



***The Muthoot Group***

**Muthoot Finance Ltd**



**CSR PROJECT IMPACT  
ASSESSMENT REPORT,  
2021**



***Prepared by***

**Rajagiri College of Social Sciences  
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**IMPACT ASSESSMENT REPORTS OF  
MUTHOOT AASHIYANA – HOUSING  
PROJECT**

**MUTHOOT COVID 19 RELIEF  
ACTIVITIES 2020**

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# *PREFACE*

## **The Evaluation Team**

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The people of Kerala have demonstrated resilience to disasters by showing their remarkable ability to cooperate at times of adversities, leaving behind all the differences in caste, creed and religion. Muthoot Finance Ltd's CSR initiative has touched people's lives during crises through their various initiatives. "The Muthoot Ashiyana Project" and the "Muthoot COVID Relief Activities" were examples of the humanitarian response to the 2018 floods and Kerala and COVID 19 related distress across the country. The Ashiyana Project aims at building 200 houses in the most severe flood-affected areas, where many of them have lost their "Homes. The Ashiyana project is for "rebuilding the faith" in those flood survivors, whose hope has drained because of the multiple impacts of flood, which has affected them economically and has caused mental trauma for which they require external socio-economical support. Almost everyone in the country was affected due to the COVID 19 pandemic, which includes loss of resources for economic activities, loss of livelihood options, mental trauma and a sense of uncertainty about their future. The COVID 19 relief activities initiated in 18 States were a great relief and support source for those regions. These are examples of proactive responses of a corporate house to rebuild the lives of people in crises.

The Department of Social Work, Rajagiri College of Social Sciences, takes pride in playing an important part in such an initiative. We are also thankful to Muthoot Finance Ltd. for allowing us to evaluate the impact of the projects on society. The Rajagiri College of Social Sciences had the opportunity to make a systematic and scientific inquiry. The teams involved in the impact assessment of the projects have worked wholeheartedly to reach out to the project's beneficiaries.

## **ACKNOWLEDGEMENT:**

The Department of Social Work, Rajagiri College of Social Sciences, has undertaken this evaluation study to assess the impact of the “Muthoot Ashiyana” project and Muthoot COVID 19 relief activities implemented by the Muthoot Finance Ltd. We are thankful to “Muthoot Finance Ltd.” for allowing us to become a part of such a socially responsible initiative. The impact assessment study was carried out in Kerala and 18 other states in the country.

We would also like to acknowledge Muthoot Finance Ltd. for their support and insight into CSR activities throughout our study. Our special thanks to Mr George Alexander Muthoot, Managing Director; Mr George M George, Executive Director; Mr Alexander M George Muthoot, Deputy Managing Director; Mr K R Bijimon, Chief General Manager; Mr Rakesh Mohan Diwan, Sr. GM; Mr Babu John Malayil, DGM- Corporate Communications; Mrs. Simi K S, Deputy Manager, Corporate Communications, Mr Vibin Francis, Assistant manager, Corporate Communications and Regional Managers of Muthoot Finance Ltd and all the primary stakeholders of the housing project who had extended support to the smooth conduct of the evaluation study.

The Evaluation Team

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## INTRODUCTION

### Corporate Social Responsibility (CSR)

According to United Nations Industrial Development Organization (UNIDO), Corporate Social Responsibility (CSR) is “a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line- Approach”), while at the same time addressing the expectations of shareholders and stakeholders”( UNIDO, n.d.). In addition, it is often considered as a means of self-regulation by being socially accountable.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Figure 0-1: An Overview of CSR



CSR is broadly identified in four categories: ethical, philanthropic, economic and environmental.

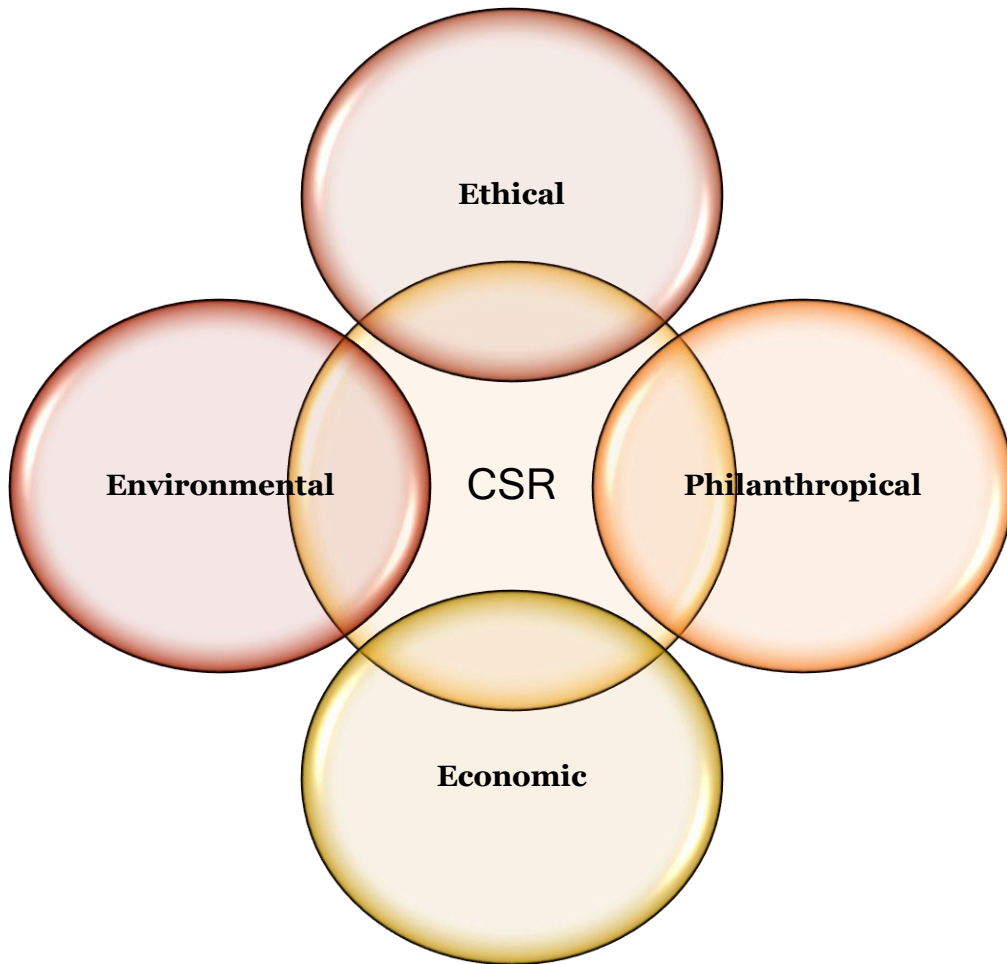


Figure 2: CSR Categories

### CSR in India

Though practised by many corporates and industrial organizations from early historical periods, CSR has become a mandatory requirement for companies with an annual turnover of Rs.1,000 crore or more **or** a net worth of Rs.500 crore or more **or** a net profit of Rs.5 crore with the enactment of The Companies Act, 2013, which replaced the Companies Act of 1957. The Schedule VII of the Act lists the following activities that could be taken up as CSR activities.

1. Eradicating Hunger, Poverty and Malnutrition
2. Promoting Education
3. Promoting Gender Equality
4. CSR initiatives related to the environment
5. Protection of national heritage, art and culture
6. Measures can be taken for the benefit and support of armed forces veterans, war widows and families

7. Contributions to the Prime Minister's National Relief Fund or any other fund set up by the central government for welfare, development and relief of the scheduled caste, tribes, other backward classes, women and minorities.
8. Contributions or funds provided to the development of technology located within the central government approved academic institutions.
9. Contributions can be made towards rural development projects and slum area development.

## MUTHOOT FINANCE LTD.:CORPORATE SOCIAL RESPONSIBILITY

*“Empowering People who Empowers us.”*

The Muthoot Group has a long history of involvement in philanthropic and social services to society much before the evolution of the concept of Corporate Social Responsibility. The CSR activities of the Muthoot Group are guided by the wisdom of Late Shri. M George Muthoot, Founder Chairman-Banking, “One should not lose any opportunity that may come across one’s life to help the poor & the underprivileged.” Inspired by this vision, the Group touches the lives of many across the country through a plethora of CSR activities. The major domains of involvement are education, environment, sanitation, health and medical aid, and financial assistance to the economically backward classes. The activities are centred around the four principles of **Honesty, sincerity, confidence** and **service**. The CSR Policy of Muthoot Finance Ltd. outlays CSR initiatives' vision, mission, and activities (*CSR Policy- Muthoot Finance Ltd. , 2021*).

