LG Green Cover, Covid 19 CSR initiatives, etc.

LG Electronics India CSR initiatives activities and programmes are to support people, communities, supporting a larger social cause which are aligned with SDG's (sustainable development goals) primarily with the following goals:



2.2 Background:

2.2.1 Background:

As per the report of National AIDS Control Organization India on National Estimation of Blood Requirement in India dated 23rd March 2018, Blood Transfusion Service (BTS) is a vital component of any health care delivery system. The timely availability of safe blood and blood products is essential in health facilities where transfusion is performed. Today, many countries including India face challenges in maintaining an adequate supply of safe blood and blood products and ensuring their appropriate use.

The current supply of blood is the total number of units of whole blood and components supplied to healthcare facilities, against all requests/demand for blood transfusion over a defined period, usually taken as one year.

Ideally, a health care system should address 100% of demand for blood by ensuring uninterrupted supply within its catchment area. However, there exists a gap between clinical demand and supply due to the low volume of voluntary blood donation, lack of awareness, irrational demand, poor supply chain management system etc.

The study indicated a demand and supply gap of 2.5 donations per 1,000 eligible persons which is around one million units. The gap emphasises the need for sustained and concerted efforts from all stakeholders and for increasing the awareness about repeat voluntary non-remunerated blood donation (VNRBD); optimizing the availability of blood components through efficient blood component separation units; promoting modern principles of patient blood management and strengthening capacities of human resources in the blood transfusion system in India.

(Source: as per the study published by National Library of Medicine <https://pubmed.ncbi.nlm.nih.gov/articles/PMC8986005/>)

2.2.2 About the Project:

The project focuses to mobilizing communities and inspiring youth to participate in a life- saving cause, reinforcing the message that 'Life's Good when Life's Shared'. This campaign reflects LG Electronics India's long-standing commitment to social responsibility, aiming to make a positive impact on health and community welfare.

The company launched the Mega Blood Donation awareness campaign as project "Mega Blood Donation 2023" with the theme "Life's Good When Life's Shared." Spanning hundreds of camps in multiples cities, it targets thousands of registrations. The initiative promotes awareness through media, encouraging youth participation and fostering a strong culture of blood donation. The company has extended its commitment towards the nation by organizing a mega blood donation drive across 47 cities. The blood bank partners were, Red Cross Society of India, Rotary, Lion's, Govt. hospitals & others.

In addition to the blood donation camps across country, this initiative also aimed in spreading the awareness about this noble gesture of voluntary blood donation. LG rolled out public awareness through mass medium like digital and on-ground camp set up inviting Indian citizens to donate blood and become a proud life savior.

Schematic Representation of Project Specifics

Project Beneficiaries: Patients who need blood transfusion or blood products

Project locations: 47 Cities

Project Period: June 2023 to September 2023

Project Spent: 1.5 Cr

Key Performance Indicators:

Activities	KPI	Target 2023	Achievement 2023	Efficiency ratio
On ground Execution	No. of camps	100	116	116%
	No of Donors' Registrations (No of units blood donated)	10,000	10,032 (8,490)	100.32%
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	Impression (Mn)	65.11	90.14	138.44%
PR	No. of coverages	50	60	120.00%

Centre wise no of camps, donors' registrations and number of blood donation (in units) are given as below:

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Telangana	Hyderabad	Bajaj Electronics, LG Best Shop, Rd Number 3, Kavuri Hills, Jubilee Hills, Hyderabad, Telangana-500033	140	81
Telangana	Hyderabad	NSIC Kushaiguda, ECIL P.O., Near Reliance Digital, Hyderabad, Telangana 500062	50	45
Telangana	Warangal	LG office, 2nd floor Fatima Complex, Warangal, Telangana-506003	52	51
Telangana	Khammam	Swarna Bharti Institute science and technology, Khammam, Telangana-507002	52	52
Andhra Pradesh	Vijayawada	Sonovision Vijayataalkies, 29-37-45, Eluru Road Vijaya Talkies Building, Opp: Bata showroom, Suryaraopeta, Governor Peta, Vijayawada, Andhra Pradesh-520002	20	16
Andhra Pradesh	Chittoor	Vinod Electronics, Beside Anand Theatre, Vellore Road, Distt. Chittoor, Andhra Pradesh-517001	65	40
Andhra Pradesh	Visakhapatnam	Branch Office: - Plot No. 16, 1st & 2nd Floor Aishwarya Towers,	40	37

