IMPACT ASSESSMENT STUDY FOR CSR PROJECTS UNDER WBSETCL

Prepared by

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INTRODUCTION

Corporate Social Responsibility (CSR) has emerged as a pivotal framework for organizations to contribute towards the betterment of society beyond their primary business objectives. It encompasses initiatives that align a company's values and practices with societal, environmental, and economic needs. In India, CSR has been institutionalized through the Companies Act, 2013, which mandates certain companies to allocate a percentage of their profits to social welfare activities. This regulation has encouraged a wide array of initiatives aimed at fostering sustainable development. Among these, health and infrastructure have emerged as key areas of focus, as they form the bedrock of a thriving society. Within this context, the West Bengal State Electricity Transmission Company Limited (WBSETCL) has demonstrated its commitment to societal welfare by leveraging its CSR funds for impactful interventions. The renovation of primary health centers and rural hospitals through CSR funding is aligned with several national and global development priorities. At the national level, it complements government initiatives like the National Health Mission (NHM), which aims to strengthen public health systems and improve access to essential healthcare services. WBSETCL also understands its commitment to the society in which it operates and, accordingly, contributes to the development of health infrastructure for the marginal section of society, which is in line with its CSR policy.

WBSETCL, as a vital player in the power transmission sector of West Bengal, not only drives the state's economic development but also upholds its social responsibilities with zeal. The organization's CSR initiatives reflect its dedication to addressing the critical needs of underprivileged communities. WBSETCL has channelised its CSR resources towards the renovation and improvement of primary health centers (PHCs) of Mathurapur in Malda and BoroPolashon in Purba Bardhaman as well as Daspur rural hospital buildings in Paschim Medinipur. Primary health centers and rural hospitals of Malda, Purba Bardhaman and Paschim Medinipur play an indispensable role in providing basic healthcare services, including maternal and child health, immunizations, disease prevention, and minor surgeries. However, many such facilities in rural areas often face significant challenges, including inadequate infrastructure and substandard sanitation. Recognizing these issues, WBSETCL's CSR strategy focuses on addressing these critical gaps by renovating existing health infrastructure, ensuring the availability of essential amenities, and fostering a conducive environment for healthcare delivery.

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Details of the project are stated here under-

Project Nature	Sanction amount	Financial Year	U. C Date
Financial assistance for urgent repairing work of dilapidated conditions of Block Primary Health Care Centre.	₹1,07,00,000/-	2022-23	July 2023

The utilization of CSR funds by WBSETCL for renovating PHCs and rural hospitals in these districts underscores the company's vision of creating sustainable social impact. By improving the physical infrastructure of these healthcare facilities, WBSETCL contributes to enhancing their operational efficiency and service quality. Such improvements have far-reaching implications, as they directly influence the health outcomes of the local population, as per records of the patients obtained during the study, and indirectly support the socio-economic development of the region. Many of the population in these districts come from a socio-economic background where availing of expensive healthcare facilities is still a luxury.

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METHODOLOGY

The Impact Assessment Study team from Presidency University visited the Primary health Centers of Mathurapur, Malda and BoroPolashon in Purba Bardhaman and the Rural Hospital of Daspur, Paschim Medinipur over a span of one week to collect first hand survey data on the utilization of the newly renovated buildings for the benefit of the local population. The analysis involved the collection of data via interviews and surveys which provided the study team with a set of data to rely upon. By conversing with the project management teams and other staff involved, the study team aimed to grasp the idea of the operation and appropriate utilization of the CSR projects.

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BORO POLASHON PRIMARY HEALTH CENTRE,

PURBA BURDWAN

Introduction

The Boro Polashon PHC building, originally constructed 15 years ago, has undergone substantial repairs, including roof renovations that resolved previous issues of leaks and dampness. The building was initially designed as a sub-center but now functions as a non-bedded outpatient department (OPD). The health centre caters to approximately 30,700 people from nearby areas. Daily patient attendance ranges from 80 in winter to 100 in summer, with an increased patient flow due to telemedicine initiatives and the National Community Development (NCD) schemes targeting non-communicable diseases such as diabetes, hypertension, and tuberculosis.



Examining the new wall paint of PHC



The renovated dressing room area for patients

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The previous condition of the front wall



Plaster was done on the wall and new board installed

Key infrastructure:

- The building was renovated in December 2023, with roof leaks repaired and issues of dampness resolved.
- Along with the repairs of the building, the toilets have also been renovated in the OPD section.
- The eye OPD is held within the renovated building which is operated weekly by the Haath Gobindopur Mother and Child Welfare Society (NGO), under Dr. Sadhan Chanda Laha, since February 2024.