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### Vision

*“To create a social impact nationwide by constantly giving back to the community by identifying and facilitating growth in areas which are less privileged”.*

### Mission

*“To create change where it is needed most –among India’s less privileged and to demonstrate our beliefs through an integrated social program that seeks social inclusion.”*

## Thrust Areas

Entries schedule vii to the companies act 2013	Projects or programs undertaken / to be undertaken by the Company
<p><b>(I) Promoting educations including Muthoot M George Excellence Program Extension of Muthoot M George Scholarship program educations and employment enhancing vocation skills especially among children, women, elderly, and the differently-abled and livelihood enhancement projects</b></p>	<ul style="list-style-type: none"> <li>• Muthoot M George Excellence Program</li> <li>• Distribution of Umbrella</li> <li>• Distribution of Bags for supporting the education of school children</li> <li>• Allocation of scholarships for MITS engineering students</li> </ul>
<p><b>(ii) Eradicating hunger, poverty and malnutrition, promoting healthcare including preventive healthcare and sanitation and making available safe drinking water</b></p>	<p>Muthoot Snehasraya Promoting research in Nephrology by associating with Tanker</p>
<p><b>(iii) Promoting gender equality, empowering women, setting up homes and orphans; setting up old age homes, daycare centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups</b></p>	<p>Subsistence (others): Free dialysis to patients with our tie-up with over 44 hospitals across India Supporting aid for people suffering from kidney diseases Marriage Assistance</p>

## CSR Activities

No	Thrust Areas	Activities
1	<p><b>Natural Calamities Relief Initiatives</b></p>	<p><b>1. Muthoot Aashiyana Project:</b> implemented to construct 200 houses for the flood victims in Kerala, planned in the worst flood-affected areas like Paravoor, Alwaye, Chengannoor, Aaranmula, Thiruvalla, Kozhencherry, Kuttanad, Kumarakom, Thodupuzha, Malapuram, Chellanam, Trichur and Idukki.</p> <p><b>2. Muthoot COVID 19 relief Activities:</b> Implemented in 10 regions and 18 states in the country by distributing materials</p>

No	Thrust Areas	Activities
		for relief and preventing the spread of the diseases.
2	<b>Healthcare Initiatives</b>	<p>3. <b>Muthoot Snehasraya:</b> Mobile diagnostic labs made available in Kerala and Tamil Nadu to provide free preventive checkups for preventing and early detection of renal diseases, diabetes, and hypertension, combined with awareness sessions on prevention and treatment of the conditions.</p> <p>4. <b>Support to Research in Renal Diseases:</b> The Muthoot Group has instituted an award for the ‘Best Researcher in Renal Diseases’, collaborating with the Kidney Research Foundations in Kerala and Tamil Nadu to promote medical research in this field.</p> <p>5. <b>Disease Detection Camps:</b> These camps conducted in various parts of Kerala comprise Orthopaedic Camps, advanced treatment procedures like ultrasound, bone density measurement, total knee replacement and total hip replacements explained by leading orthopaedics. The Thyroid Detection Camps encompass a session for the detection of Thyroid related disorders and awareness classes.</p> <p>6. <b>The Muthoot Cleft Initiative, Chennai:</b> This Initiative provides free surgery for underprivileged patients with cleft lip and palate deformities at Kumaran Hospital, Kilpauk, Chennai. Around 50 patients have benefited from this initiative over the last few years for procedures like cleft lip surgery, cleft palate surgery, and cleft rhinoplasty (nose correction).</p>
3	<b>Education Initiatives</b>	<p>7. <b>Muthoot M George Higher Education Scholarship:</b> The scholarship is initiated to honour meritorious students to pursue their professional education, under which scholarship is awarded to students pursuing four professional courses viz Medicine, Engineering, Nursing and Commerce.</p> <p>8. <b>Association with Save the Children, India:</b> The Muthoot Group, through its association with Save the Children, has facilitated improvement in the quality of</p>

No	Thrust Areas	Activities
		<p>education in primary schools managed by East Delhi Municipal Corporation and has supported the national objective of universal enrolment and retention. The Group's efforts in this direction have led to a 50% increase in children washing hands before eating midday meals and after using toilets. The efforts have also increased emphasis on safe drinking water and clean toilets by the school principals.</p> <p>9. <b>Association with Magic Bus:</b> In its endeavours to reach out to the economically disadvantaged sections of the country, the Muthoot Group joined hands with the Magic Bus Foundation to implement a child-centric project titled "Muthoot Haathi Mera Saathi" in Ranchi (Jharkhand) and Chennai (Tamil Nadu) to address areas that are closely associated and directly or indirectly impact child development like education, health and hygiene, food and nutrition, and gender. The project was conceived in the light of growing concern for the holistic development of children, especially the girl child.</p> <p>10. <b>Distribution of Educational Material:</b> As part of the Muthoot Group's consistent efforts towards facilitating quality education in the underprivileged areas of the country, the Group distributed 1100 examination pads &amp; drawing kits and 150 gift-hampers to underprivileged students of Municipal School in Thane.</p> <p>11. <b>Scholarships to Underprivileged Students:</b> The Muthoot Group has been awarding scholarships to 10th standard toppers from Government Schools in Kerala, Karnataka and Andhra Pradesh, through which 600 students have benefited so far.</p> <p>12. <b>Scholarship Launch - Andhra Pradesh and Mangalore:</b> Muthoot M George Excellence award for 10th standard toppers for 200 students in Andhra Pradesh and Mangalore were inaugurated and distributed as yet another initiative of the group to promote education.</p>
4	Social	<p>13. <b>Human-Elephant Conflict Management:</b> The Muthoot Group, in association with WWF-India, is working towards</p>

No	Thrust Areas	Activities
	<b>Initiatives</b>	<p>elephant conservation with a particular focus on managing the Human-Elephant Conflict (HEC) and protecting elephant habitats in selected areas of Uttarakhand, Assam, Arunachal Pradesh, Tamil Nadu, Kerala and West Bengal. The project entails measures such as the formation of Anti Depredation Squads (ADS), conducting regular training and orientation sessions of these ADS, setting up low-cost solar fences around villages, and electric fencings around agricultural fields. Infra-red motion sensors that activate alarms on sensing elephants in the vicinity have also been developed and installed. In addition, torch lights and searchlights have been distributed in several areas to help locals spot elephants and prevent damage to crops, property, and life.</p> <p><b>14. Cleanliness Drive:</b> As part of its continuous improvement of environmental hygiene, the Muthoot Group has started a garbage bin distribution drive under which 100 garbage bins were provided to Residents Welfare Associations in Delhi.</p> <p><b>15. Haritha Theeram:</b> Muthoot Finance Ltd. launched the new venture to promote pesticides free organic vegetables. As part of the initiative, 3000 vegetable grow bags were distributed to 300 families in Chellanam, a coastal village in Ernakulam, Kerala.</p> <p><b>16. Vivaha Sammanam Project 2018:</b> The Muthoot Foundation has been extending a helping hand to parents, especially widows from underprivileged and low-income families, to support the marriage of their daughters. During the second phase, ten additional widows were given monetary support for their daughters' wedding.</p>
5	<b>Empowering Initiatives</b>	<p><b>17. Muthoot Skill India:</b> Flagged off in 2017, Muthoot Skill India Initiative aims to make talented young people self-reliant by imparting employable skills to facilitate wage employment and self-employment. Under this initiative, 800 unemployed youngsters (primarily girls) were upskilled in different trades for over three years. In addition, integration of vocational training and scholarships has ensured 75% of the youngsters' employment and helped the rest start their</p>

No	Thrust Areas	Activities
		enterprise.
6	<b>Muthoot WeCare Individual Social Responsibility (ISR) Initiative</b>	18. <b>Muthoot WeCare ISR</b> to promote a sense of Individual Social Responsibility among its employees. Through this initiative, the Group persistently encourages all its employees to engage in social service and philanthropic activities such as blood donation, distributing educational material in underprivileged areas, sponsoring children's education, making donations to NGOs and orphanages, etc.



## EVALUATION FRAMEWORK

The objective of the proposed evaluations study is to generate feedback from among the beneficiaries of the funds disbursed by Muthoot Finance Ltd.(MFL) for CSR, the utilization of the funds and its impact on the socio-economic front.

### The Specific Objectives of the Evaluation Study:

1. To study the utilization of CSR funds and infrastructure developed based on the funds by beneficiaries for constructive endeavours.
2. To explore the extent of COVID relief services received by the beneficiaries in various states
3. To assess the development - demographic and socio-economic - of the beneficiary communities and stakeholders through a systematic process of longitudinal evaluation as per various guidelines issued by the MFL, keeping in mind the various projects.

### Projects Reviewed

1. Project Aashiyana
2. COVID 19 Relief Activities 2020

### Project Review Process

The project review was done based on interviews with project implementation personnel, local self-government representatives, and primary stakeholders of the project. The data were collected online using a telephonic interview with the participants.

### The Sample Characteristics

#### Project Aashiyana

	<i>Frequency</i>	<i>Percent</i>
<b><i>Respondent</i></b>		
<i>Owner</i>	52	86.6
<i>Spouse</i>	8	13.3
<b><i>Total</i></b>	<b>60</b>	<b>100.0</b>
<b><i>Gender</i></b>		
<i>Male</i>	31	52.0
<i>Female</i>	29	48.0
<b><i>Total</i></b>	<b>60</b>	<b>100.0</b>
<b><i>Marital Status</i></b>		
<i>Single</i>	17	28.3
<i>Married</i>	37	61.7

<i>Widowed</i>	6	10.0
<i>Total</i>	60	100

### **Muthoot COVID 19 Relief Activities**

The COVID relief activities were implemented by Regional Managers in 18 States of the country. The project team interviewed 33 Regional Managers or their representatives to understand the implementation of the COVID relief activities. Interviews with elected representatives also were held to understand the benefits of the relief activities.