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
		Journalist Colony, Marripalem Vudal Layout, Vishakhapatnam, Andhra Pradesh-530009		
New Delhi	New Delhi	Pacific Mall, Dwarka	145	65
New Delhi	New Delhi	Thapar House, 124, Janpath Rd, Janpath, Connaught Place, New Delhi, Delhi 110001	102	40
New Delhi	New Delhi	Aggarwal Bhawan, J7JP+MCV, Maharaja Agarsen Marg, Master Block, Shakarpur, New Delhi, Delhi 110092	66	66
New Delhi	New Delhi	Agrasen Bhawan, Near Balaji Mandir, Vivek Vihar, Delhi	26	26
New Delhi	New Delhi	WOW Momo Foods Pvt. Ltd., A-1-94, Okhla Phase 1, Industrial Area, New Delhi	21	21
West Bengal	Guwahati	LG Service Centre, Kalakhetra, Guwahati	43	26
West Bengal	Bidhannagar	Mission Hospital-Immon Kalyan Sarani, Sector IIC, Bidhannagar, West Bengal-713212	36	36
West Bengal	Durgapur	Bonsol Adivashi Sporting Club, Bonsol, Durgapur(Under Ichapur Gram Panchayat), WB-713204	40	35
West Bengal	Durgapur	Uday Shankar Bithi, Non-company housing estate, City Centre, Durgapur, West Bengal 713216	10	10
West Bengal	Durgapur	Chai Pe Gossip - City Centre	20	20
West Bengal	Durgapur	Red Cross Society, Red Cross Road, City Center, Durgapur, WB-713216	53	53
West Bengal	Kolkata	Kusum Club - 26/2A, P.K.Tagore Street, Kolkata - 700 006	95	95
West Bengal	Kolkata	Dr. B.C. Roy Residency- 36, Nirmal Chandra Street, Kolkata- 700012	45	45
West Bengal	Kolkata	Avenue Sammilani Club 6A, Rash Behari Avenue, Kolkata - 700026	66	66
Jharkhand	Ranchi	JOKHIRAM CHAMBER MAIN ROAD RANCHI	47	40
Orissa	Bhubaneswar	NAYAPALLI KALINGA KREEDA OVIKASH PARISHAD, BHUBANESWAR	52	50
Bihar	Patna	Durga Garden, Chhaju Bagh, Patna-800001	30	30

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Punjab	Jalandhar	Red Cross Bhawan, Lajpat Nagar, Jalandhar-144001	146	113
Punjab	Chandigarh	Modern Sales-LG Shoppee, SCO 1116, Himalaya Marg, Sector-22C, Chandigarh-160017	95	68
Punjab	Ludhiana	Sandhu Tower-2, 4th Floor, Ferozpur Road, Ludhiana-141001	103	75
Punjab	Ludhiana	DSC, B21/2633 Janta Nagar Gill Road Ludhiana Nr. J.P Cycle, near Ati College, Ludhiana, Punjab 141003		
Jammu	Jammu	Rail head complex, bahu plaza, Jammu-180010	53	45
Gujarat	Anand	Anand- Ahm (first camp)	224	224
Gujarat	Anand	Anand- Ahm (second camp)		
Gujarat	Mehsana	Rotary Club, Near Gopi Nala Jail Road, Mehsana	49	49
Gujarat	Rajkot	Red Cross Blood Bank, Near Geetanjali College, Rajkot	16	16
Gujarat	Jamnagar	Mahavir Electronics, Shop No. 2 & 3, Guru Krupa Heights, Near Shivam Petrol Pump, Saru Section Road, Jamnagar- 361006	27	27
Gujarat	Rajkot	Marwari University, Rajkot-Morbi Road, Rajkot	202	202
Gujarat	Songadh	Songadh blood donation camp	45	35
Gujarat	Vyra	Vyra blood donation camp	70	50
Gujarat	Valsad	Valsad blood donation camp	1839	1501
Haryana	Karnal	Karnal kalpana chawla hospital, Model Town, Karnal, Haryana-132001	118	112
Haryana	Gurgaon	LG Service Center, B-37,38 and 39 IDC Area, Mehrauli-Gurgaon Rd, opp. Sector-14, Gurugram, Haryana-122001	50	44
Haryana	Gurgaon	EY GDS, DLF Cyber Park, 2nd, 3rd & 4th Floor, Tower A&B, Plot no. 405 B, Udyog Vihar-II, Sector 20, Gurgaon, Haryana – 122010	156	156
HP	Shimla	Rotary town hall terrace, the mall, Shimla-171001	40	37
Rajasthan	Jodhpur	Arya Samaj Mandir, Ratanada, Police Line Rd, Maharshi Dayanand Marg, Jodhpur, Rajasthan-342006	113	113

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Rajasthan	Jaipur	Vidya Rail Nagar, Jaipur	109	109
Rajasthan	Udaipur	A-Square, First Floor, 100 Ft. Road, Shobhagpura, Udaipur, Rajasthan – 313001	28	20
Karnataka	Bangalore	LG Electronics India Pvt. Ltd., 11th floor, "D" Tower, IBC Knowledge park, 4/1, Bannerghatta Main Road, Bhavani Nagar, Bengaluru-560029	185	164
Karnataka	Hubli	LG Electronics India Pvt. Ltd., 2nd floor, Arihant Building, Near Nehru Nagar Water Tank, Near Airport, Gokul Road, Hubli-30.	41	35
Karnataka	Mangalore	GOVT. LADYGOSCHEN HOSPITAL, Maidan Rd, Bhavathi, Hampankatta, Mangaluru, Karnataka 575001	52	40
Kerala	Cochin	Govt Medical College, Kalamasserry, Cochin	35	18
Kerala	Thiruvananthapuram	W & C Government Hospital, Thycaud, Thiruvananthapuram, Kerala-695014	25	19
Madhya Pradesh	Bhopal	Venue:- Hamidia Hospital Building, Sultania Main Road, Sultania Road, Bhopal - 462001 (Royal Market, Near Mothi Masjid, Infront of Taj Ul Masjid, Blood Bank)	113	67
Madhya Pradesh	Bhopal	Gayatri Mandir, New Market, Bhopal	50	50
Chhattisgarh	Raipur	Chhattisgarh Club, Civil Lines, Raipur	450	207
Chhattisgarh	Raipur	Atlani Corporation Raipur	52	52
Maharashtra	Thane	LG Electronics India Pvt. Ltd., 5th Floor, KBC east, near Prozone Mall, Chikal, Thana, Maharashtra-431006	58	23
Maharashtra	Nagpur	LG Electronics India Pvt. Ltd., IT Park, Wing-A, VIPL Building, 5th Floor, Plot No.28, MIDC IT Park Area Gayatri Nagar Road, Parsodi, Nagpur-440022	44	44
Maharashtra	Kolhapur	LG electronics India Pvt. Ltd., Empire Building 1st floor office premises no. F1,F23 (near pitali ganpati mandir) tarabai park kolhapur_416003	40	40

