

# Impact Assessment of COVID-19 support

**Diageo India**

January 2024



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- The information collected for this study is through field visits, meeting with stakeholders and backend data provided by Diageo India. 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.
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- Field visits were conducted in cognizance with Diageo India, and field teams with prior acceptance on approach, methodology, coverage plan, tools and indicators.
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# Background and introduction

## About Diageo India

Diageo India is a leading beverage alcohol company in the country. The organizations 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:

### Key CSR activities

	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

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

# Background and introduction

## Need of the intervention

- **COVID-19 or Coronavirus** is a global crisis that hit the world in 2019. An infectious disease caused by the SARS-CoV-2 virus.
- India reported its first case on **30th January 2020 in Kerala**. By March 2020, the World Health Organization (WHO) declared **COVID-19 a pandemic** spreading across countries.
- The **second wave hit India in 2021** and thus began one of the biggest challenges of providing medical oxygen to patients. With rising cases, there was a shortage of oxygen in hospitals for those with severe respiratory issues.
- This crisis escalated quickly, leading to large counts of infected individuals and subsequent deaths. The pandemic **added to the already stressed healthcare system** of India.
- To help mitigate the COVID-19 challenges, Diageo India extended its support to CHC Hunasagi, Yadgir. **30 beds/cots, 4 ventilators and 1 PSA oxygen plant** were provided to the hospital during the pandemic.

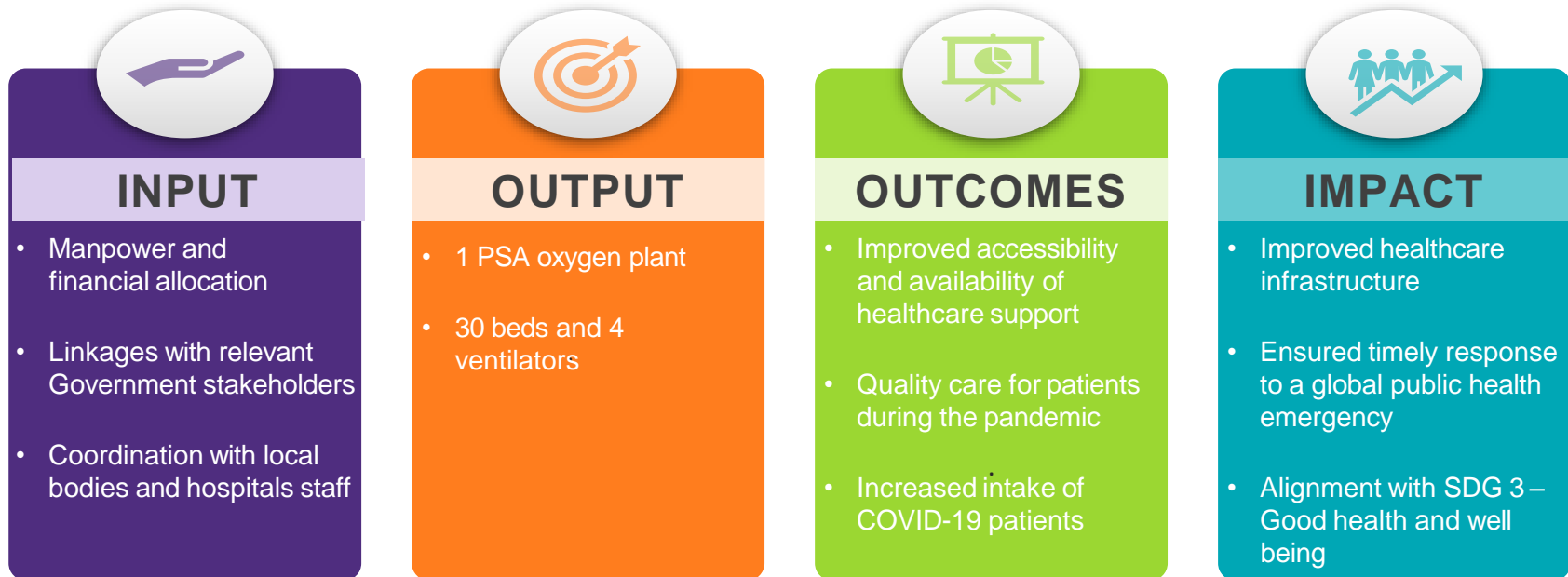
Over **4 lakhs**  
deaths in the second  
wave

Demand of oxygen shot  
up by **4 times**

# Approach and methodology

## Work undertaken

Assessment approach based on theory of change:



- Keeping the above approach as the key focus, a three-stage methodology was followed for the assessment.
- This included **review of documents and tool building, field visits in project locations, and documentation of key findings.**
- The assessment focused on conducting **qualitative interactions** with the key stakeholders of the project (i.e., hospital staff at CHC Hunasagi, Yadgir district)

# Background

## About the project



### About CHC, Hunasagi

- **CHC Hunasagi is located in Yadgir district of Karnataka.** This CHC acts as the main health center for the nearby villages.
- The CHC is primarily known for general consultation, however, facilities for gynecological and pediatric support are also available. Currently, four (04) doctors, six (06) nurses, and ten (10) support staff are employed.