# PROJECT AASHIYANA

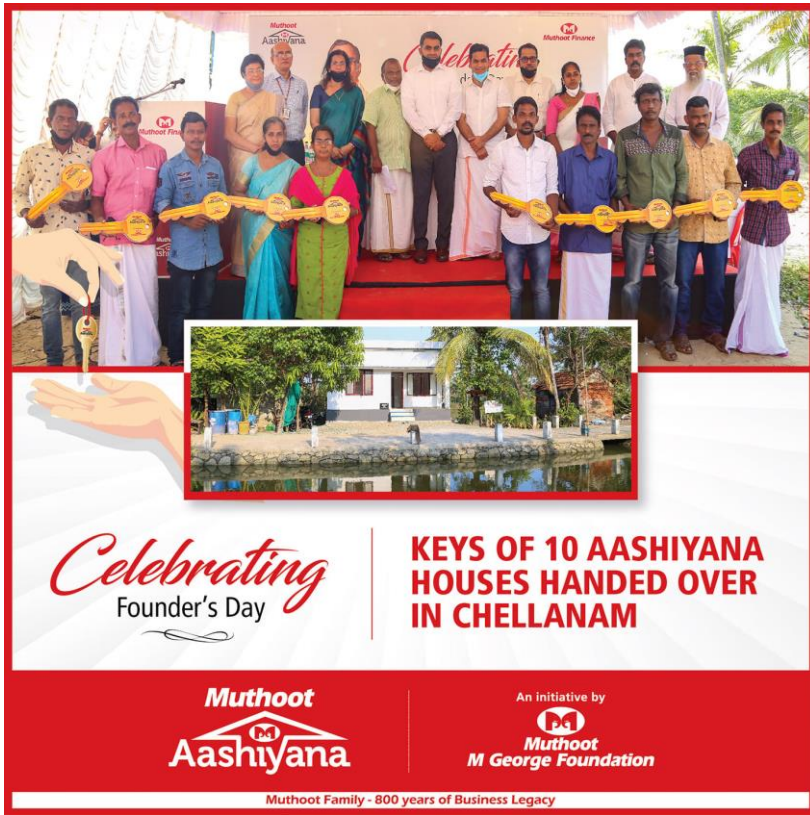


Figure 0-1: Source: <https://www.facebook.com/TheMuthootGroup/photos/3841242859324714>



## *The Project Aashiyana From Muthoot:*

*“If you take care of your immediate surroundings, the universe will take care of itself.”*

*-Mahatma Gandhi.*

Muthoot Aashiyana is a project implemented for the construction of 200 houses for the flood victims in Kerala. The construction of the houses is planned in the worst flood-affected areas like Paravoor, Alwaye, Chengannoor, Aaranmula, Thiruvalla, Kozhencherry, Kuttanad, Kumarakom, Thodupuzha, Malapuram, Chellanam, Trichur and Idukki. The 2018 floods affected Kerala's people very severely, causing thousands to lose their loved ones and livelihood. The project focused on building houses that were about 500 square meters big and considered the following criteria for the selection process of beneficiaries:

### **The Process of Selection of Beneficiaries**

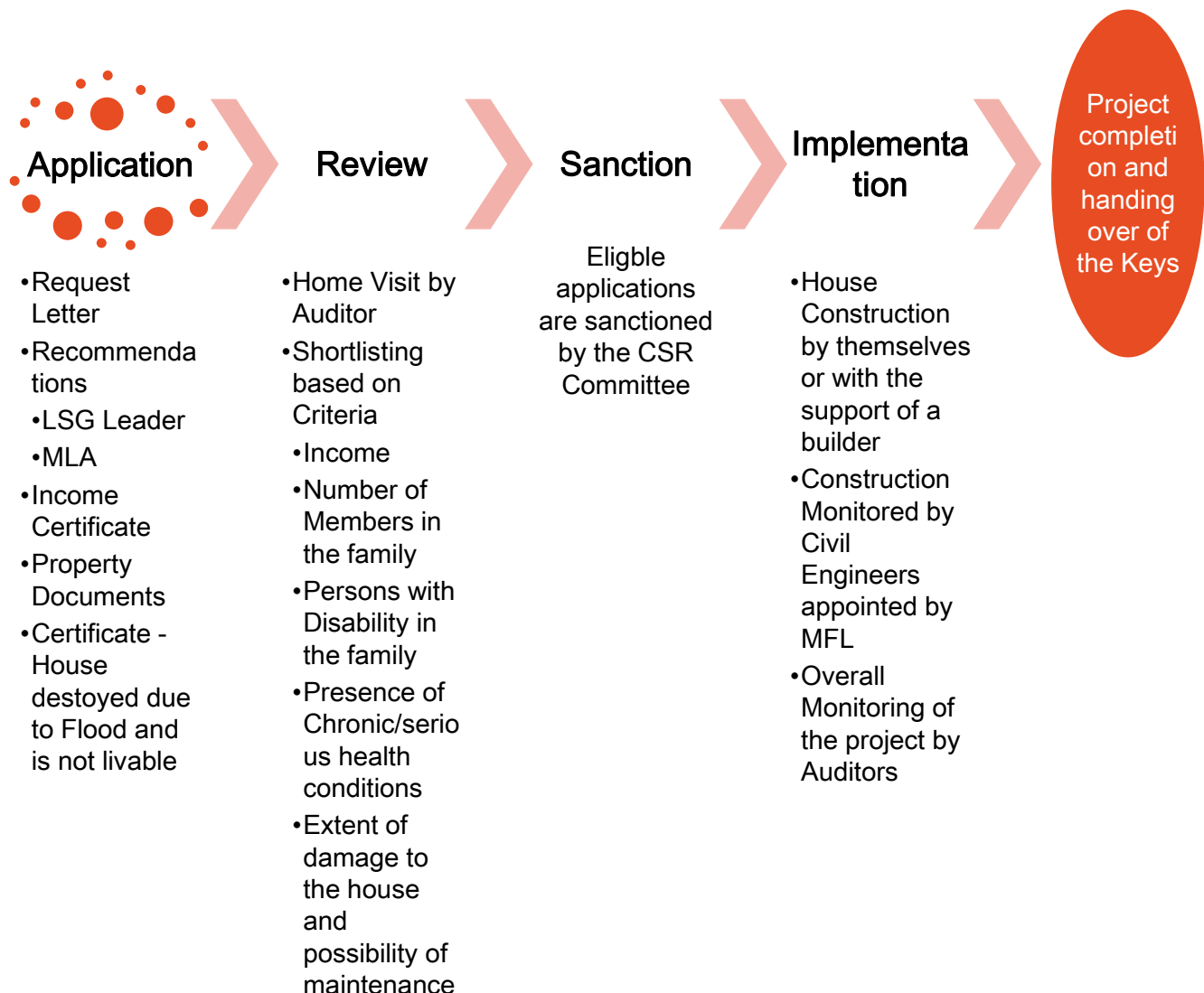


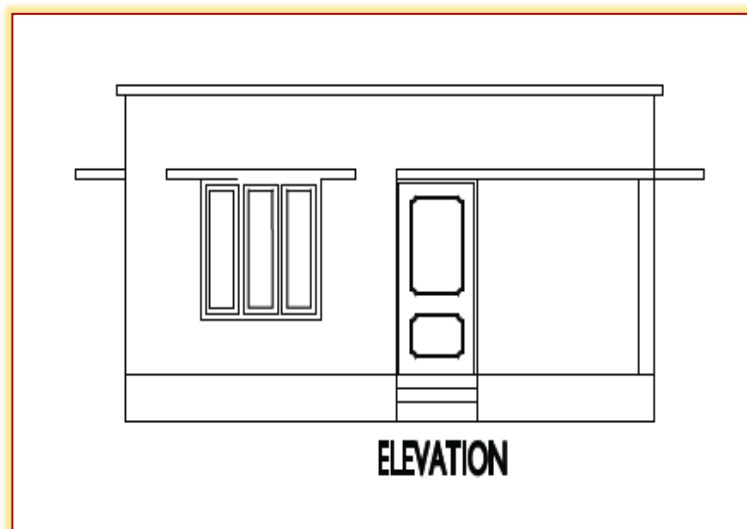
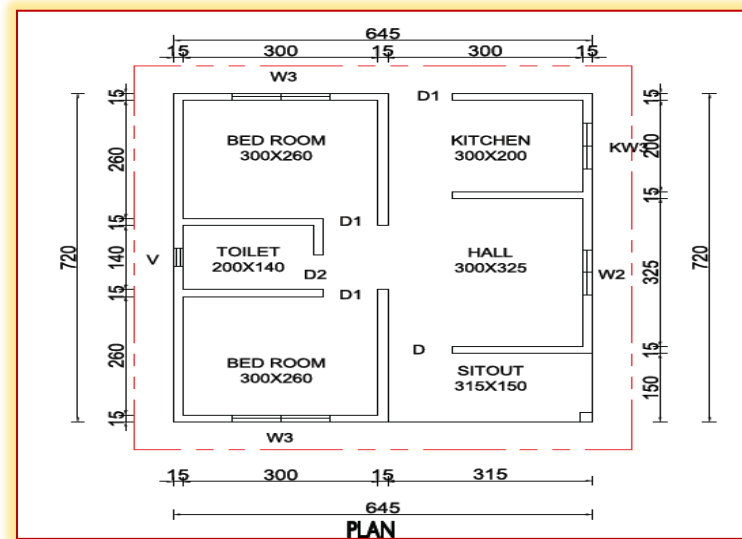
Figure 0-2: The Process of Selection of Beneficiaries

## Financial Summary

The CSR Department of Muthoot Finance Limited mobilized its CSR funds for implementing the project deliverables; the Company has utilized almost Rs. 9,58,97,000 from the allotted budget of Rs. 10,58,82,000.