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Maharashtra	Pune	LG Electronics, 4th floor, Regent Plaza Mall, Pashan Link Road, Pune 411045	62	44
Tamil Nadu	Madurai	Madurai Government Medical College, Alwarpuram, Madurai, Tamil Nadu-625020	55	33
Tamil Nadu	Coimbatore	92, Syrian Church Rd, Puthiyavan Nagar, Sukrawar Pettai, R.S. Puram, Coimbatore, Tamil Nadu 641002, India	83	47
Tamil Nadu	Chennai	Indian Red Cross Society, Old No.50, New No.32, Red Cross Building, Montieth Road, Egmore, Chennai, Tamil Nadu 600008.	180	110
Tamil Nadu	Chennai	Lion's Blood Bank, 130, Marshalls Rd, Egmore, Chennai, Tamil Nadu 600008		
Uttar Pradesh	Ghaziabad	R.D. Engineering College, 8 th KM Mile Stone from Ghaziabad National Highway (NH) No.58, Delhi - Meerut Expressway, Duhai, Ghaziabad, Uttar Pradesh 201206	250	149
Uttar Pradesh	Lucknow	LG Direct Service Centre Office, CP-15-16, Viraj Khand, Gomti Nagar, Lucknow-226010	52	29
Uttar Pradesh	Greater Noida	LG CIC, II floor, Wegmans Business Park, Gr. Noida-201308, Opposite LG Factory	107	70
Uttar Pradesh	Greater Noida	ILC, LG Greater Noida Factory	230	188
Uttar Pradesh	Noida	Corporate office - KP Towers	207	157
Uttar Pradesh	Greater Noida	Yamaha Motor India, A-3, Industrial Area, Surajpur , Gautam Budh Nagar (U.P.) India	113	113
Uttar Pradesh	Bulandshahr	British Paints, A-38, Industrial Area, Sikandrabad, Bulandshahr, Uttar Pradesh – 203205	57	57
Uttar Pradesh	Noida	Satya Medicare Centre, A-98/A, Sector-34, Noida, Gautam Buddha Nagar – 201301	55	55
Uttar Pradesh	Aligarh	Satyaman Manav Sewa Sansthan, Community Health Centre, GABHANA, ALIGARH, UTTAR	52	52

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
		PRADESH (UP), India (IN), Pin Code: - 202136		
Uttar Pradesh	Greater Noida	MAHLE ANAND Thermal Systems Pvt. Ltd., Plot No. 3, Sector 41, Kasna Industrial Area, 201310 Greater Noida, Uttar Pradesh	51	51
Uttar Pradesh	Noida	Symbiosis Law College, 47/48, Opposite Nokia Siemens Building, A Block, Phase 2, Industrial Area, Sector 62, Noida, Uttar Pradesh 201309	121	121
Uttar Pradesh	Noida	SS R & D, Noida-Greater Noida Express-way, Raipur Khadar, Sector 126, Noida, Uttar Pradesh 201303	50	50
Uttar Pradesh	Noida	TCC Manufacturing (India) Pvt. Ltd., C-45, C Block, Sector 80, Noida, Uttar Pradesh 201301	44	44
Uttar Pradesh	Noida	Radisson Blu MBD Hotel Noida, L-2 Sector-18, Noida-201301, U.P.	34	34
Uttar Pradesh	Noida	RG Residency, GH-02, RG Residency, Sector 120, Noida, Uttar Pradesh 201307, 201307	46	46
Uttar Pradesh	Noida	Dharampal Premchand Ltd., A - 34/35, Sector - 60 , Noida	20	20
Uttar Pradesh	Noida	NTPC School of Business, Plot No. A-8A Sector 24, Block A, Noida, Uttar Pradesh 201301	64	64
Uttar Pradesh	Ghaziabad	LandCraft GolfLinks, NH-24, Hapur Road, Near Columbia Asia Hospital, Ghaziabad, Uttar Pradesh 201002	39	39
Uttar Pradesh	Ghaziabad	Aditya Mega City, Vaibhav Khand, Indirapuram, Ghaziabad, U.P. 201012	35	35
Uttar Pradesh	Ghaziabad	Bharat Vikas Parishad Sahibabad, A-18, Office Vyapaar Mandal, Near Hanuman Mandir, Shyam Park Extension, Sahibabad, Ghaziabad	32	32
Uttar Pradesh	Ghaziabad	Supernova Residency, Nova East, Sec-94, Noida, Gautam Buddha Nagar, U.P. 201313 & Community Hall, KDP Grand Survana, Raj Nagar Extension, Ghaziabad	101	101

