

# Impact Assessment of COVID-19 Combat Support

Maharashtra and Uttar Pradesh

Diageo India

July, 2023



# Executive Summary

During COVID-19, Diageo India extended its support to various government hospitals in Maharashtra, Jharkhand, Delhi, Karnataka and Uttar Pradesh by providing medical equipment such as BIPAP, BP monitors, oxygen concentrators, ventilators, fowler beds and setting up oxygen plants.

Grant Thornton Bharat was engaged to conduct an impact assessment of the support provided in Manchar(Maharashtra) and in three of the CHCs in Uttar Pradesh.

## Manchar (Maharashtra)



- **18 ventilators and 30 fowler beds** were provided as a support to Sub-district hospital in Manchar District, Pune in the period 18th May'21 – 5th July'21.
- The support provided by Diageo **boosted the hospital's operations and helped cater to both critical patients and non-critical patients of COVID-19.**
- The hospital staff stated that with the increase in number of beds and ventilators, **local residents in Manchar did not have to travel to other private hospitals seeking treatment.**
- Rating of the support:

## Jalon, Badagaon, Lalitpur (Uttar Pradesh)



- The CHCs were supported through oxygen plants which **improved accessibility among community members. The number of patients being treated through the use of additional oxygen also increased.**
- The installation of plants helped make the **CHCs more independent and improved preparedness during the pandemic.** The CHCs faced both critical and non-critical cases. With the additional supply, the CHCs were able to facilitate the critical cases that required medical oxygen.
- Rating of the support\*:



\*Average rating calculated across all 3 CHCs



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- The information collected for this study is through field visits, meeting with stakeholders and backend data provided by Diageo. 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, hence information received from the various sources was believed to be accurate.
- 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.
- Any recommendations provided as part of the assessment exercise may be implemented after an analysis of prioritization. The decision to implement the recommendations is the responsibility of the management of Diageo.
- Field visits were conducted in cognizance with Diageo, the implementing partner and field teams with prior acceptance on approach, methodology, coverage plan, tools and indicators.
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## 01 Background and Introduction

# About Diageo India

Diageo India is a leading beverage alcohol company in the country. Diageo aims “to create the best performing, most trusted and respected consumer products company in India”.

Diageo India focuses on making social responsibility a core part of its business model in order to transform lives and communities. Some of their CSR activities include:

- Promoting positive drinking through efforts towards prevention of alcohol related harm and awareness generation
- Building sustainable communities through access to clean drinking water, sanitation health care facilities among others
- Empowering women to ensure equal access to resources and opportunities through initiatives on health, security, and education

## Key focus areas

01

### Water Stewardship

To replenish water across water stressed locations and enable sustainable water management

02

### Underage Consumption

Create awareness among students on harmful effects of underage drinking

03

### Anti Drink and Drive initiatives

Create awareness among consumers and enforcement officials on impact of drinking and driving.

04

### Women Empowerment

Vocational skill training for women to create source of livelihood



# Need of the Intervention

Healthcare system in India is divided into private and public systems. Each system faces several challenges in terms of accessibility, availability, affordability and quality, among others. With the spread of COVID-19, stress on the healthcare system further escalated.

## Limited resources

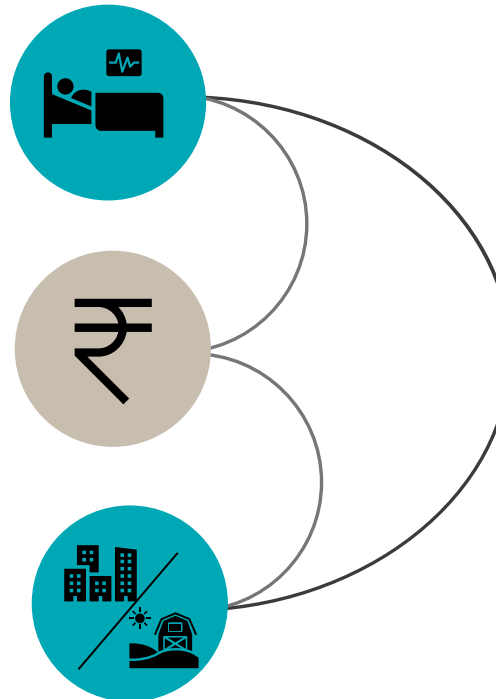
Existing public healthcare facilities with its limited resources and facilities, forced the usage of private facilities.

