

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

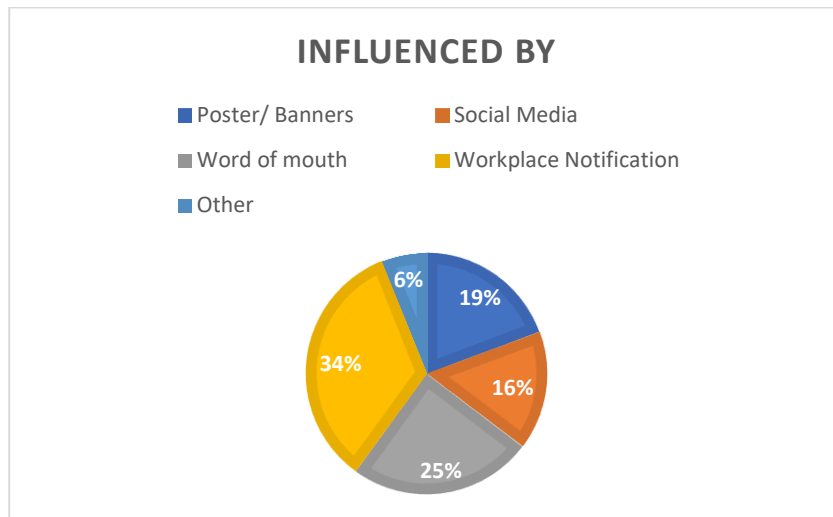
S= Sustainability

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)

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.