

Impact assessment of Project Karein Roshni

LG Electronics India Pvt. Limited

May 2024



20th August 2024

To,
LG Electronics India Private Limited (“LG”)

LG engaged Grant Thornton Bharat LLP (“GT”) to conduct impact assessments of its CSR projects across various years. The projects included Kar Salaam, Karein Roshni, and Mid-Day Meal (with COVID-19 support).

The focus of our assessment included understanding outreach and impact of the projects; gauging the perception of stakeholders; analysing perception and feedback about the projects/ processes followed; and providing any relevant way forward. We followed a four-stage methodology which included, kick off call with the client to understand the project and its scope; review of all project related documents; stakeholder interactions to map their perspective; and analysis and reporting of key findings. As part of the assessment for Karein Roshni, 179 beneficiary surveys were conducted in three hospitals in Coimbatore, Delhi, and Pune. Further, discussions were also held with doctors, and project team members.

GTBL confirms completion of all tasks within the scope of work as detailed in the engagement letter dated 15th March 2024 signed between both parties.

This report is with restrictive circulation and has been prepared exclusively for LG. Information collected for this study is through field visits, meeting with various stakeholders, information shared by respondents and backend data provided by the client. We have relied on the information shared by these sources. The scope of work here does not constitute an audit or due diligence of the information shared. This report should not be considered as an expression of opinion on any form of assurance on the financial statements of or on its financials or other information. GTBL holds no responsibility on accuracy or sanctity, or authenticity of information provided by company or implementing partner or stakeholders covered or any other party involved, and results / references drawn basis the same. We shall not take responsibility for the consequences resulting from decisions based on information included in the report.



Abhishek Tripathi
Partner – ESG & Risk Consulting
Grant Thornton Bharat LLP

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Introduction and
background



About LG Electronics India

- LG Electronics India Pvt. Ltd. (LG Electronics), a wholly owned subsidiary of LG Electronics Inc, South Korea was established in January 1997 in India.
- It is one of the most formidable brands in consumer electronics - Home Entertainment, home appliances*, HVAC, IT hardware.
- In India, LG Electronics has earned a premium brand positioning and is an acknowledged trendsetter in the industry.
- LGEIL's manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG manufacturing plants in the world.
- The second Greenfield facility is located at Ranjangaon; Pune which manufacture LED TVs, air conditioners, commercial air conditioning systems, washing machines, refrigerators, and monitors.

Key CSR focus areas in alignment with the Schedule VII:



Eradicating hunger, poverty and mal-nutrition, promoting preventive health care and sanitation



Promoting education, including special education and employment enhancing vocation skills



Measures for the benefit of armed forces veterans, war widows and their dependents.



Ensuring environmental sustainability, ecological balance, and protection of flora and fauna

Project rationale

Outline the project's necessity by detailing current conditions and relevant historical data from government reports, industry reports, and studies.

Cataract continues to be a significant cause of preventable blindness worldwide, disproportionately affecting vulnerable communities due to limited access to healthcare services.

- **Prevalence of cataract:** According to the National Blindness and Visual Impairment Survey (2015-2019) conducted by the Ministry of Health and Family Welfare, Government of India, cataract remain a leading cause of visual impairment and blindness in India, accounting for around 62.6% of avoidable blindness cases.
- **Limited access to healthcare:** Government reports indicate that underprivileged individuals face significant barriers in accessing quality eye care services. The National Health Mission's data highlight disparities in healthcare infrastructure and human resources distribution. This is particularly true for rural and remote areas, where access to specialized eye care facilities are limited.
- **Impact on productivity and quality of life:** Data from the Indian Council of Medical Research (ICMR) highlights that untreated cataract leads to lower productivity, earnings, and quality of life for individuals and families.
- **Community Needs Assessment:** Surveys conducted by the All India Institute of Medical Sciences (AIIMS) and other research institutions have consistently highlighted the urgent need for targeted interventions to address cataract-related blindness among marginalized communities. These assessments underscore the importance of initiatives/ intervention to fill the existing gaps in eye care services.

About the project

Karien Roshini plays a crucial role in addressing the root causes of preventable blindness, promoting health equity, and enhancing the overall well-being of marginalized communities across India.

- Under National Programme for Control of Blindness and Visual Impairment (NPCBVI), a Mission Mode Cataract Surgery campaign (Netra Jyoti Abhiyan) was launched (2022-2025) to aid cataract surgeries by allotting yearly targets to each State and Union Territory.
- Many eye care hospitals in parallel to their commercial activities, have been running programmes aimed at improving eye care accessibility, often receiving support from government and corporate entities to enhance these initiatives.
- **LG Electronics India Pvt. Ltd. identified such hospitals and started ‘Karein Roshni’ to support cornea transplant and cataract surgeries for underprivileged individuals in India. The key objective is to restore their vision and improve their quality of life.**
- The partner hospitals play a crucial role in the successful implementation of the project. The hospitals contribute their expertise, infrastructure, and commitment to improving eye health outcomes for underprivileged individuals.

Partner hospitals	Location	Number of surgeries supported by LG
Sankara Eye Foundation India	Coimbatore	4,104
Dr. Shroffs Charity Eye Hospital	Delhi	3,500
PBMA’s H.V. Desai Eye Hospital	Pune	700
Icare Hospital	Noida	500
Sri Sankaradeva Nethralaya Community	Guwahati	500

Implementation process

The partner hospitals operate vision centers for clinical assessments and surgical centers to undergo the procedure.