## Increased out of pocket expenses

Lack of proper public health facilities and increased dependency on private facilities, led to increased expenditure of medical support.

## Widened Urban-Rural divide

The impact on economically weaker sections of society was immense. COVID-19 widened the gap between those who could afford/ access services and those who could not.



## COVID-19: a threat to the already burdened healthcare system

The healthcare sector went through challenges such as shortage of hospital beds, supply of medications, absence of testing kits, resource materials and preparedness of staff.

# About Diageo India's support during COVID-19

Diageo extended its support through the following –

**6 BIPAP and 6 BP Monitors** to Government Hospital, Nashik, Maharashtra

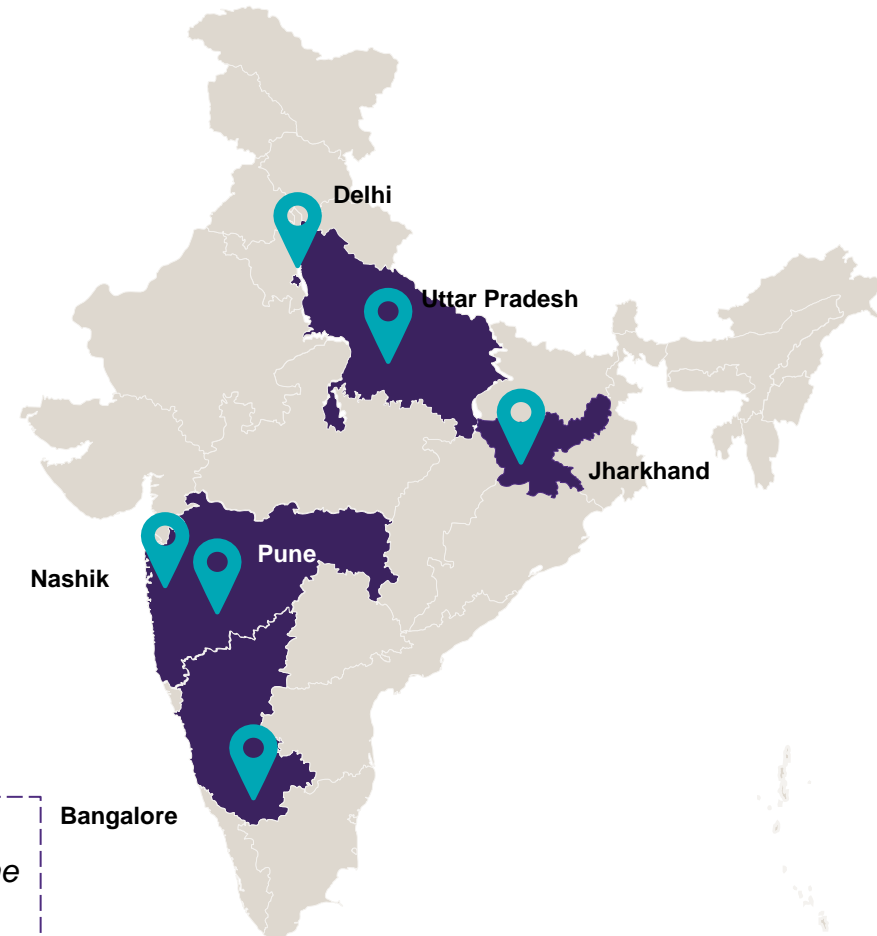
**6 Oxygen Concentrators** to Government hospital, Godda, Jharkhand and **75 Oxygen Concentrators** to Government of Delhi.