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Uttar Pradesh	Noida	Analog Legalhub Technology Solutions Pvt. Ltd. (Credgenics), LG Floor, Smartworks, World Trade Tower, Sector-16, Noida Uttar Pradesh, 201301 & Credgenics, A-110, Majestic Omnia, Sector-4, Noida	67	67
Uttar Pradesh	Noida	Nokia Siemens Network Pvt. Ltd. Green Boulevard, Tower A, Plot No.-9A, Bolock B, Sector 62, Noida-201301	96	96
Uttar Pradesh	Noida	Cynet India, A-64, A Block, Sector 63, Noida, Uttar Pradesh 201301	67	67
Uttar Pradesh	Noida	Medjoin Education Trust, Shiv Mandir, Sec-45, Sadarpur, Noida	41	41
Uttar Pradesh	Noida	Global Indian International School Noida, D-5, opp. Global Indian International School, Sector 71, Noida, Uttar Pradesh 201301	53	53
Uttarakhand	Dehradun	Tronix Center, Sahastradhara road IT Park, Dehradun.	34	34
Uttar Pradesh	Ghaziabad	Indian Oil Corporation Ltd., LPG Bottling Plant, Loni, Village Banthla, Ghaziabad, Uttar Pradesh 201102	33	33
Uttar Pradesh	Noida	Khaitan Public School, 1A/A, Block F, F Block, Sector 40, Noida, Uttar Pradesh 201303	13	13
Uttar Pradesh	Greater Noida	London Mart, Plot No. C - 3, Sector - 16B, West Greater Noida, Uttar Pradesh 201006	41	41
Uttar Pradesh	Noida	A-69, Sec-22, Chauda Mor, Noida, Gautambuddha Nagar	21	21
Uttar Pradesh	Noida	Umbrella Infocare Pvt. Ltd., A-13, Graphix 2, Sec-62, Noida, Gautam Buddha Nagar	57	57
Uttar Pradesh	Noida	TSYS India - Global Payments Inc., C-25, Stellar IT Park, Tower-1, 4th floor, C Block, Phase 2, Sector 62, Noida, Uttar Pradesh 201301	64	64
Uttar Pradesh	Bajidpur	Cognizant, Plot No-20 & 21, Sea view Developers Ltd, Building No-10, INFOSPACE, Sector 135, Bajidpur, Uttar Pradesh 201304	155	155

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
Uttar Pradesh	Noida	Compunnel, C-4, Sector 58 Noida – 201307	58	58
Uttar Pradesh	Noida	BJPYM, Rotary Noida Blood Centre, E-2, IMA House, Sec-31, Noida 201301	25	25
Uttar Pradesh	Ghaziabad	Jaipuria Institute of Management Ghaziabad, No-2, Block A, Gate, Shakti Khand 4, Indirapuram, Ghaziabad, Uttar Pradesh 201014	80	80
Uttar Pradesh	Greater Noida	BJPYM Bistrakh, Galaxy Blue Sapphire Mall, Greater Noida West, Gautam Buddha Nagar	26	26
Uttar Pradesh	Noida	Bharti Airtel Ltd., C-24, C Block, D Block, Sector 59, Noida, Uttar Pradesh 201307	39	39
Uttar Pradesh	Noida	Crowe LLP, J9GF+W7Q, Block A, Industrial Area, Sector 62, Noida, Uttar Pradesh 201309	90	90
Uttar Pradesh	Ghaziabad	Shri Ganesh Mahotsav, Pooja Park (Near Ayyappa Temple), DDA Flat, Ghazipur Dairy Farm, Delhi 110096	120	120
Uttar Pradesh	Noida	RWA, Cape Town, Sec-74, Noida, Gautam Buddha Nagar	43	43
Uttar Pradesh	Greater Noida	CROWNE PLAZA® GREATER NOIDA, Surajpur Chowk, Institutional Green-I, Greater Noida, Delhi N.C.R, UP-201306 India	32	32
Uttar Pradesh	Noida	Pearl Precision Products Pvt. Ltd., B-14, Block B, Sector 80, Noida, Uttar Pradesh 201305	50	50
Uttar Pradesh	Ghaziabad	Solabot Technologies Pvt. Ltd., A35, 1/2, Saur Urja Marg, Sahibabad Industrial Area Site 4, Sahibabad, Ghaziabad, Uttar Pradesh 201010	30	30
Uttar Pradesh	Noida	TO THE NEW, 2nd Floor, NSL Techzone IT SEZ, Noida-Greater Noida Expressway, Sector 144, Noida, Uttar Pradesh 201306	132	132
Uttar Pradesh	Noida	Vega Industries Pvt. Ltd. (VEGA) B-43, Sector-80 Phase-II Noida U.P. India-201305	51	51
Uttar Pradesh	Noida	KnitPro International, Plot No. 28, 29, Noida Special Economy Zone,	45	45