- The project team at partner hospitals conduct extensive outreach activities to identify and assess potential beneficiaries.
- Outreach activities include health camps and door-to-door campaigns.
- Vision centers serve as the first point of contact for individuals seeking clinical assessments and comprehensive eye examinations are provided to determine the need of surgery.
- Recognizing the importance of accessibility, hospitals arrange transportation services to facilitate transfer of patients from vision centers to surgical centers.
- Cataract surgeries are conducted by skilled surgeons at designated surgical centers, adhering to stringent quality standards and safety protocols.
- Following the surgical procedure, patients are provided with postoperative care, including overnight observation and administration of necessary medications.
- Healthcare professionals monitor patients closely to detect and address any complications post surgery.



Patient outreach and clinical
assessment



Surgery

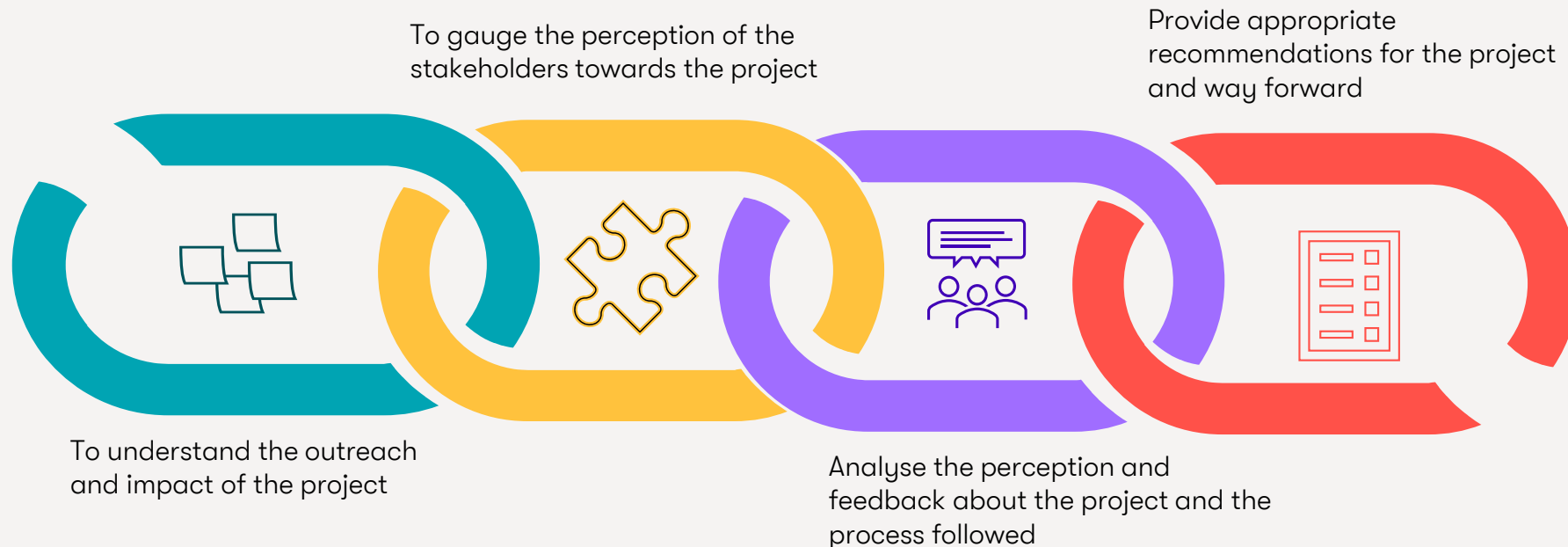


Post-surgery care

Scope of work

Grant Thornton Bharat LLP was appointed by LG Electronics India Pvt. Ltd. to conduct an impact assessment of the Karein Roshni Project. The primary respondents were beneficiaries of cataract surgeries (FY22-23) and some of the beneficiaries of cornea transplant (FY 20-21). Out of 05 partner hospitals, 03 hospitals were covered as a part of the impact assessment.

Objectives of the assessment



02

Approach and methodology



Our framework

Based on the principals of OECD DAC, the APICS evaluation framework for social development projects helps evaluate projects holistically.



Accessibility

- Evaluating the accessibility of the initiative to the target beneficiaries, in terms of ease of participation, and inclusivity.
- Assessing the barriers, if any, that may hinder access to services provided through the project.



Importance

- Assessing the importance of the services within the context of addressing the health needs of the beneficiaries.
- Recognizing the significance of LG Electronics India Pvt. Ltd.'s contribution in providing access to free and quality services



Performance

- Analyzing performance of the Karein Roshni project in achieving its stated goals and objectives
- Measuring the performance metrics, to gauge the effectiveness of the initiative in delivering expected outcomes.



Coherence

- Assessing the alignment of eye care support with relevant government schemes or policies
- Ensuring coherence between the objectives of the project with the broader mission of LG Electronics India Pvt. Ltd.

*Considering the nature of the project, the aspect of Sustainability is not relevant.