### Need for support

- During first and second wave of COVID-19, the hospital saw an **average of 100-150 patients per day. Majority of the patients were senior citizens.**
- As the number of COVID patients increased, the CHC faced issues like, **lack of staff and shortage of beds** to accommodate the daily influx of patients during the pandemic.
- Additionally, prior to Diageo India's assistance, **the CHC did not have an oxygen plant or ventilator.** Further, the beds in the CHC were in need of change.
- Diageo India constructed an **oxygen plant, provided 30 beds, and four (04) ventilators** to address the issues encountered during the second wave of COVID-19.

# Key findings

## Support provided



### Availability of healthcare

Diageo India's support upgraded the CHC's facilities, ensuring the surrounding community has **better availability of healthcare services.**

### Quality of healthcare

The support not only ensures availability of services but also provides accessibility to **quality resources** such as medical equipment, beds etc.

### Emergency based relief

The COVID-19 support ensured immediate relief and helped communities face challenges at the **most crucial of times.**

### Sustainability of support

Improvement in the CHC's capacity to deliver effective health services, positively impacts **the well-being of communities in the future.**

# Key findings

## Testimonial

01

BACKGROUND

02

SUPPORT PROVIDED

03

TESTIMONIAL



*“Diageo India has stepped forward to support us during COVID-19 and has given us oxygen plants, cots, and ventilators. The oxygen plant is not in operation due to a lack of energy connection, but cots and ventilators are still very useful to us.”*

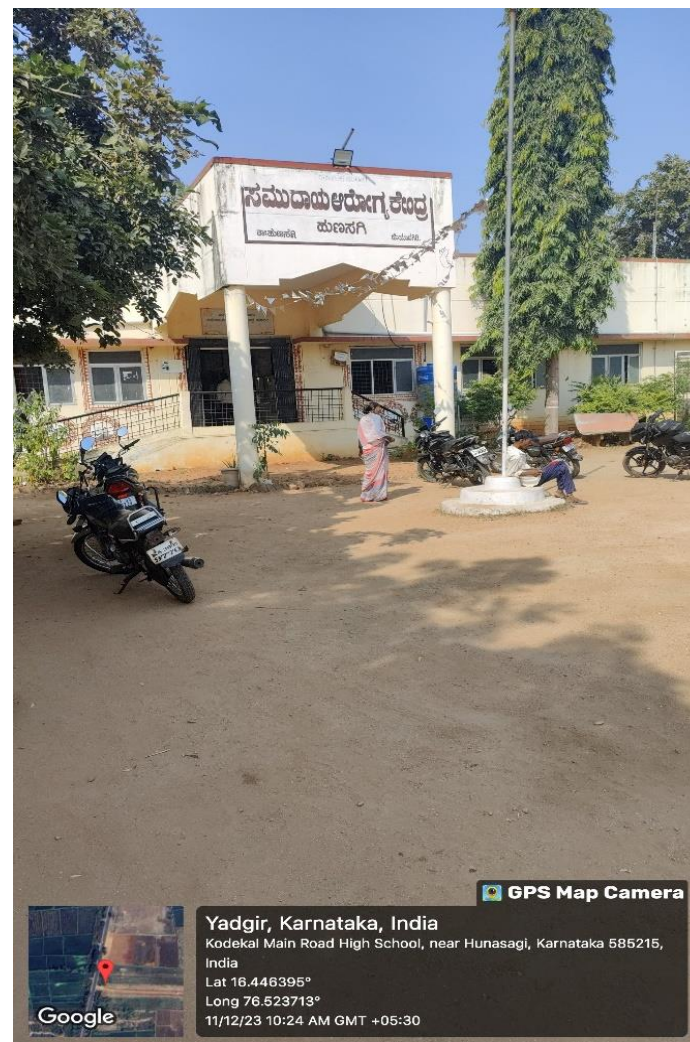
**- Dr. S. B. Patil, AMO CHC  
Hunasagi, Yadgir**

Rating of the support by  
the hospital staff:





# Photos from the field



**Thank you**