**1,500 litres of Sanitizer** to Government of Karnataka at Vidhana Sabha (Bangalore)

**18 Ventilators and 30 fowler beds** to Government Hospital, Manchar (Pune), Maharashtra

**5 PSA Oxygen plants** to UP Government, in Banda, Bindiki, Jalon, Jhansi, Lalitpur

*Diageo India onboarded Grant Thornton Bharat to conduct an Impact Assessment of the COVID-19 support. As a sample, one (01) Sub district hospital in Manchar, Maharashtra and three (03) out of the five (05) CHCs in Uttar Pradesh were assessed.*

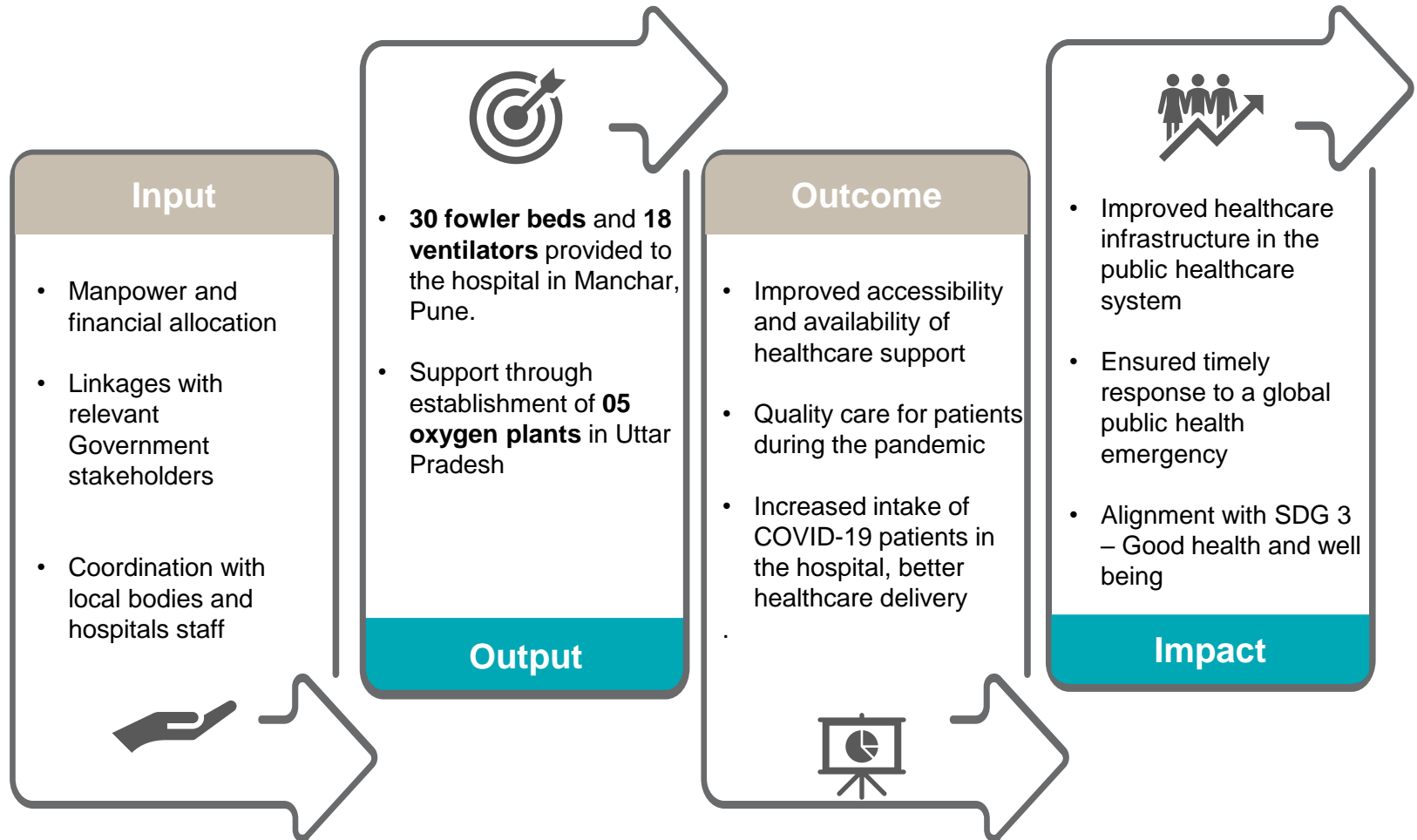






## 02 Approach and Methodology

# The study focused on the Theory of Change...



# Key steps in the study methodology...



## Review & Plan

**Inception meeting** held with the project team

**Desk review** of available documents

**Secondary research** on challenges during COVID-19.

# 01

# 02

## Design & Execute

Prepared areas of **enquiry** and stakeholder **tools**

Finalized **sample** plan

Conducted **data collection** through qualitative interactions with stakeholders



## Data Analysis

Reviewed all available **data and documents** on the support

**Reviewed the qualitative data collected** using the key areas of enquiry

# 03

# 04

## Documentation

Documented key **observations** based on interactions

Prepared **impact report**

Incorporated **feedback from Diageo team** on the impact report



Regular review to detect and resolve operational difficulties and quality assurance across all phases