## Blueprint of the houses with measurements:

The suggested plan and elevation of the house with 500 sqft is given below



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### Other Features of the Houses:

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1. House designs have been prepared, keeping in mind incremental extensions that beneficiaries may want to undertake in the future. The built-up area of the house is 500 square feet.
  2. Finishing for the floor with the **best quality tile**.
  3. Painting the wall and ceiling with the **best quality emulsion** of two coats after applying a primary coat.
  4. Painting the wooden surface with the **best quality enamel paint**, two coat after applying the primary coat.
  5. Electrical wiring – Normal with standard
  6. Plumbing & sanitary - Normal with standard
  7. Locking arrangements – Normal with standard
  - 8. All the houses were insured against any disaster and calamities in future.**
- 

### Sustainability and Community Participation

The following steps were taken to ensure sustainability and community participation in the housing project.

- Involved the local self-government representatives in the construction in finding solutions for the conflicts or issues in the construction sites.
- The houses constructed by Muthoot were a hazard resilient house, the residential structure engineered in such a way that it should not suffer total or partial collapse or any irreparable damage which would require demolishing and rebuilding, but which may sustain only such damage that could be repaired quickly and restore its usual functioning.
- The houses are also built so that double story extensions can be made in the future.
- Muthoot Finance Ltd has an agreement with the beneficiaries not to sell the houses or lease the house for the upcoming 15 years because the Company wanted to ensure that the beneficiaries are using the house.
- Muthoot Finance Ltd has constructed houses selected under the Life Mission Project Kerala - A Government initiative to build homes for families without land or housing.



## Geographical Distribution of Homes in Kerala

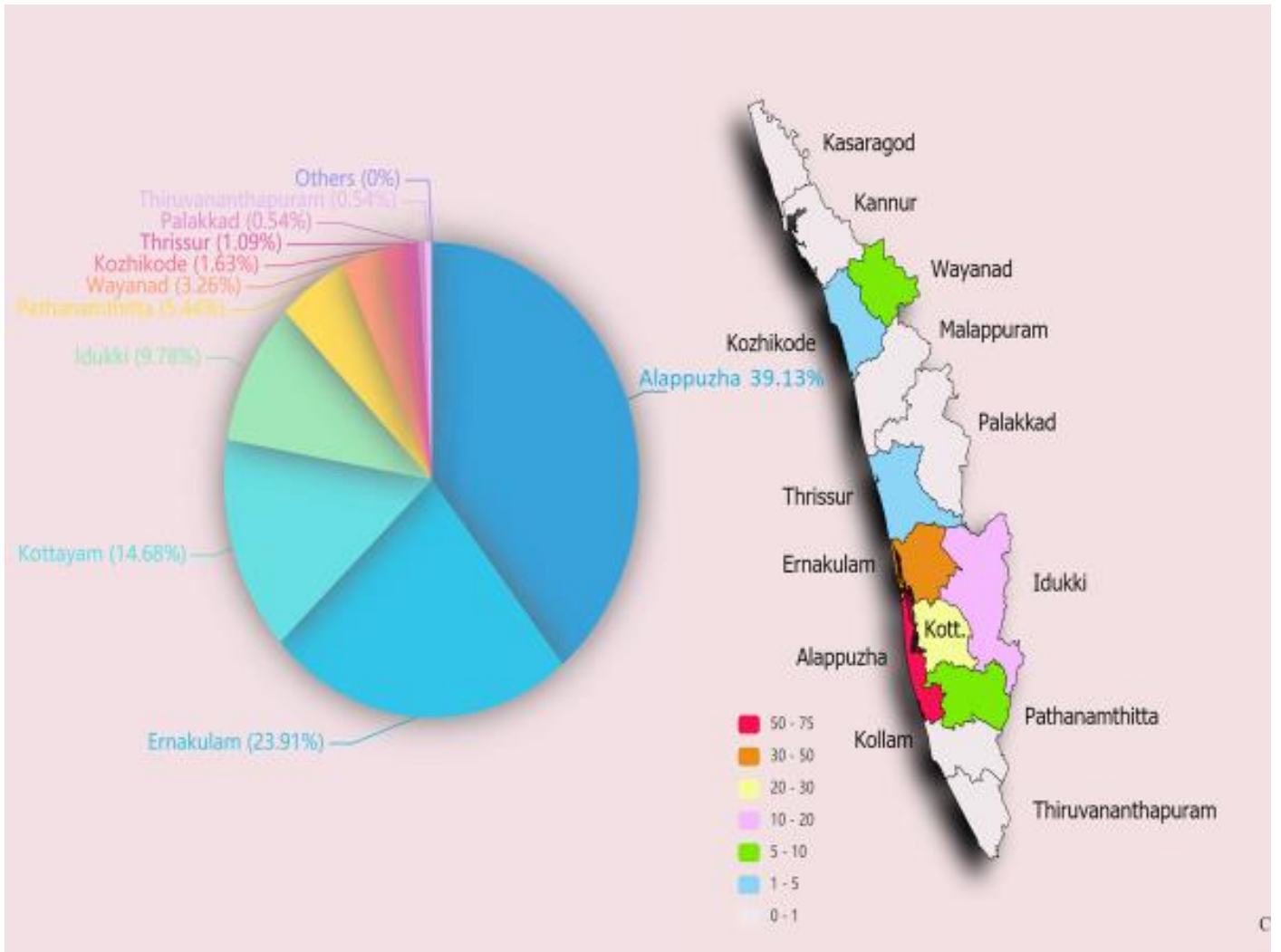


Figure 4: Geographical Distribution of the Aashiyana Homes created with paintmaps.com

## Perspectives of Home Owners

The project analysis consisted of a feedback survey from the stakeholders. The research followed a mixed model approach, where the unit of analysis was the respondents of the newly inhabited houses(200), located in the areas of Paravoor, Alwaye, Chengannoor, Aaranmula, Thiruvalla, Kozhencherry, Kuttanad, Kumarakom, Thodupuzha, Malapuram, Chellanam, Trissur and Idukki. The data was collected from the owners of the house through telephonic interviews. The field investigators interviewed one-third of the house owners. Descriptive statistical analysis was carried out. The significant inferences made from the data have been described below:

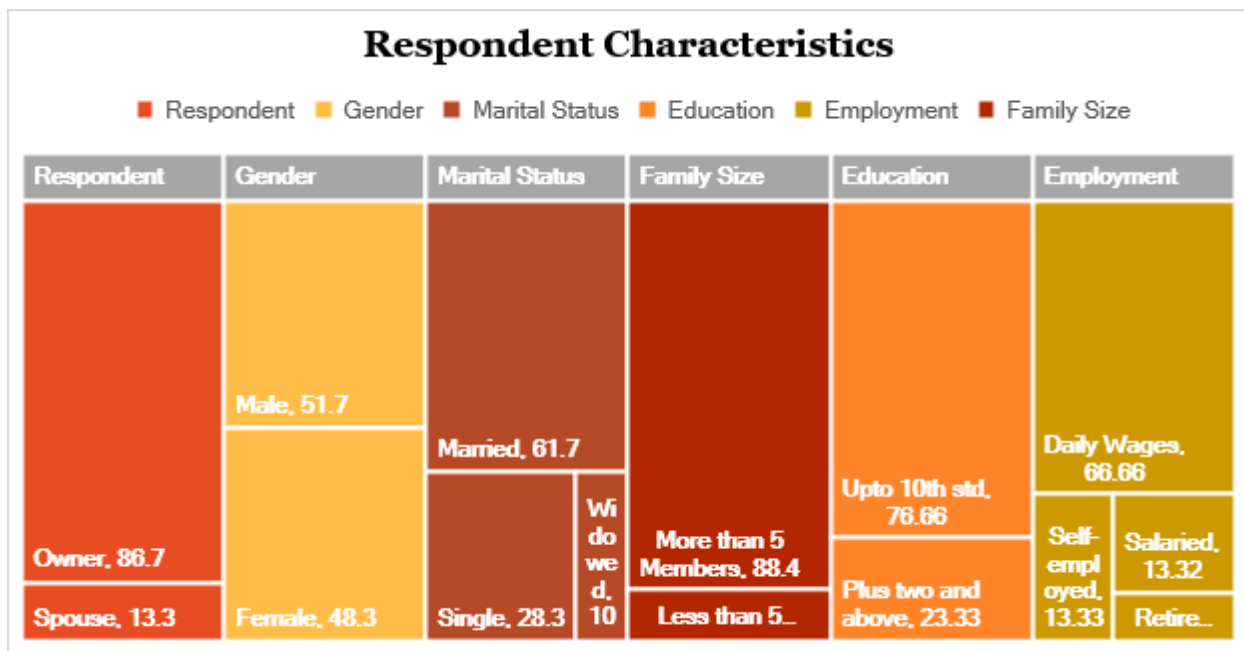


Figure 0-4: Respondent Characteristics

The interviews were held with the owners (86.7 %) or their spouses (13.3%). Almost half the respondents were men, and the majority were married (61.7%), and more than one-third were singles or widowed. In addition, the majority of them had low levels of education (76.66%), and 66.66% of them are engaged in daily wage employment. The majority of the respondents has less than five members. The average size of the family was 4.03 members, and the largest family consisted of 8 members.