Our Methodology

01 Kick off and scoping

- Inception meeting with LG team to discuss scope and project details
- Discussion with the implementing partners to understand the project.
- Review of secondary data to understand coverage in terms of beneficiary profiles, relevance etc.

02 Desk review

- Review of data and documents maintained by the partners.
- Mapped key areas of enquiry as per the objectives of the study.

03 Beneficiary interaction

- Quantitative survey with the beneficiaries.
- In-depth interactions with the implementing partners to understand the importance, performance and impact of the program

04 Analysis and reporting

- Thorough analysis of the data collected through the quantitative survey and interaction with the team.
- Preparation of draft and final report post incorporating the inputs from LG Electronics India Pvt. Ltd.

Areas of enquiry and sample coverage

The table below highlight the areas on enquiries as per the stakeholders. Additionally, the table on the right highlights the sample coverage across different locations.

Areas of Enquiry		
Beneficiaries	Project Team	Doctors
• Accessibility and satisfaction • Quality of care and treatment outcomes • Impact on daily life • Utilisation of the services provided • General feedback on the process • Feedback or challenges faced, if any	• Project objectives and community engagement • Patient screening and selection process • Challenges faced during project implementation • Patient safety and comfort • Project outcomes and impact on beneficiaries	• Surgical process and patient care • Post-surgery follow-up and monitoring • Improvements in vision and quality of life • Challenges or feedback, if any

Partner Hospitals	Beneficiaries	Project team	Doctors
Sankara Eye Foundation India, Coimbatore	62	06	02
Dr. Shroffs Charity Eye Hospital, Delhi	60	05	01
PBMA’s H.V. Desai Eye Hospital, Pune	57	03	01
Total	179	14	04

03

Analysis
and findings

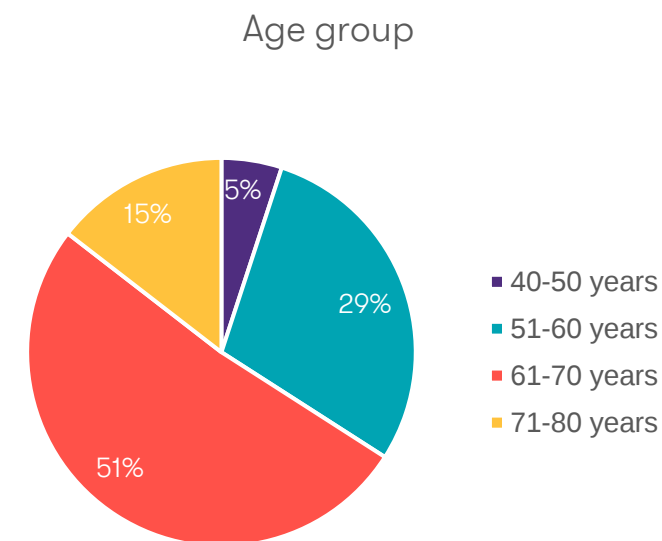


Accessibility

The extent to which a project or initiative is easily available and reachable to its intended beneficiaries. It encompasses factors such as physical, financial and social accessibility.



- Karein Roshni initiative by LG Electronics India Pvt. Ltd. aims **to restore vision and improve quality of life for underprivileged communities** by providing access to eye care services.
- As part of the project to ensure better mobilization, outreach activities are conducted. In addition, vision centers have been established in remote areas.
- Within these outreach activities, patients are registered and provided with thorough examinations. Depending on their socioeconomic status, services are provided free of cost. Transportation services are also provided to the beneficiaries from vision centers to the surgical centers for easy access.
- Further, as highlighted in the graph, **51% respondents of the study are between the age group of 61 to 70 years. Followed by 29% between 51 to 60 years and 15% were between 71 to 80 years.**
- This indicates that the project is accessible to geriatric population. The outreach activities have enabled identification of the older patients to extend adequate eye care and perform surgeries.

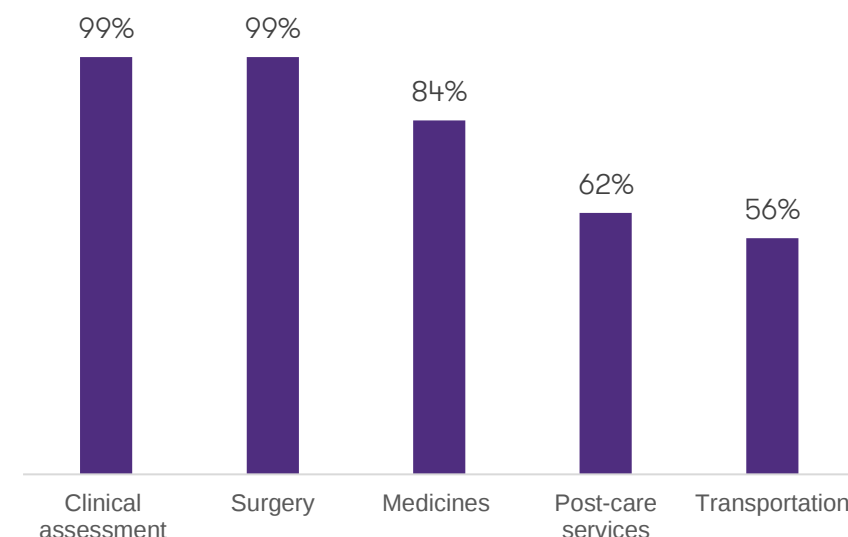


Additionally, respondents were asked about the services provided to them throughout the surgical process. The following responses were received:

- 99% respondents stated that they underwent surgery and remaining 1% responded that did not require surgery post further evaluation.
- All the respondents who underwent surgery responded that it was conducted after a thorough clinical assessment.
- 84% respondents mentioned that they were given medicines (eye drops) after the surgery for a month. While 62% responded that they availed post-care services which included treatment for post-surgery complications.
- 56% respondents mentioned that they were provided with the transportation services from the vision center to surgical center which indicates that project has addressed physical accessibility barrier.