Renovated toilets



The OPD area of the renovated building

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Examining the floor tiles



Eye OPD cum Staff resting area

Operational Aspects:

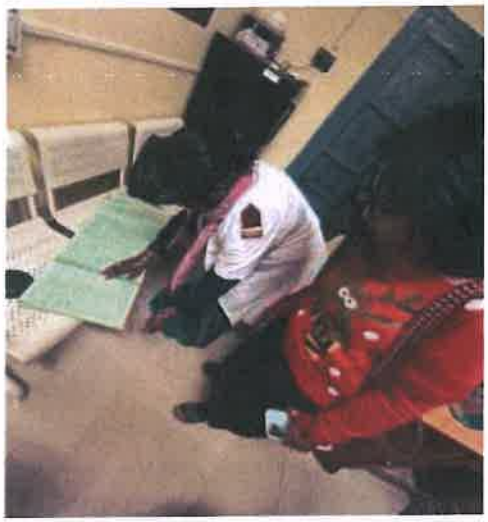
- The PHC operates from 9 AM to 3 PM and is functional and catering to the needs of the local patient.
- The doctor, Dr. Kora, is available on Mondays and Wednesdays, accommodating approximately 120 patients per visit. On other days, the 1st Auxillary nurse midwife (ANM) manages patient care.
- Many locals have attended the PHC over the last few years due to increased awareness given by the ASHA workers. There are zero home delivery cases, as confirmed by the ASHA worker.
- Most of the locals visit the PHC to take medicines, and all expecting mothers come to the PHC for regular check-ups.
- Housekeeping of the newly renovated building is being properly managed.

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OPD register maintained by 1st ANM



Examining the staff attendance register



The impact assessment team in discussion

Conclusion

The Boro Polashon PHC has made commendable progress in infrastructure development, aiding in delivering timely healthcare facilities for the local population. Strategic utilization of funds in renovating the OPD ward and community engagement through sincere efforts of ASHA workers and Nurse have been pivotal toward enhancing the PHC's functionality and reputation.

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MATHURAPUR PRIMARY HEALTH CENTRE, MALDA

Introduction

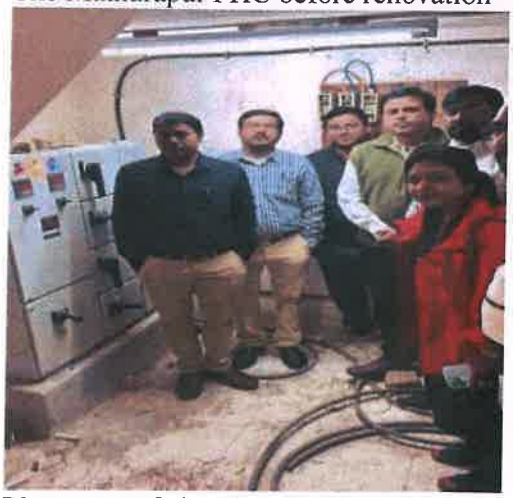
The Mathurapur Primary Health Centre (PHC) is a healthcare facility addressing the needs of a significant tribal and non-tribal population. The PHC primarily operates with departments for allopathy, homeopathy, and AYUSH. The old building, dating back to 1965-68, was in a dilapidated state. Renovations were funded on June 15, 2022 and concluded on September 9, 2024 for the old building. The building will accommodate homeopathy and allopathy departments. The population served includes approximately 15,000 tribal individuals, primarily marginalized section of people from Najerpur village. Many patients travel distances of up to 7 km to access services, often walking or cycling, to avail the free health check-up facilities and medicines.