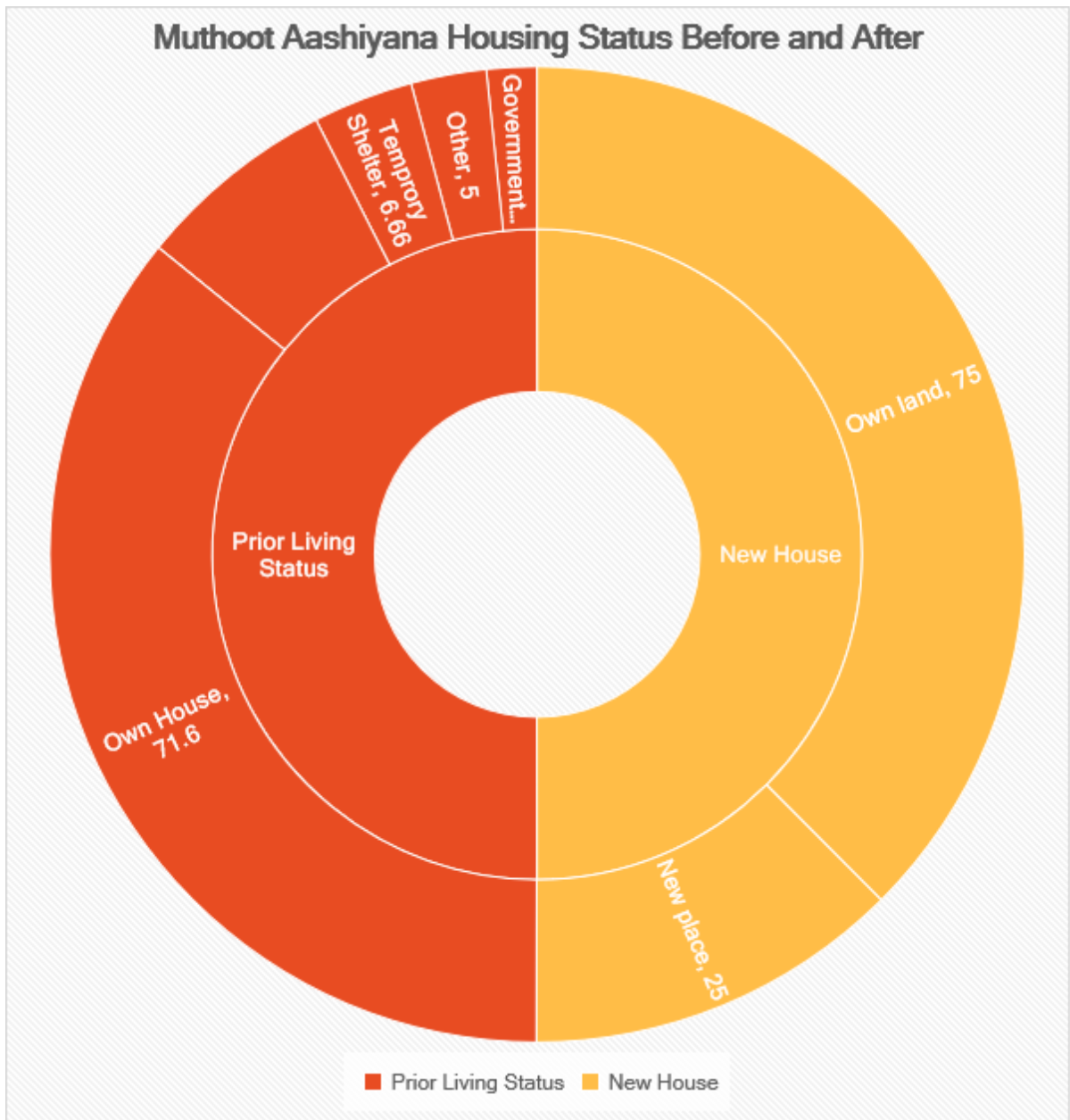


Figure 0-5: Housing Status Before and After

The majority of the respondents lived in their own house (71.6%) before the floods and receiving support under the Muthoot Aashiyana Project. Seventy-five per cent of them had their new home situated in the neighbourhoods they were residing.

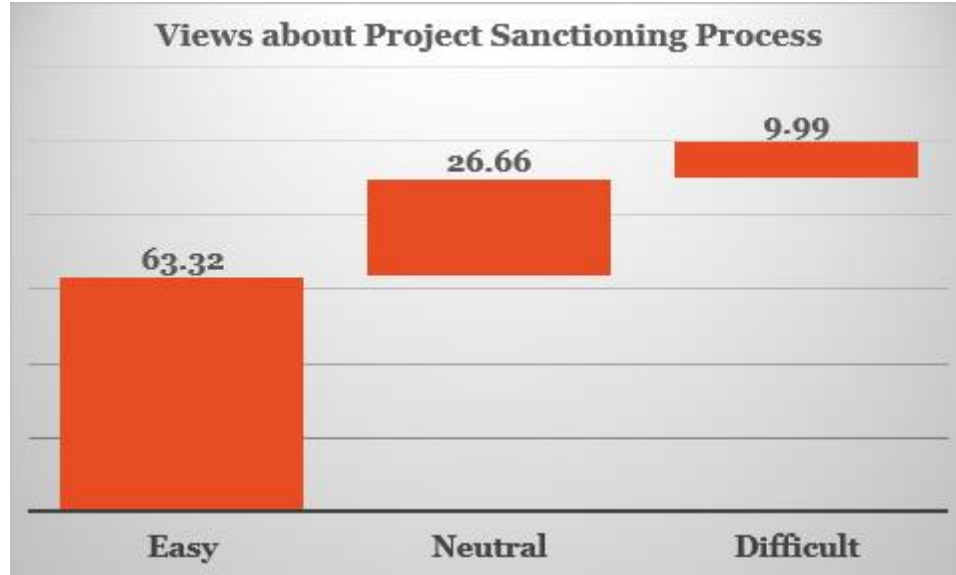


Figure 0-6 Views about Project Sanctioning Process

The majority of the respondents (63.32 %) felt receiving assistance was easy, and 10 per cent felt the process was difficult.

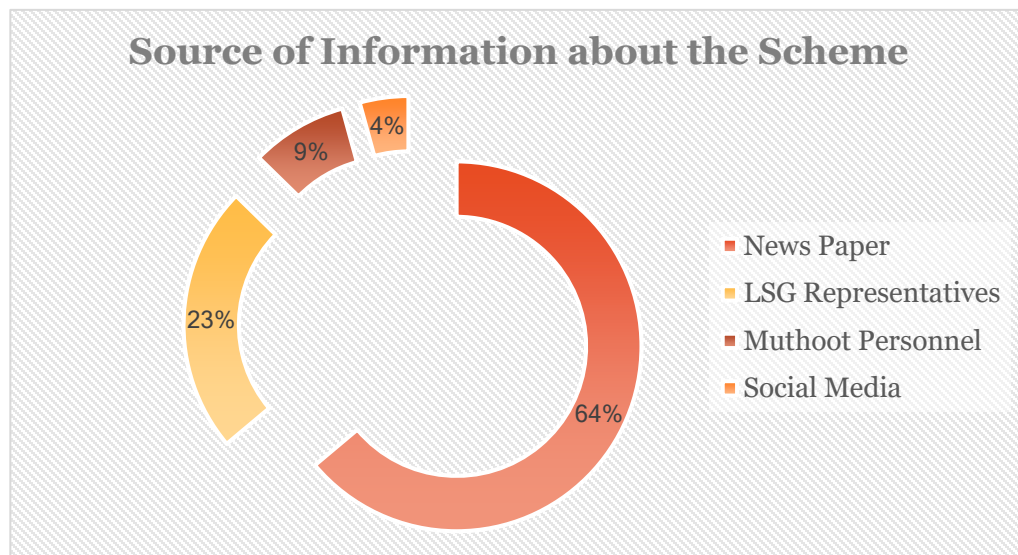


Figure 0-7: Source of Information about the Scheme

The majority of the respondents came to know about the schemes from various news portals, including advertisements in newspapers.

## Outcomes of the Project

The Muthoot Aashiyana Project could transform the lives of 200 families who have lost their houses due to the floods and landslides in the 2018 natural calamities. The 200 families were selected based on a stringent screening process with the participation of the local self-government representatives and the personnel from Muthoot Finance Ltd.