The data suggests improved eye care accessibility with comprehensive services including clinical assessments, surgeries, post-operative support, and transportation assistance. This contributes to the overall project goal of treating curable blindness and restoring vision. The responses highlight the initiative's success in addressing significant physical and financial barriers, ensuring easy access for all beneficiaries.

Services provided (multiple coding)



Financial burden minimized through the project's provision of free surgeries, medicines and transportation services

- Baburam, Beneficiary

Performance

The effectiveness and efficiency with which a program or initiative achieves its intended objectives and outcomes. It involves measuring the extent to which goals are met, targets are achieved, and desired results are realised.

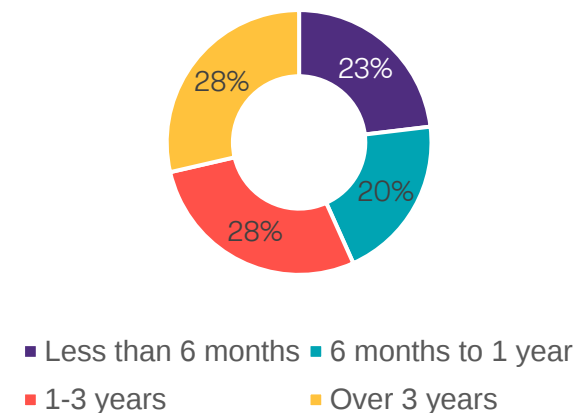


The project aims to address cataract blindness, **seeking to achieve improved vision and decreased cataract-related impairment through surgeries.**

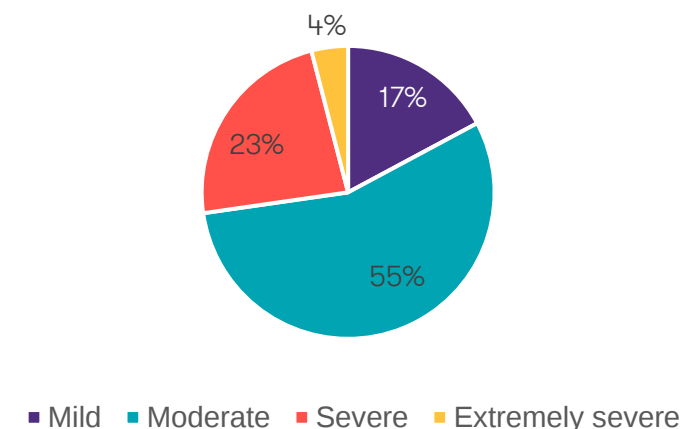
Respondents were asked to highlight the duration of their vision impairment and whether their vision improved post-surgery:

- **Duration of vision impairment** : 28% respondents reported facing cataract blindness for more than 3 years, which highlights the chronic nature of the condition and the importance of timely access to surgical interventions.
- **Level of vision impairment**: 55% respondents experienced moderate impact on daily activities, 23% faced severe impact, while 4% faced extremely severe impact which raised mobility and employment issues for them. Among those in early cataract stages, 17% reported mild impact on quality of life due to impairment.

Duration of vision impairment



Level of vision impairment



Respondents were asked about the improvement in their vision post-surgery and their satisfaction level with the outcome of the surgery:

- **Effectiveness in addressing vision impairment:** A significant majority i.e., 92% reported a considerable improvement in their vision after the surgery. 8% respondents reported that they faced post-surgery complications. These were addressed under the post-operative services provided by the hospitals.
- **Satisfaction rate:** 33% respondents reported satisfaction and 61% reported high satisfaction with the outcomes of the surgery. This reflects positively on the project's efficiency in enhancing overall well being and quality of life.

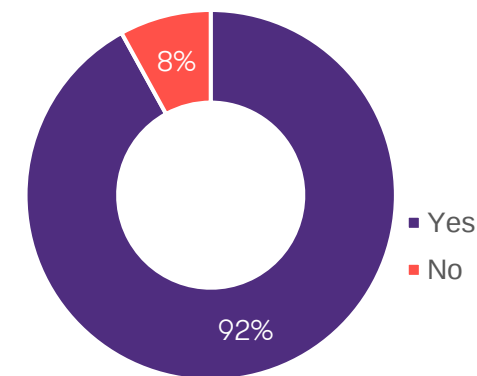
Quality eye care facilities provided through the Karein Roshni initiative mobilized patients and significantly improved their vision post-surgery. Basis discussions with respondents, the study indicates that **the project has achieved its objective of restoring vision, ensuring satisfaction throughout the surgical process. Also, by reaching people earlier in their vision impairment journey, the project was able to halt further blindness.**