# Stakeholder profiling and data collection

Location	Hospital / Community Health centre	Stakeholders met	Type of interview
Maharashtra	Sub-district hospital, Manchar, Pune	Hospital Staff (Doctor) - 1	In depth interviews
Uttar Pradesh	Oxygen Plants in: <ul style="list-style-type: none"><li>• Badagaon (Jhansi)</li><li>• Konch (Jalon)</li><li>• Talbehat (Lalitpur)</li></ul>	Hospital Staff (Doctor)- 3 Medical Superintendent- 3	

Data collection was done by GT team through a qualitative approach, as per the availability of the stakeholder.

Key areas of enquiry included:

- ❖ Need for support both before and after the pandemic
- ❖ Improvement in accessibility and quality of healthcare services
- ❖ Completion of activities as per target
- ❖ Current usage of the support provided



## 03 a. Key Findings: Maharashtra

# About the support in Manchar, Pune

- During the pandemic, hospitals in **Pune suffered shortage** of hospitals beds. This included Manchar, located in Ambegaon taluka.
- Manchar, one of the largest village in Ambegaon, has a huge market which attracts a significant footfall. **This resulted in a spike of COVID-19 cases in the location.**
- Hence, the sub-district hospital was converted into a COVID-19 hospital as a 100-bed facility. However, **with the spike in number of cases, the hospital faced shortage of beds which made it difficult to accommodate and treat the number of patients in the area.\***
- The execution and implementation of the support was done by implementing partner, **Reacha**. The organization works towards effective implementation of government programmes in the domains of agriculture, rural development, health and education.

To help mitigate COVID-19 challenges, **Diageo extended its support to Sub-district Hospital in Manchar District, Pune.**



**18 ventilators and 30 fowler beds** were provided to the hospital during the second wave, in the period 18<sup>th</sup> May'21 – 5<sup>th</sup> July'21.



\*Bende, A. (2020, October 3). Manchar's 100-bed facility reels from lack of physicians. Retrieved from Pune Mirror: <https://punemirror.com/pune/civic/manchars-100-bed-facility-reels-from-lack-of-physicians/cid5096030.htm>



# Findings of the Study (1/5)

## BACKGROUND

### COVID-19

### DIAGEO'S SUPPORT DURING COVID-19

### CURRENT STATUS OF THE SUPPORT GIVEN

### TESTIMONIAL

#### About Sub-district Hospital, Manchar

- The hospital comprises a total of 18 units, including **medicine, surgery, orthopaedics, paediatrics, dentistry, aayush, homeopathy, dialysis, pedagogy, gynaecology, etc.**
- Before COVID-19, the hospital had a combined capacity of 120 beds, with 100 dedicated to general care and 20 designated for trauma cases. **The hospital accommodated an average of 400-500 patients per month.**
- Patients from **all categories and occupational background** receive treatment in the hospital.



Image 1: Sub district hospital, Manchar

# Findings of the Study (2/5)

## BACKGROUND

## COVID-19

## DIAGEO'S SUPPORT DURING COVID-19

## CURRENT STATUS OF THE SUPPORT GIVEN

## TESTIMONIAL

### First wave of COVID-19

- During the first wave of COVID-19, the hospital saw an **average of 150-200 patients per day. Majority of the patients were senior citizens.**
- The hospital had **limited staff** that included 6-7 doctors, 10-12 nurses, and 10-12 workers.