## Perceived Outcomes of the Project

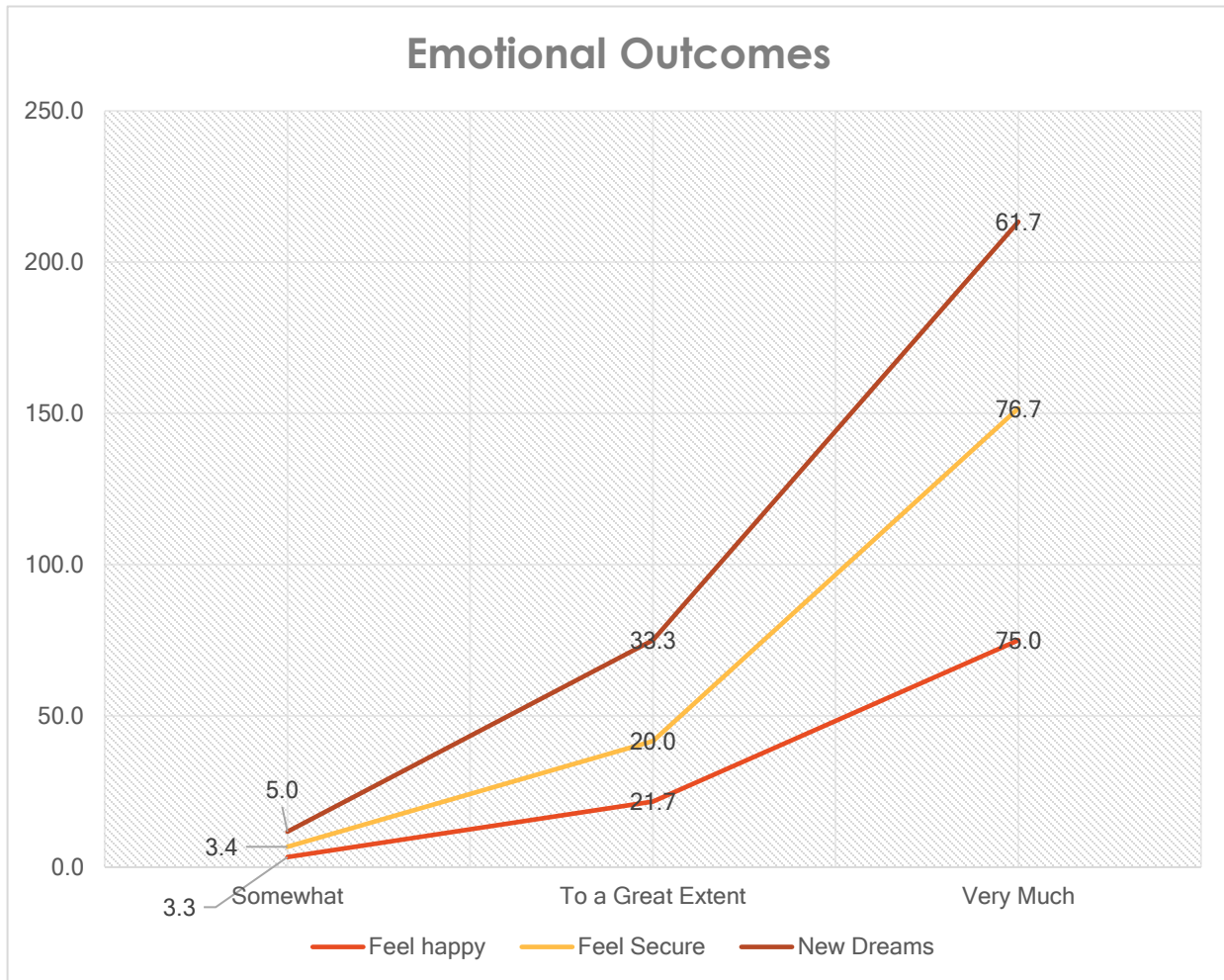


Figure o-8: Emotional Outcomes of the Project

The majority of the recipients of Project Aashiyana felt happy, felt more secure and reported that they have new dreams and aspirations after receiving a safe home for their life with family.

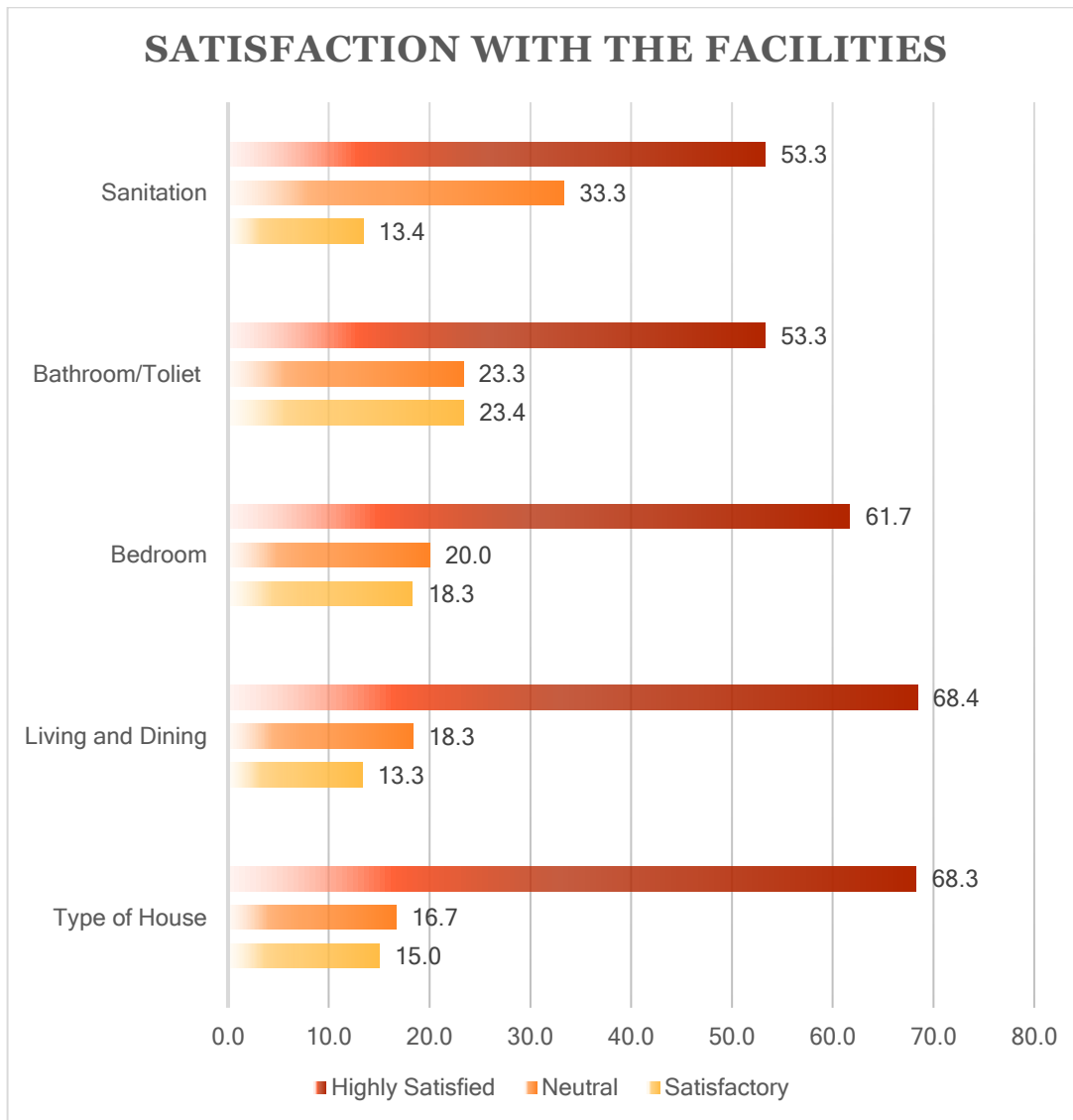


Figure o-9: Satisfaction with House and Facilities

The figure shows that majority of them were satisfied with the house and facilities such as living and dining rooms, bedrooms, bathrooms and sanitation facilities. However, only half of them are satisfied with the bathroom and sanitation facilities.

## Observations

The review process arrived at the following observations about the Project Aashiyana

1. Most of the recipients of the project belonged to the low-income daily wage category.
2. The project had a scientific process in selecting beneficiaries and monitoring the project activities.
3. The project could provide shelter to 200 most vulnerable and deserving families based on a very systematic selection process.
4. The efforts taken to ensure the project's sustainability through an agreement with the beneficiaries and insuring the house against any loss is commendable.



5. Professionals monitored the supervision and monitoring of the project. Moreover, conscious steps were taken to ensure the quality of materials used.
6. Most of the houses were built by contractors empanelled by Muthoot Finance Ltd.
7. Most of the houses were built in the locations where the recipients lived, which helped them continue their lives in the same neighbourhood, which allowed them to maintain their social connections.
8. Around two-thirds of the beneficiaries felt the project sanction process was easy.
9. Attaining a house has given the beneficiaries a sense of happiness and security. In addition, they also started to have dreams and aspirations about their lives.
10. The majority of the beneficiaries were happy about the facilities. However, there is a bit of concern over bathrooms and sanitation facilities.