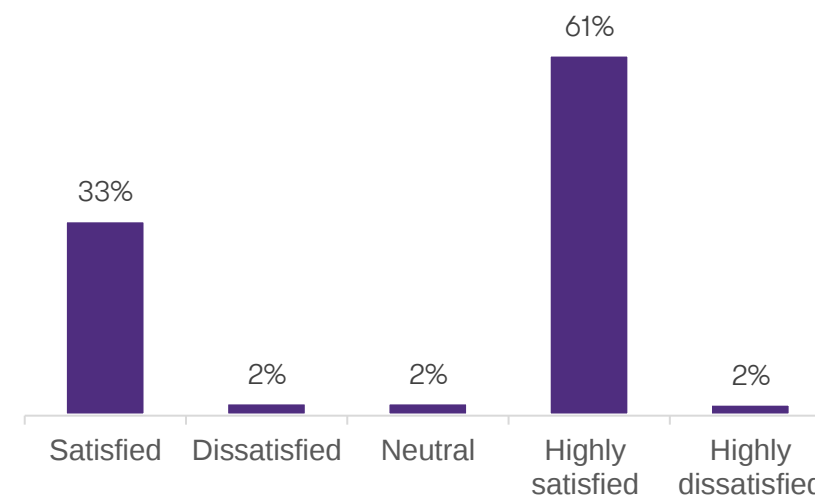
At the age of 76, even a slight improvement in the vision means a lot.

- Laxman Dhondiba Jagtap, Beneficiary from Satara, Pune

Improved vision after surgery



Outcomes of the surgery



Importance

The significance, relevance, and value of a project or initiative within a broader context. It involves assessing the degree to which the project addresses critical needs, priorities, or challenges within a community or society.



Cataract significantly impacts the quality of life and economic productivity of affected individuals, making it crucial to address this issue.

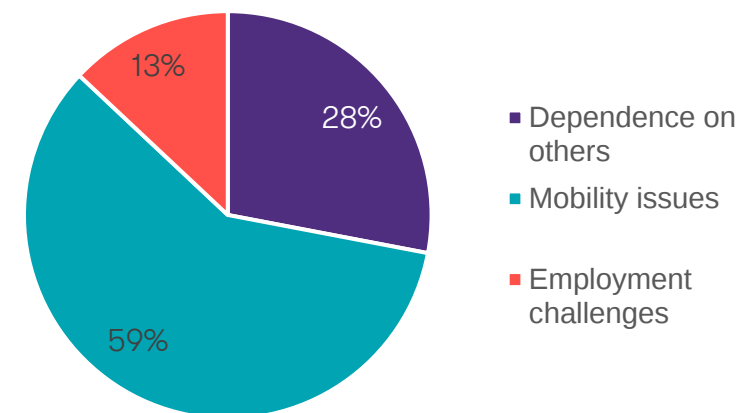
By restoring vision and improving overall eye health, the project helps people regain their independence, participate more fully in society, and contribute to their communities.

Impact on daily life activities:

Respondents were asked to detail out the challenges in their daily life due to visual impairment. 59% cited mobility issues, 28% reported increased dependence on others, and 13% cited employment challenges.

These responses underscore the wide-ranging effects of vision impairment. Treating cataract blindness not only enhances vision but also mitigates these challenges, fostering overall well-being and socio-economic engagement among beneficiaries

Impact of vision impairment on daily life



Improvement in vision: Respondents were asked about their current vision as compared to the vision before surgery, to which:

- 96% stated that they experienced improvement in their vision post-surgery. 2% reported no change and 2% reported post-surgery complications like watery eyes and swelling. During qualitative interactions, respondents also mentioned that post-surgery complications were addressed by the hospital.
- High rate (i.e., 96%) of vision improvement for respondents underscore the significant impact of the project. Improved vision directly translates to enhanced quality of life, enabling people to engage more effectively in daily activities, maintain independence, and potentially participate in economic activities.

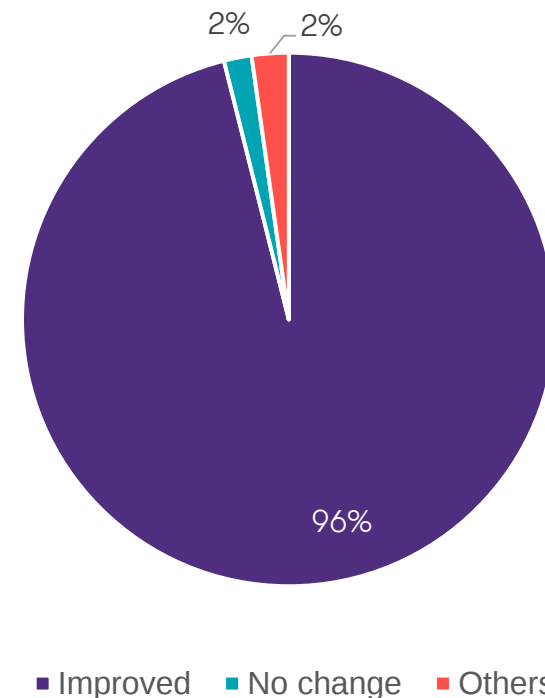
The project not only improves individuals' health outcomes but also contributes to the overall well-being and resilience of the community. By enabling people to lead more independent and productive lives, the project fosters social cohesion and collective prosperity.