State	City	Addresses	No. of registration	No. of Blood donors (per Unit)
		Block A, Phase-2, Noida, Uttar Pradesh 201305		
Uttar Pradesh	Noida	Tata Consulting Engineers Limited, Green Boulevard, Ground Floor, Tower B & C, Plot No. 89A, Sector 62, Noida, Uttar Pradesh 201309	120	120
Uttar Pradesh	Noida	Hitachi Astemo Gurugram Powertrain Systems Pvt. Ltd., Noida, Address – A-1, A-2, Phase-2, Sector-81, Noida, Uttar Pradesh, UP-201305	123	123
Uttar Pradesh	Noida	DS Group Headquarters, C 6 - 10, Bonphul Factory, Dharampal Satyapal Rd, opposite Haldiram Snacks, Block C, Sector 67, Noida, Uttar Pradesh 201307	42	42
Uttar Pradesh	Noida	The Great India Place Mall, Sector 38, Noida, Uttar Pradesh 201301	26	26
Haryana	Sonipat	Shiv Mandir, Datauli, Tehsil Ganaur, Sonipat	33	33
Maharashtra	Pune	LG Electronics Manufacturing facility	41	41
		TOTAL	10,032	8,490

Awareness campaign was run through videos/banner on digital platform (i.e. face book, Instagram Auction, Display and Video (DV) 360 Open Auction, Vodaphone Idea Ads, Inshorts, Time of India +ET Rich Media), News and Health site (i.e. Vodaphone idea Ads) for a month and standard articles in the new papers ((i.e. Hindustan Times and Times of India) for 3 days targeting the population between the ages of 20 years to 45 years age.

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2.2.3 Scope of Study:

LG Electronics India is implementing various CSR Projects making LIFE's GOOD for people. Company's CSR programmes are aimed at eradicating hunger, providing healthcare to underprivileged section of society & welfare of Armed forces & their dependents. Company continue to enhance people's life through various programmes. LG Electronics India has engaged T R Chadha & Co LLP (TRC) to provide support and assistance for an independent review and impact assessment of Project "Mega Blood Donation 2023" (hereinafter referred to as a 'Project') identified by the management of LG Electronics India as per the provisions of the Companies (Corporate Social Responsibility Policy), Rules 2014 (as amended from time to time).

Theme: Health Care, Project "Mega Blood Donation 2023"



2.2.4 Objectives:

Project Objectives

The objective was to contribute towards the safe blood supply of national demand engaging various blood banks and spreading awareness (mass media like digital platform, videos, banners, newspapers etc.) among potential donors about the noble gesture of voluntary blood donation.

Objective of Study:

To conduct the impact assessment of blood donation campaign with an object to assess

- Blood supply volume, blood safety and impact on healthcare sector.
- Protocols followed for collecting blood units.
- Outreach done through mass media like digital for creating awareness.
- Final utilisation of collected blood units.

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3. Detailed Impact Assessment

3.1 Approach and Methodology for the Impact Assessment:

A kick-off meeting was held with LG Electronics India Team to understand the nature of support under this project and gather any added requirements for starting the assessment exercise. Following the meeting, TRC received following project documents from LG Electronics India team:

- Project related data location of camps, total number of donor registration, and total number of blood collection (in units) by respective blood banks across 47 cities.
- Digital campaign reports compiled in excel sheet for the campaign organized by LG Electronics India.

TRC team then began project's desk review based on the information collected during the kick-off meeting and from the project brief and summary of blood donors and list of blood banks. This helped our team in designing the assessment framework and finalising the key stakeholders for the interactions. Further, TRC team worked on developing a structured qualitative methodology for evaluating the project.

In accordance with the scope of work's demands, our study had been executed through the integration of qualitative and quantitative data collection methods.

We undertook an integrated and cohesive approach in consultation with LG Electronics India Team for conducting the impact assessment of CSR project. Our detailed approaches are as below:

- Gathering secondary data pertaining to the program, the implementation process, other intervention in the area
- Grasping the program's objectives and its envisioned outcomes through discussions with LG Electronics India team
- Formulating a comprehensive sampling strategy in consultation with LG Electronics India team to ensure a holistic examination of each sub-component of the scheme.
- Conducting a kick-off meeting to finalize evaluation components, such as data collection tools/questionnaires, indicators, and an overall work plan, thereby ensuring the study's completion within the stipulated timeframe.
- Gathering qualitative and quantitative data through personal interviews/consultations with diverse stakeholders and beneficiaries, employing suitable research techniques, along with physically verifying records to ensure data quality.
- Aggregating and analysing the collected data to evaluate impacts on predetermined indicators.
- Delivering draft reports aligned with the study's objectives, including suggested strategies for enhancements and a forward-looking approach to program impact.
- Engaging in discussions with LG Electronics India team to present recommendations and suggestions for future directions
- Compiling the final report, incorporating the observations and suggestions provided by LG Electronics India team.

3.2 Impact Assessment Framework adopted:

IRECS is framework that assess impact focusing on evaluating performance of social development project based on inclusiveness, relevance, effectiveness, convergence and service delivery. Using the logic model and the criteria of the IRECS framework, the evaluation assessed the LG Electronics India contribution to the results:

Inclusiveness (I)	Extent to which communities equitably access the benefits of the activities. Project displayed the inclusiveness as being implemented across 47 cities catering blood donors (including employees) and local communities for the cause of safe blood supply through the various blood banks fulfilling the needs of safe blood supply and narrowing the gap of safe blood supply across the 47 cities.
Relevance (R)	Extent to which project is geared to respond the felt needs of the communities. Initiative like mega blood donation campaign and awareness program contribute significantly toward safe blood supply. Total number of registrations were than 10,000 potential donors. Out of 10,032 potential donors (i.e. registrations), 8,490 donors donated the blood during the mega blood donation campaign.
Effectiveness (E)	Extent of intended or unintended positive (benefits) for the beneficiaries. LG Electronics India initiative along with support with the blood banks, total 8,490 units of blood was collected and 98.37% was safe blood supply (N-368 Units of blood) available for use. 94 % respondents (donors / potential donors) shown their willingness to donate the blood again in near future (N=150).
Convergence (C)	Judging the degree of convergence with Government / blood banks, the degree of stakeholders 'buy in' achieved. Support from LG Electronics India aligned with Government efforts towards supply of safe blood thus making it convergent to existing Government efforts towards safe blood supply. 98.37% was safe blood supply (N-368 Units of blood).
Sustainability (S)	The project foster community awareness for blood donation to cater the demand from time to time. 94 % respondents (donors / potential donors) shown their willingness to donate the blood again in near future (N=150).

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3.3 Coverage and Scope Limitation

The donors / potential donors and blood banks are divided into clusters, and then some clusters are randomly selected. Further, the random survey was done within the selected clusters. This is useful in the present case, as the population (donors and blood banks) is geographically dispersed.

3.3.1 Quantitative and qualitative approach:

A desk review was conducted to understand the project's progress for the assessment period. Subsequently, secondary stakeholders were mapped for data collection for both quantitative and qualitative research methods.

In consultation with LG Electronics India team, mixed methodology (quantitative and qualitative research methodologies) was deployed to undertake the impact assessment study. The quantitative study focused on generating insights and evidence related to the current and expected impact. The qualitative data was leveraged to translate observations, perspectives, and experiences into valuable understandings of the actual impact. Hence, in addition to the quantitative research tools such as virtual interactions with the blood banks, qualitative research tools in the form of In-depth Interaction (IDIs) with the donors/ potential donors in selected demographics on recall basis were also deployed.

3.3.2 Stakeholder's mapping:

Primary stakeholders: Blood donors and ultimate beneficiaries to whom blood or blood products were supplied not traceable due to code of ethics and confidentiality.

Secondary Stakeholders:

- Blood Banks – for safe blood processing and supply
- LG Electronics India Limited for impact made by the company
- Local Hospitals and Authorities (State Government and Central Government) responsible supply of safe blood for the needy.

Primary Sample for study: Not available due to nature of project and confidentiality of ultimate beneficiary's data.

Primary stakeholders: Blood donors and ultimate beneficiaries to whom blood or blood products were supplied not traceable due to code of ethics and confidentiality.

Project Name	Research Methodology	Total no of beneficiaries	Sample Size
'Mega Blood Donation Campaign and Awareness Program'	Qualitative	-	-

Secondary samples for study:

- We analysed total number of donor registrations and number of total blood donations (in units) as per the data submitted to us.

- We also analysed data submitted to us for campaign awareness through various channels for the qualitative campaign and its reaches as per the data submitted to us.
- Out of total 116 blood camps (total donors 8,490), we took initial samples of 15 Camps (covering 1020 blood donors): Only 5 blood banks (comprising 368 donors) responded and as per the information and explanations given to us, blood banks are subject to licensing and regulation by the Drugs Controller General of India -Food and Drug Administration (DCGI - FDA), through the State DC / FDAs, ensuring the compliance with established standards. The standards for blood banks and blood transfusion services have been issued by National AIDS Control Organization, Ministry of Health and Family Welfare, Government of India.
- Interview and feedback from 150 blood donors/ potential blood donors' different demographics wherein similar program was conducted/ blood donations camps were organized by blood banks:

Research Methodology	Secondary stakeholders	Sample Size
Demographics survey (quantitative)	Donors from demography	150 (donors/ potential donors)

3.3.3 Scope limitation:

Details of donors, the patients and hospitals the ultimate beneficiaries not available: Names of blood donors, patients and hospitals to whom blood products supplied are not made available with the assessment team due to ethics and data confidentiality. Hence, the survey was conducted following an alternative approach to get the donors' / potential donors' feedback from geographical population based on cluster sampling wherein similar project was being implemented (i.e. Noida, Gurugram, and Delhi during 25th June 2025 to 30th June 2025).

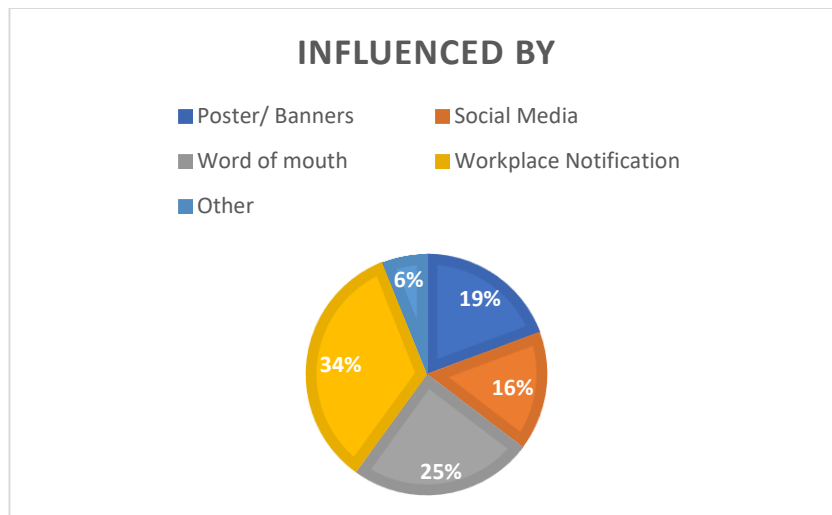
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3.4 Finding (Impact) and Conclusion