## Recommendations

The reviewers could identify a number of strengths of the project and would like to appreciate Muthoot Finance Company's CSR department's efforts to develop a timely project to rebuild the lives of people who have lost their primary necessity-a home. However, we want to bring few suggestions for the smooth implementation of such projects in future.

1. A psychosocial assessment process by persons having professional skills in the same shall be initiated while selecting the beneficiaries for the project. This could be clubbed with the assessment by the auditor.
2. The practice of obtaining recommendations from the local self-government and elected representatives shall be a welcome initiative in the application process. However, the selection process shall not exclude the most vulnerable due to their lack of access to the elected representatives due to socio-economic reasons.
3. The facilities made available to the household shall be dependent on the size of the family.
4. The service recipients were highly vulnerable and underprivileged. Therefore, follow up psychosocial support and follow up with them shall be maintained to ensure a better quality of life for those residing in the Muthoot Aashiyana residences. In addition, since most of Aashiyana project beneficiaries are daily wage earners with low income, Muthoot foundation shall consider extending livelihood project support, educational support for children etc.
5. The foundation also shall consider some support for the maintenance of the houses for a brief period of time after the completion of the scheme.

## Conclusion

The Muthoot Project Aashiyana is a commendable response of The Muthoot Group to rebuild the lives of the most deserving persons from society. This is a true example of proactive and sensible use of CSR funds to benefit the needy in the community. As opined by the beneficiaries, the project has given happiness, security, and a feeling of hope. The project will also fulfil the esteem needs of the

beneficiary, as owning a house definitely will provide elevated self-esteem and pride, altogether boosting their motivation to become more resilient and have hope for a better tomorrow.

# **MUTHOOT FINANCE LTD. COVID 19 RELIEF ACTIVITIES 2020**



## COVID 19 Relief activities

### Introduction

When the COVID-19 pandemic disrupted life, people across the nation suffered a loss of income and struggled to meet their basic needs. Muthoot Finance Ltd. rose to the occasion and provided grocery kits and household necessities to people in various states. Essential masks, gloves and PPE kits were also provided to healthcare warriors, sanitation workers and Police officials to serve the people without fear.



## State-wise Consolidation - COVID-19 Relief Activities

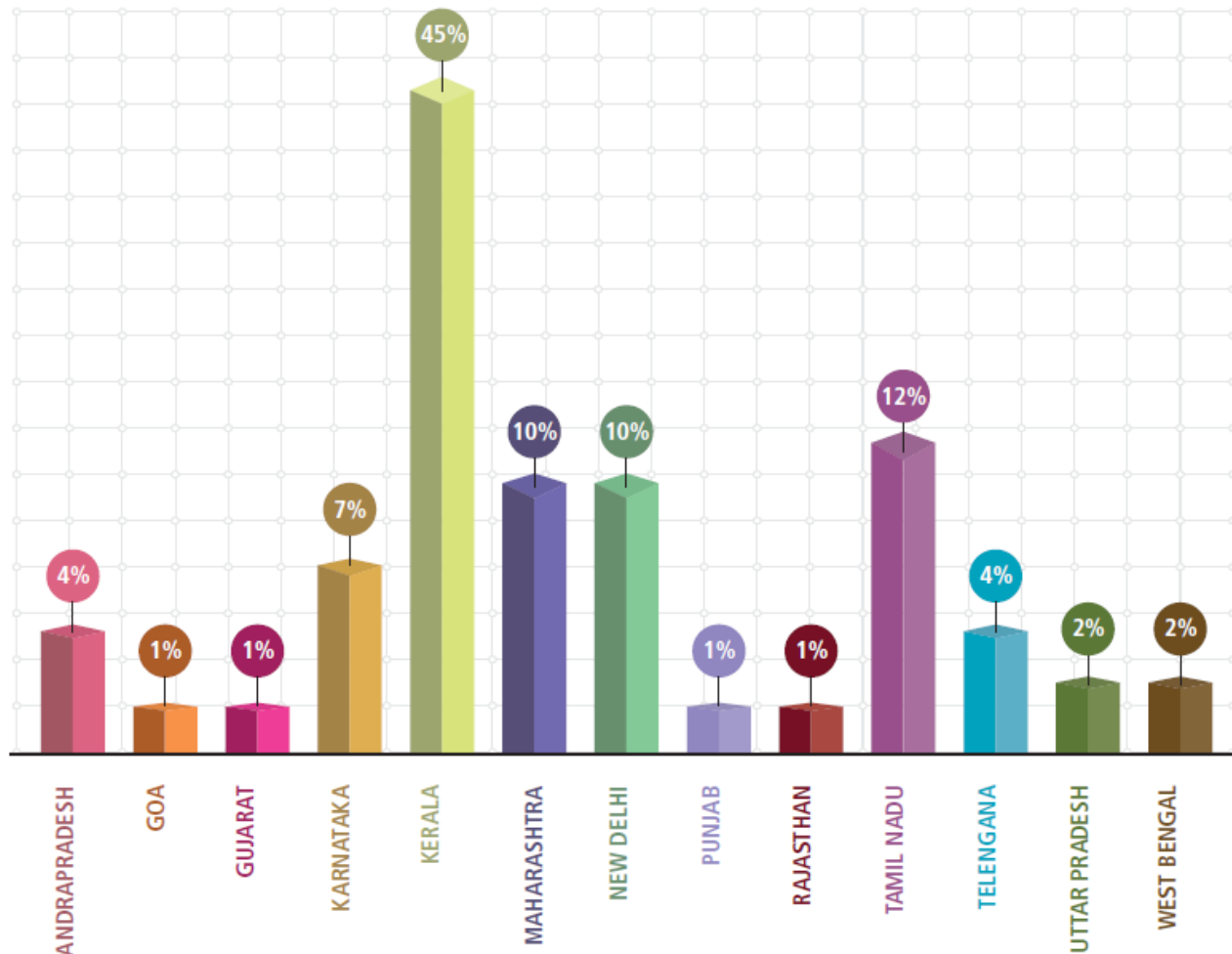


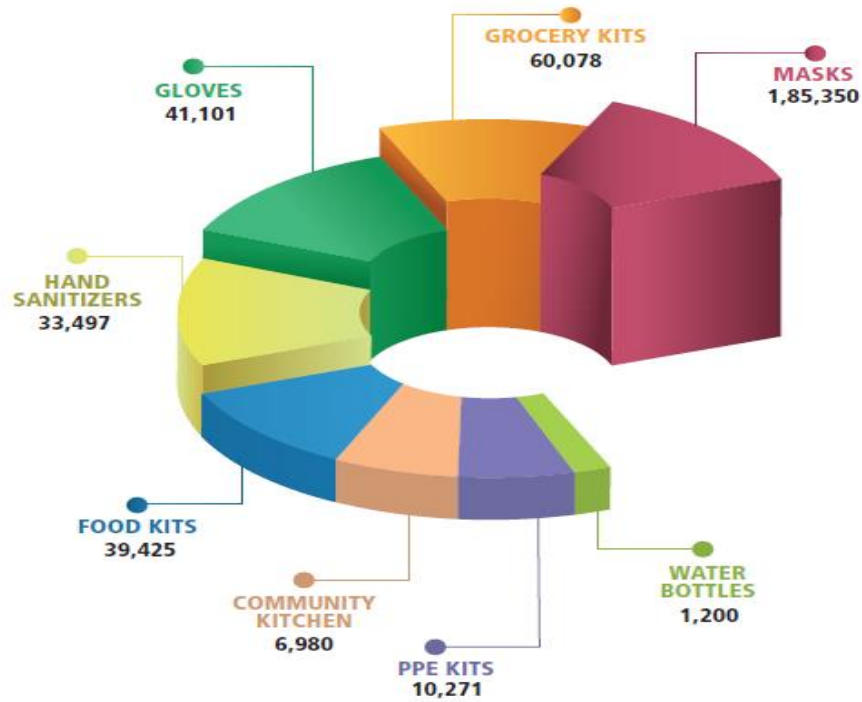
Figure 0-10: Statewide Distribution of COVID Relief Activities

### CSR Activities sanctioned in the different regions:

The CSR activities of the organization were approved broadly for major zones, namely Kerala, Tamil Nadu South, Tamil Nadu North, Karnataka, Telangana & Andhra Pradesh and Zonal Offices in the south; as well as Bhubaneswar, Central, North, East, West zone and Delhi.