### Challenges faced

- The hospital **lacked established treatment protocols, oxygen supplies** and other key resources.
- The sudden surge in patient numbers also resulted in an oxygen pipe shortage. **Consequently, priority for oxygen supply was given to critically ill patients.**
- Any positive cases among the hospital staff, required a mandatory 14-day quarantine period. **This further contributed to the shortage of available personnel, posing a major challenge for the hospital.**

# Findings of the Study (3/5)

BACKGROUND

COVID-19

DIAGEO'S SUPPORT DURING  
COVID-19

CURRENT STATUS OF THE  
SUPPORT GIVEN

TESTIMONIAL

## Second wave of COVID-19

- In the next phase, patient count increased **to 200-250 per day**. The hospital increased its intake of patients and treated a total of 2,000 critical patients.
- **There was also an increase in the number of patients, majorly senior citizens and adults in the age group of 40-50 years.** Patients from all over Maharashtra, including Pune district, Thane district, and Nashik, visited the hospital for treatment.
- The support provided by Diageo boosted the hospital's operations and **helped cater to both critical patients and non-critical patients of COVID-19.**
- **The hospital staff stated that with the increase in number of beds and ventilators, local residents in Manchar did not have to travel to other private hospitals seeking treatment.** The hospital operated at a capacity of 288 beds which included 244 oxygen beds and 44 ICU beds.

Rating of the support by the  
hospital staff\*:



\*the ratings were on a scale of 1 – 5 (1 being the lowest one and 5 being the highest one)

# Findings of the Study (4/5)

## BACKGROUND

## COVID-19

## DIAGEO'S SUPPORT DURING COVID-19

## CURRENT STATUS OF THE SUPPORT GIVEN

## TESTIMONIAL

- The support received from Diageo **has been distributed to the hospitals in the nearby vicinity.** This is due to a lack space to accommodate the beds and ventilators in Sub-district Hospital, Manchar.
- The distribution took place from **March 2023** onwards, reaching nearby hospitals, rural hospitals, public sector undertakings (PSUs), health centers, civil hospitals, and district hospitals in Pune.
- The ventilators are **currently being used for non-COVID patients** in the other hospitals.
- The fowler beds are currently stored in **Government Polytechnic College of Engineering, Avasari (Ambegaon).**

# Findings of the Study (5/5)

BACKGROUND

COVID-19

DIAGEO'S SUPPORT DURING  
COVID-19

CURRENT STATUS OF THE  
SUPPORT GIVEN

TESTIMONIAL



*We are very grateful for the support that Diageo provided as Manchar was a hotspot during COVID-19. It became very difficult to manage the number of patients coming in for treatment. Before the pandemic, our hospital lacked basic facilities but now, our hospital is better equipped not only with more but also better-quality medical equipment.*

**- Dr. Kailash Bhagwat, Orthopaedic Surgeon, Sub district Hospital, Manchar**

# Photos from the field



Image 2: Ventilator provided by Diageo



Image 3: Fowler beds provided by Diageo





## 03 b. Key Findings: Uttar Pradesh

# Findings of the study (1/2)

## About the support

- During the pandemic, every phase had specific challenges. The **second wave that hit India in 2021**, led to one of the biggest challenge of providing medical oxygen to patients.
- With rising cases, there was a **shortage of oxygen in hospitals** for patients with severe respiratory issues.
- This required immediate attention and led to efforts by various organizations to help meet this shortage. One such support was **provided by Diageo through the installation of oxygen generating plants in Community Health Centres (CHCs)**.
- **These CHCs were selected basis the requirement.** The execution and implementation of the support was done by implementing partner, **Reacha**.



Image 1: Oxygen plant provided by Diageo to CHC in Jalon

# Findings of the study (2/2)

- The plants **improved accessibility** among community members. The **number of patients being treated** through the use of additional oxygen also increased.
- The installation of plants helped make the CHCs more **independent and improved preparedness** during the pandemic.
- The CHCs faced both critical and non-critical cases. With the additional supply, **the CHCs were able to facilitate the critical cases** that required medical oxygen.

## Rating of the support by the hospital staff:

CHC Jalon-



CHC Badagaon-



CHC Lalitpur-



*The support from Diageo proved to be a strong and essential requirement during the pandemic. The plant was installed in three weeks. All the officials involved in process made sure that the installation was quick and easy.”*

**- Dr. Prasant Jain, CHC Badagaon**

# Photos from the field



Image 2: Oxygen Plant in CHC Lalitpur



Image 3: Oxygen Plant installed in CHC Badagaon Jhansi

# Annexures - tools

Location	Tool
Maharashtra	<a href="#">Diageo COVID-19 Maharashtra Tool.pdf</a>
Uttar Pradesh	<a href="#">Diageo COVID-19 UP tool.pdf</a>



**Thank you**