3.4.1 Finding (Impact)

Based on our interactions with the secondary project stakeholders, survey undertaken with project stakeholders and desk review of the project documents and other information and explanations provide by LG Electronics India, the research team has summarised the findings from the assessment as below:

- LG Electronics India initiative along with support of the blood banks and other stakeholders, total 8,490 units of blood collected through this drive. Out of the same, 98.37 % was safe blood (sample N-368 units of blood collection) and available for use.
- 361 units of Red Blood Cells (CRBC) and 361 units of Plasma was extract from the whole blood out of 361 units of safe blood available for use (N-368 units of blood) and same was supplied to patients and hospitals as per their needs, thus from one unit of safe blood at least two lives were impacted.
- Blood banks are subject to licensing and regulation by the Drugs Controller General of India - Food and Drug Administration (DCGI -FDA), through the State DC / FDAs, ensuring the compliance with established standards and protocols. The standards for blood banks and blood transfusion services have been issued by National AIDS Control Organization, Ministry of Health and Family Welfare, Government of India.
- Total reach through digital campaign was 29.49 million under this drive.
- No of respondents influenced by awareness programmes (N=150) are presented through the pie chart as below:



- 72.67 % respondents (donors/ potential donors) were male and 27.33 % were female donors/ potential donors (N=150).
- 51.33 % respondents (donors/ potential donors) were first time donors while 48.67% have donated the blood at least twice or more times (N=150).
- 94 % respondents (donors / potential donors) shown their willingness to donate the blood again in near future (N=150)

3.4.2 Conclusion:

Mega Blood Donation 2023 played a crucial role in addressing the gap of safe blood supply and creating awareness for its sustainability.

This programme aligns with LG Electronics India CSR policy making life's good for people by creating social contribution programmes well aligned activities related to promoting health care including preventing health care of Schedule VII of the Companies Act, 2013.

The programme is aligned with Goal No. 3 "Good Health and Well-Being" of United Nation's Sustainable Development Goals (UN-SDGs).

The project is also aligned with mission of National AIDS Control Organization, Ministry of Health and Family Welfare, Government of India ensuring access to safe and quality blood supply against the demand on annual basis.

In summary, the project has successfully fulfilled its main objectives of supply of safe blood and creating awareness among the donors / potential donors to donate the blood on the regular basis.

3.5 Sample feedback from field (Annexed as Annexure 1)

3.6 Sample -field photos and other photographs (Annexure as Annexure 2)

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4. Limitation of the report and useful information to the readers of the report

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6. TRC assumes no responsibility for any user of the report, other than LG Electronics India management. Any person who chooses to rely on the report shall do so at their own risk.
7. In no circumstances shall we be liable, for any loss or damage, of whatsoever nature, arising from information material to our work being withheld or concealed from us or misrepresented to us by any person to whom we make information requests.
8. We are not liable to revise the report for any circumstances once it is submitted to LG Electronics India.

Annexure 1:

Sample feedback from collected from donors / potential donors during our survey in the field from 25th June 2025 to 30th June 2025 on recall basis during similar programmes / blood donation camps by blood banks.

Blood Donation Camp Feedback Form					
Organized by: LG Electronics- Mega Blood Donation- [Indian Red Cross Society]					
Location: [Noida]					
Personal Details (Optional)					
Name: <u>HAKIM SINGH</u>					
Age: <u>45</u> Gender: ☒ Male ☐ Female ☐ Other					
Contact No. (Optional): <u>8379880102</u>					
1. How did you come to know about this camp?					
☐ Posters/Banners ☐ Social Media ☐ Word of Mouth					
☒ Workplace Notification ☐ Other:					
2. Is this your first time donating blood?					
☒ Yes ☐ No					
3. How would you rate your overall experience at the camp?					
(1 = Very Poor, 5 = Excellent) 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐					
4. How would you rate the following?					
Criteria	Very Poor	Poor	Average	Good	Excellent
Registration process					☒
Staff behavior & professionalism					☒
Cleanliness & hygiene				☒	
Information provided					☒
Overall camp management					☒
5. Were you comfortable during the donation process?					
☒ Yes ☐ No					
(If No, please share details):					
6. Any suggestions for improvement?					
7. Would you be interested in donating again?					
☒ Yes ☐ No ☐ Maybe					
Thank you for your valuable feedback and for contributing to this life-saving cause!					

Blood Donation Camp Feedback Form					
Organized by: LG Electronics- Mega Blood Donation- [Indian Red Cross Society]					
Location: [Noida]					
Personal Details (Optional)					
Name: <u>DINAKAR DEO SHARMA</u>					
Age: <u>47</u> Gender: ☒ Male ☐ Female ☐ Other					
Contact No. (Optional): <u>9537388281</u>					
1. How did you come to know about this camp?					
☐ Posters/Banners ☐ Social Media ☐ Word of Mouth					
☒ Workplace Notification ☐ Other:					
2. Is this your first time donating blood?					
☐ Yes ☒ No					
3. How would you rate your overall experience at the camp?					
(1 = Very Poor, 5 = Excellent) 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐					
4. How would you rate the following?					
Criteria	Very Poor	Poor	Average	Good	Excellent
Registration process					☒
Staff behavior & professionalism					☒
Cleanliness & hygiene				☒	
Information provided					☒
Overall camp management					☒
5. Were you comfortable during the donation process?					
☒ Yes ☐ No					
(If No, please share details):					
6. Any suggestions for improvement?					
7. Would you be interested in donating again?					
☒ Yes ☐ No ☐ Maybe					
Thank you for your valuable feedback and for contributing to this life-saving cause!					