Patients come very late when the eyesight is almost lost. Cataract is easily treated but they fail to come sooner for treatment. Karein Roshni has helped in addressing this crucial issue.

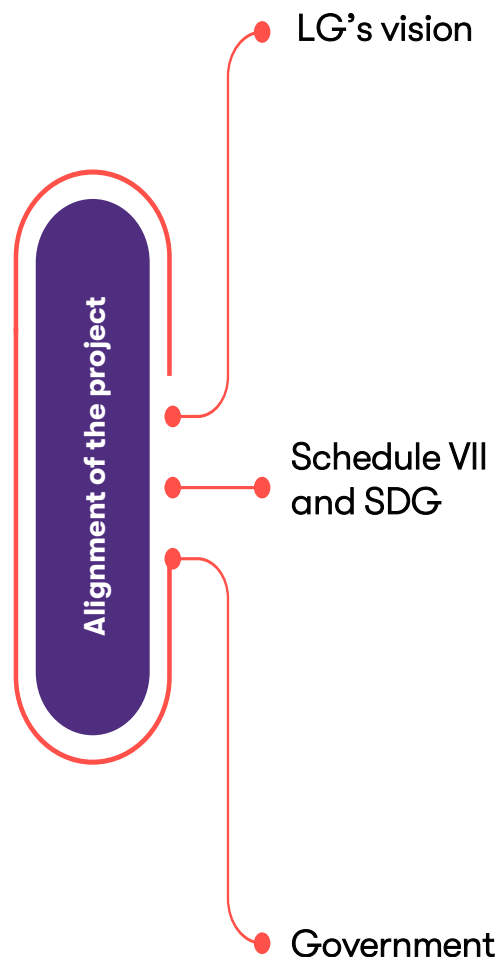
- Dr. Vandana, Senior Consultant, Sankara Eye Foundation, Coimbatore

Current vision as compared to the vision before surgery



Coherence

The alignment and integration of various components, activities, and strategies within a project or initiative. It involves ensuring that all aspects of the initiative are interconnected and contribute to the overarching goals and objectives.



The 'Karein Roshni' focuses on restoring vision and providing access to quality eye care for underserved and rural households across India.

This project aligns with LG Electronics India Pvt. Ltd.'s CSR vision of "A better life for all by creating social contribution programs well aligned with Schedule VII of the Companies Act, 2013"

The project is in alignment with two provisions in the Schedule VII of the Companies Act, 2013 and two SDGs:

- **Promotion of Healthcare**, directly addresses the issue of accessibility of medical aid among underprivileged individuals.
- **Promoting inclusive growth and sustainable development** by emphasizing on socio-economic participation and improving the overall quality of life for beneficiaries.
- **SDG 3: Good Health and Well-being**- By providing support for cataract surgeries to underprivileged individuals, the project directly contributes to achieving universal health coverage, reducing the burden of preventable blindness, and promoting overall well-being among marginalized communities.
- **SDG 10: Reduced Inequalities**- The project aims to reduce disparities in access to healthcare services by providing essential eye care interventions to those who would otherwise not have access to them, thereby promoting inclusivity and reducing inequalities.

The project is in alignment with the government's **National Programme for Control of Blindness and Visual Impairment (NPCBVI)**, by providing comprehensive eye care services and promoting eye health awareness. It aims at reducing the prevalence of blindness and visual impairment through preventive, curative, and rehabilitative measures.

04

Conclusion



Conclusion

The project has demonstrated significant impact and effectiveness in improving vision outcomes and enhancing the overall well-being of beneficiaries. Through a comprehensive approach encompassing pre-assessment, surgical process, post-operative care, and community engagement, the project has alleviated vision impairment and reduced associated challenges.

Key findings from the impact assessment indicate a high level of satisfaction among beneficiaries, with a significant majority reporting improved vision post-surgery. Moreover, the project's focus on financial accessibility through the provision of free-of-cost services and transportation assistance has ensured equitable access to eye care services, particularly for underprivileged populations.

In addition to addressing immediate health needs, the project has also made strides in promoting socio-economic inclusion by reducing mobility issues, dependence on others, and employment barriers associated with vision impairment.

In summary, the project has successfully fulfilled its main goal of restoring vision and enhancing the quality of life for underserved populations by making quality eye care services accessible for them at no cost.

05

Annexures



Quantitative and Qualitative tools

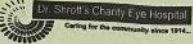
Preliminary Information/Respondent Profile					
Name of respondent:					
Age:					
Gender:	Male	Female	Others		
Village:					
Caste	SC	ST	OBC	Others	No response
Name of hospital					
Economic status	APL	BPL	Others		
Annual household income (Average)					