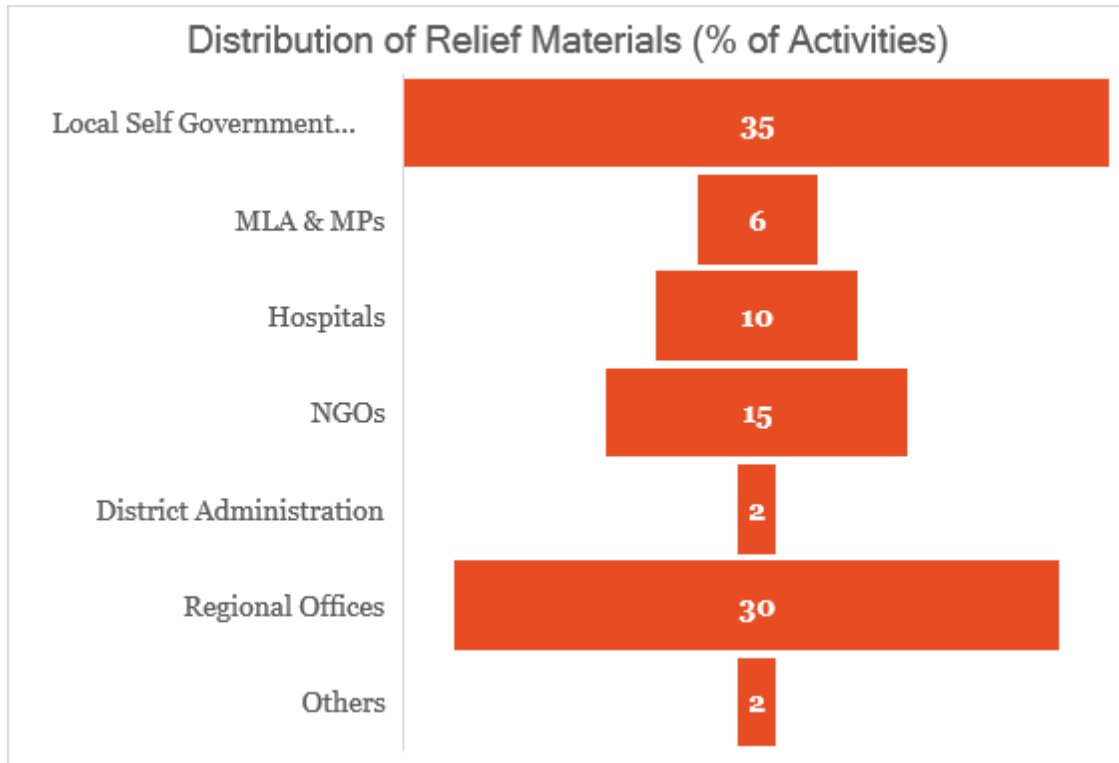
Among the various states where the organization has a presence, the CSR programme carried out 469 COVID 19 relief activities. Kerala state recorded the highest number of COVID 19 relief activities at 271, followed by New Delhi (41) and Tamil Nadu (41), Maharashtra (20), Karnataka (16) and Rajasthan (16), West Bengal (15) and Telangana (10), states like Assam and Chandigarh recorded only one activity each. The other States with relatively lesser activities include Goa (3), Haryana (3), Madhya Pradesh (3), Orissa (3), Gujarat (5), Uttar Pradesh (5), Punjab (7) and Andhra Pradesh (8).

### COVID-19 Relief Main Activities



Several activities were carried out, and services provided as part of the various relief activities carried out by Muthoot. A total of 1,85,350 masks were made available, amounting to Rs 1,51,846.485. This was followed by the distribution of 60, 078.205 grocery kits that amounted to Rs. 83, 532.09 and 39, 425 food kits amounting to Rs. 207.22. 41,101 gloves and 33,497 hand sanitisers were provided to the tune of Rs 97, 878 and Rs 11,12.53, respectively. 6,980 community kitchens were functional, providing services worth Rs. 6,98,047. 10, 271 PPE kits costing Rs. 68, 280.05 were made available. Transportation costs incurred stood at Rs. 50,029. Additionally, 1,200 water bottles were supplied, while miscellaneous activities amounted to Rs. 2,11,150.

## Modes of Distribution of Relief Materials



## Financial Outlay

A total of Rs. 3,69,20,145 was sanctioned for carrying out the relief activities for COVID 19 across the various states, of which Rs. 3,65,69,635 was released.

## Assessment of the impact of CSR Activities extended by the Muthoot group

To assess the impact of the CSR relief activities extended by the Muthoot group, a survey was carried out in which 33 employees participated. These comprised Admin Managers (5), Assistant Regional Managers (1), Regional Managers (20), Region Heads (2), Regional Office Managers (2), Senior Regional Managers (2) and Welfare Officers (1). All the respondents confirmed the distribution of grocery kits, while many mentioned the distribution of food kits (23). Vegetable kits were supplied in 12 locations. Also included was the provision of medical kits (12), medicines (11), PPE kits (10), face masks (25), masks (20), and sanitisers (26).

Concerning the process for identifying beneficiaries, one respondent mentioned that the opinion of the cluster manager was sought. Three respondents said that beneficiaries from the BPL category were sought. 2 respondents noted that the beneficiaries were identified through government NGOs. One respondent each mentioned that needful people from the pocket areas of the zone and needful costumers were identified and from a particular area. Nineteen respondents said recommendations from the panchayat president, district collector, ward member/ local authorities,

and NGOs to identify beneficiaries. One respondent mentioned sending people for surveys to places where no government authorities had reached. Three respondents stated that beneficiaries were shortlisted from the application list. Finally, one respondent mentioned that the process was based on a list of people from the local self-government, while another respondent said that beneficiaries were sought through SHGs.

Twenty-seven respondents rated the usefulness of the relief activities as highly useful, while six found the activities useful. Some of the responses on how the relief activities had helped the beneficiaries included getting help in procuring essentials such as groceries and medicines for those who found it difficult to get them. Further, those who wanted online consultation with doctors were helped.

***“The service we provided was very useful to the beneficiaries that we ensured from our clients, and they are happy with our contributions. We provide services according to the needs of the people, so it helped the clients to meet their basic needs.”***

*Regional Manager with Muthoot, Kollam*

Daily wage workers were provided with food kits and grocery kits which helped them sustain themselves until the lockdown was over. In addition, labourers and people under the BPL category who had lost their jobs and had financial constraints were provided essential items like food and medicines. Another vital element of the relief activities was the community kitchens that came into action.

***“Programmes we coordinated for the beneficiaries during this covid pandemic was very fruitful. One of the most useful activity was the community kitchen. We team members collected fund and provided to the community kitchen working in our locality to meet the basic needs of vulnerable section of people.”***

*Senior Regional Manager with Muthoot, Pathanamthitta, Kolenchery*

Kits were also distributed to school kids.

***“As most of the beneficiaries were daily wage workers the grocery kits and sanitisers were very useful for them.”***

*Regional Manager with Muthoot, Vellore*

Concerning the help extended to the beneficiaries, there were collaborative efforts with the government and civil society in some cases.



*“The beneficiaries were daily wage workers..... The activities were conducted in 3 tiers. Initially, they worked alone. Secondly with the government officials and thirdly as per the reference of an NGO.”*

*Admin Manager with Muthoot, Coimbatore*

Relief activities were also provided for front line workers such as Police officials through medical kits.

*“The kits supplied to the Police Officers in Svc Districts and Pamban Fisherman supported their one-month grocery requirements.”*

*Regional Manager with Muthoot, Sivagangai*

Among the relief activities, the provision of grocery kits was viewed as the most valuable and beneficial relief material for the beneficiaries, followed by providing food kits, masks, gloves and sanitisers and services of community kitchens. Feedback received from the beneficiaries in the case of 24 respondents was that they were satisfied with Muthoot's relief activities and services and that the help extended was timely.

All respondents confirmed that the programmes (relief activities) were fruitful. In terms of the ranking given by the respondents to evaluate the promptness and effectiveness of Muthoot finance in their relief activities on a scale of ONE TO TEN, the mean score was Nine.

## Observations

1. The distribution of relief materials was a timely response from the part of Muthoot Finance Ltd.
2. The Grocery kits, medical kits and community kitchen initiatives were of great use to many persons impacted by COVID 19.
3. Most of the services were offered through elected representatives, including ward members and councillors of LSGs, MLAs and MPs.
4. The regional offices and Muthoot staff were also involved in the relief activities beyond their regular work in their respective positions.
5. The regional managers were fully convinced about the benefits received by the recipients.
6. The elected representatives of the LSGs, Legislative Assembly and Parlimamenty were appreciative of the timely support extended by Muthoot Foundation.
7. The Muthoot personnel took care in sitributing the relief materials at their local communities itself with strict adherence to COVID protocol.

## Recommendations

The services offered at this time of crisis is commendable. The review team would like to appreciate the efforts of Muthoot Finance Ltd. management and personnel for this great gesture of service to humanity. The following recommendations shall be considered in future relief activities.

1. The distribution of relief materials through the local self-government and elected representatives is a welcome step to reach the maximum underprivileged personnel in the community. However, measures shall be taken to avoid duplication of services and distribute benefits to the most vulnerable sections of society.
2. Muthoot Finance Ltd. could utilise student volunteers (NSS, NCC, Social Work students) to reach a large section of society. This might facilitate the equitable distribution of relief services to more people. In addition, this could reduce the burden on the Muthoot personnel.
3. The CSR activities could include psychosocial care programmes along with material distribution. In addition, the training of community volunteers could be taken up to provide psychosocial care and psychological first aid in society to provide emotional and social support to the needy.
4. Relief services shall be focused on persons and families with COVID positive cases shall be considered.
5. The programme also could consider medical support to vulnerable persons in the society such as elderly, differently abled, widows etc.

## Conclusion

The COVID relief activities have supported many persons who have gone through vulnerable situations due to lock-down, loss of employment, COVID 19 infection etc. The massive effort took up by Muthoot Finance Ltd. covering eighteen states, and ten regions is a praiseworthy work.

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