Annexure 2: Photographs during the field survey:



Other photographs of coverage snapshots for campaign running during the project periods:

देशव्यापी रक्त अभियान की शुरुआत



■ एनबीटी न्यूज, नोएडा : सेक्टर-16बी स्थित एक कंपनी की ओर देशव्यापी रक्तदान अभियान लॉन्च किया गया। इस कार्यक्रम बतौर मुख्य अतिथि एडिशनल डीसीपी शक्ति मोहन अवस्थी ने हिस्सा लिया। इस अवसर पर कंपनी के एमडी होंग जु जीयोन ने ब्लड डोनेट किया। कंपनी छह से आठ हफ्तों में यह अभियान कंपनी के 51 कार्यालयों को शामिल करेगी और इसका लक्ष्य रोटरी क्लब, इंडियन रेड क्रॉस सोसायटी और राज्य और जिलों के अस्पतालों समेत ब्लड बैंक्स के साथ मिलकर पूरे भारत में 100 कैम्प आयोजित करेगा।



नोएडा के सेक्टर-16बी में शुक्रवार को रक्तदान कैम्प का आयोजन किया गया। इसमें 70 से अधिक लोगों ने रक्तदान किया। • हिन्दुस्तान

एलजी इलेक्ट्रॉनिक्स इंडिया ने देशव्यापी विशाल रक्तदान अभियान शुरू किया



मास्टर समाचार देवा
नोएडा। एलजी इलेक्ट्रॉनिक्स इंडिया ने आज अपनी कॉर्पोरेट सामाजिक उत्तरदायित्व सोएसआर पहल के तहत एक विशाल रक्तदान अभियान लॉन्च करने की घोषणा की है। इस अवसर पर शक्ति मोहन अवस्थी, एडिशनल डिप्टी कमिश्नर ऑफ पुलिस, नोएडा मुख्य अतिथि के तौर पर उपस्थित हुए और उन्होंने एलजी इलेक्ट्रॉनिक्स इंडिया के एमडी होंग जु जीयोन के साथ इस रक्तदान अभियान का उद्घाटन किया। छह से आठ हफ्तों में यह अभियान एलजी के 51 कार्यालयों को शामिल करेगा और इसका लक्ष्य रोटरी क्लब, इंडियन रेड

क्रॉस सोसायटी और राज्य तथा जिले के विभिन्न अस्पतालों समेत ब्लड बैंक्स के साथ मिलकर पूरे भारत में 100 कैम्प आयोजित करना है। लाइफ इन गुड व्हेन लाइफ इन शेयर्ड की मुख्य थीम पर एलजी इलेक्ट्रॉनिक्स इंडिया ने सार्वक हस्तक्षेपों के द्वारा भारत में अपने सफल परिचालन के 26 वर्ष पूरे होने को वादगार बनाने की योजना बनाई है। इस पर अपनी बात रखते हुए, एलजी इलेक्ट्रॉनिक्स इंडिया के एमडी होंग जु जीयोन ने कहा एक विशाल रक्तदान अभियान का आयोजन हमारे लिये सिर्फ कोई इवेंट नहीं है; यह समाज की भलाई के लिये हमारी अटूट प्रतिबद्धता की झलक है।

एलजी इलेक्ट्रॉनिक्स इंडिया ने देशव्यापी विशाल रक्तदान अभियान शुरू किया

नोएडा, 16 जून, सत्यजय टाइम्स/ब्यूरो। एलजी इलेक्ट्रॉनिक्स इंडिया ने आज अपनी कॉर्पोरेट सामाजिक उत्तरदायित्व (सोएसआर) पहल के तहत एक विशाल रक्तदान अभियान लॉन्च करने की घोषणा की है। इस अवसर पर श्री शक्ति मोहन अवस्थी, एडिशनल डिप्टी कमिश्नर ऑफ पुलिस, नोएडा मुख्य अतिथि के तौर पर उपस्थित हुए और उन्होंने एलजी इलेक्ट्रॉनिक्स इंडिया के एमडी होंग जु जीयोन के साथ इस रक्तदान अभियान का उद्घाटन किया। छह से आठ हफ्तों में यह अभियान एलजी के 51 कार्यालयों को शामिल करेगा और इसका लक्ष्य रोटरी क्लब, इंडियन



है। इस विशाल रक्तदान अभियान के माध्यम से कंपनी रक्तदान के माहत्व पर जागरूकता बढ़ाना चाहती है। इस पर अपनी बात रखते हुए, एलजी इलेक्ट्रॉनिक्स इंडिया के एमडी कार्य में शामिल होने के लिये लोगों को प्रेरित करने का संकल्प रखते हैं। हम एलजी इलेक्ट्रॉनिक्स की उल्लेखनीय रक्तदान शिविर पहल के लिए उनकी हार्दिक सलाह करते