S/N	Question	Response	Remark
1.	How long have you experienced vision problems due to cataract?	a. Less than 6 months b. 6 months to 1 year c. 1-3 years d. Over 3 years	
2.	To what extent has your vision impairment affected your daily life activities?	a. Mild b. Moderate c. Severe d. Extremely severe	
3.	Can you tell us some of the key challenges in your daily life before the surgery?	a. Mobility issues b. Dependence on others c. Employment challenges d. Any others _____	
4.	When did you undergo cataract surgery?	a. 1-3 months ago b. 3-6 months ago	

		c. 7-12 months ago d. More than a year ago	
5.	What all services were provided to you throughout the surgical process? (Multiple coding)	a. Clinical assessment b. Transportation c. Surgery d. Medicines e. Post care services f. Any other _____	
6.	If chosen option 'e' in Q5, how long did you receive any follow-up care post-surgery?	a. Less than a month b. Between 1-2 months c. Between 3-4 months d. Between 5-6 months e. More than 6 months	
7.	If chosen option 'e' in Q5, how satisfied are you with the follow-up care and support?	a. Highly satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly dissatisfied	
8.	If chosen option 'd' in Q5, how long did you receive medicines post-surgery?	a. Less than a month b. Between 1-2 months c. Between 3-4 months d. Between 5-6 months e. More than 6 months	
9.	If chosen option 'b' in Q5, what kind of transportation support was provided to you both pre and post the surgery?	a. Provision of pick up from home to the hospital before surgery b. Provision of drop off from hospital to home post-surgery c. Financial support for transportation cost d. Any other _____	
10.	Did you spend money for any of the services availed by you at the hospital as per Q5?	a. Yes b. No	
11.	If yes to Q10, how much money did you spend?	a. Less than INR 500 b. Between 501-1000 c. Between 1001 to 1500 d. Between 1501 to 200	

1. What are the objectives of this project?
2. How were communities engaged and informed about the project? Was there any community outreach activity or awareness camps organized?
3. How were patients screened and selected for cataract surgery?
4. What are the criteria or factors in selecting the patients?
5. Have you faced any challenges during project implementation? If yes, how were they addressed?
6. What measures are taken to ensure patient's safety and comfort throughout the surgical process?
7. How effective are these procedures in addressing the cataract related vision impairment?
8. What are the primary outcomes observed among patient's post-surgery?
9. In your perspective, how has the project contributed in improving the overall health and well-being of beneficiaries in terms of preventive care and early intervention?
10. Have you noticed any improvements in vision, quality of life or any other health indicators?
11. How do you follow-up or track patient's progress post-surgery?
12. How effective is the follow-up care in monitoring patient's progress and addressing post-surgery complications?
13. How do beneficiaries perceive and value the convenience of receiving eye-care services through this project?

Socio-economic assessment form

 **Dr. Shroff's Charity Eye Hospital**
Caring for the community since 1914.

SOCIO-ECONOMIC ASSESSMENT OF SURGERY PATIENT

M.R.No. Date

Name Father/ Mother Name Age/Sex

Address

Phone No. Mobile NO

Surgery

Name of Grant / Support

Glaucoma ☐ Corneal Transplant ☐

Retina ☐ Pediatric ☐

Oculoplasty (Including Pterygium / AMG /MMG) ☐

Cataract ☐

Ayushman Bharat Checked ☐ Yes ☐ No

श्रेणी : आपातकालीन / एक आँख / सामान्य

मरीज : अकेला / शादी-शुदा / विधवा-विदुर / बच्चों के माता-पिता का विवरण / अन्य

शिक्षा

अपना मकान : है या नहीं, तो मासिक किराया

परिवार के सदस्यों की संख्या

व्यवसाय : दर्जी वेलडर, मजदूर, रिक्शा चालक, प्राईवेट नौकरी, पेशन पर आश्रित, ऑटो चालक, कारपेंटर

खेत कितना (.....), खेत मजदूर, असहाय वृद्ध विधवा, दिव्यांग, फेरीवाला, लोहार, अन्य।

परिवार की मासिक आय : सर्जरी राशि

मैं प्रमाणित करता/करती हूँ कि उपरोक्त विवरण मेरी जानकारी के अनुसार सत्य है।

VALIDATION DOCUMENTS:

☐ BPL Card ☐ EWS ☐ Certificate from Pradhan / Ward Commissioner / MLA

☐ ASSESSMENT BY SCEH COUNSELLOR

Signature of VT

Signature of Counsellor

GEN/F001/00

Door-to-door clinical assessment by project team as a part of mobilization activity



Cataract OPD at surgical center, Delhi



Pre and post cataract surgery counseling cabin at surgical center, Delhi



Interaction with cataract surgery beneficiary
at Dr. Shroff' Charity Eye Hospital, Delhi



Interaction with senior consultant at Sankara
Eye Hospital, Coimbatore

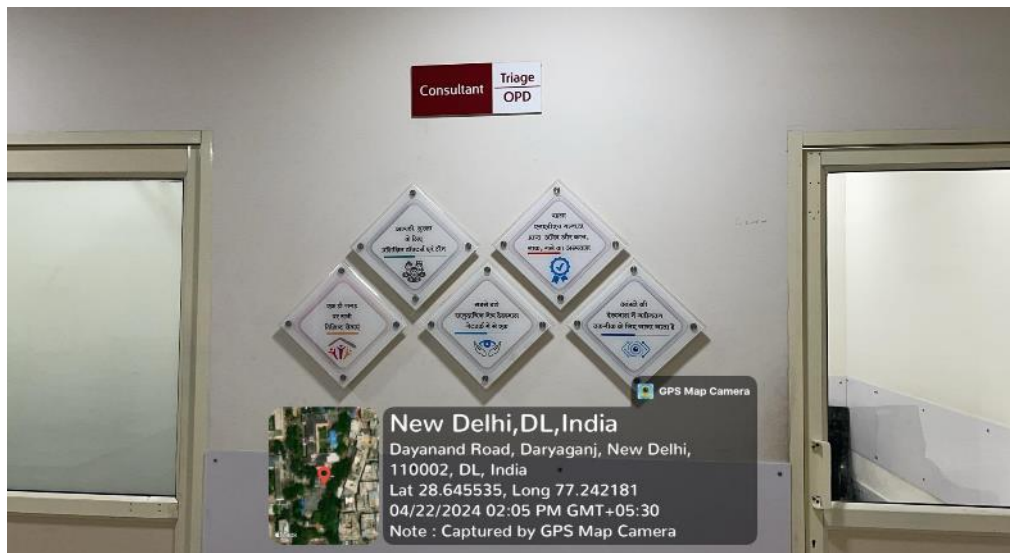
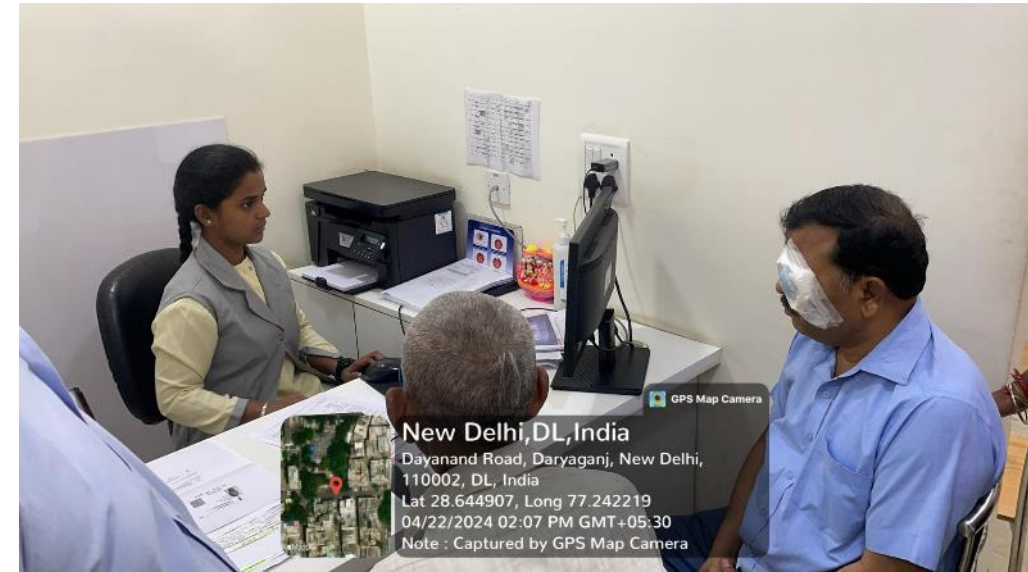
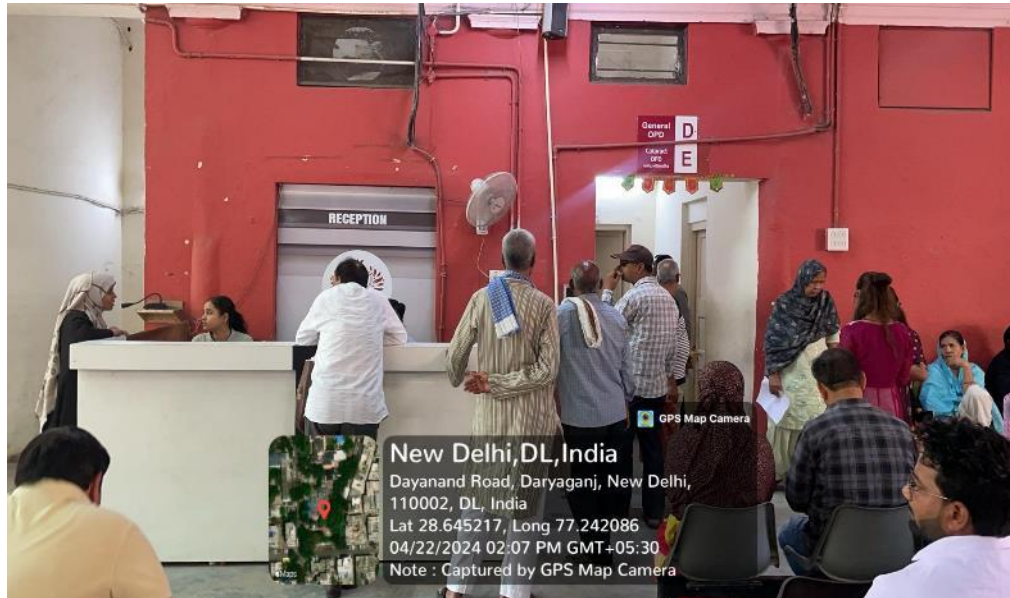


Detailed discussion with project team of Dr. Shroff's Charity Eye Hospital, Delhi



Transportation service provided to beneficiaries from vision center to surgical center at H.V Desai Hospital, Pune





End



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