The Mathurapur PHC before renovation



The front view of the newly renovated PHC



Placement of electric meter under stairs



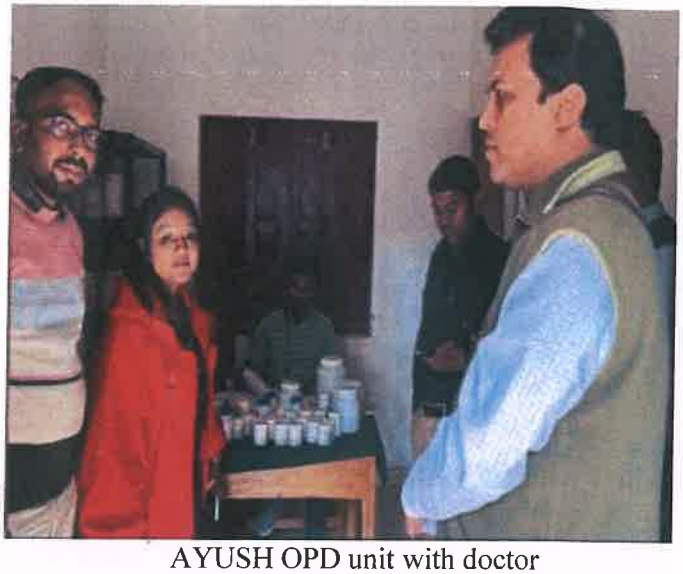
Doctors' room

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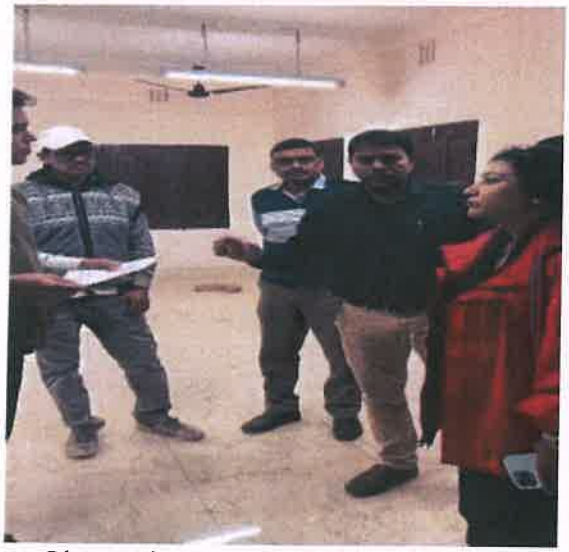
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AYUSH garden for growing medicinal herbs



AYUSH OPD unit with doctor



Observation room with 2 bed capacity



Waiting room for patients

Key Infrastructure:

- The newly renovated PHC has two waiting rooms, one doctors room, one observational room with provision for 2 beds, staff toilets and separate male and female waiting rooms.
- The current homeopathy and allopathy buildings are in dilapidated condition with no electricity supply, overburdened facilities, and there is a dire need for spacious accommodations, which will be facilitated in the newly renovated building funded by WBSETCL.

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- The newly activated Ayush building will accommodate Ayurvedic services, while the new WBSETCL building will host homeopathy and allopathy services.
- The observation ward will house minimum two beds for efficient monitoring of patients.

Operational Aspects:

- Mathurapur PHC caters to approximately 200 allopathy patients and 50-60 Ayush patients daily.
- A two-way knowledge-sharing process exists between healthcare providers and local tribal populations regarding the medicinal uses of indigenous herbs.
- Common ailments treated include fever, diabetes, hypertension, and anemia among women.
- The PHC has achieved 100% institutional deliveries, due to the efficiency of the ASHA workers, who are spread over the entire block.
- With the activation of the new buildings, patient load is expected to double within six months, as per the BMOH.



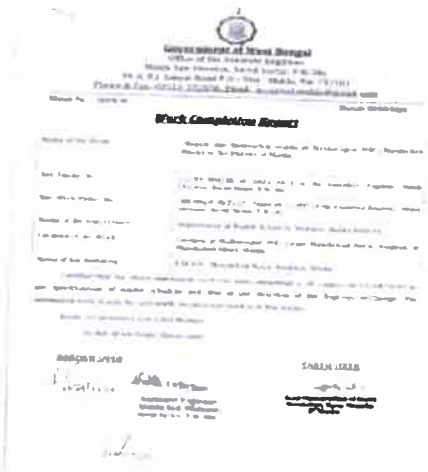
A brief interaction with the local patients



Updated patients register as on date of study

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Completion certificate of the Mathurapur PHC

Conclusion

Mathurapur PHC has made a commendable effort in renovating the old OPD building and catering to an increased number of people. Keeping in mind the increasing patient load in the upcoming months due to improved infrastructural facilities, the authorities will be in a position to meet the healthcare needs of patients more efficiently. By prioritizing resource allocation and community engagement, these facilities can set a benchmark for primary healthcare services in the region.

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DASPUR RURAL HOSPITAL, PASCHIM MEDINIPUR

Introduction

The rural hospital (RH) at Daspur has been operational for over a year, delivering both outpatient (OPD) and inpatient (IPD) services. Recent renovations and initiatives have contributed to its growth. The RH caters to almost 2,32,509 people in the block. Both the OPD and IPD sections of the Daspur RH is operating efficiently as per the demands of the local population. Most of the patients come with fevers, diarrhea cases, and snake bites, while women come for pregnancy-related issues, among other ailments.



The newly renovated RH building



Internal roof repair in male ward and internal roof repair, wall plaster and tiles on walls in female ward

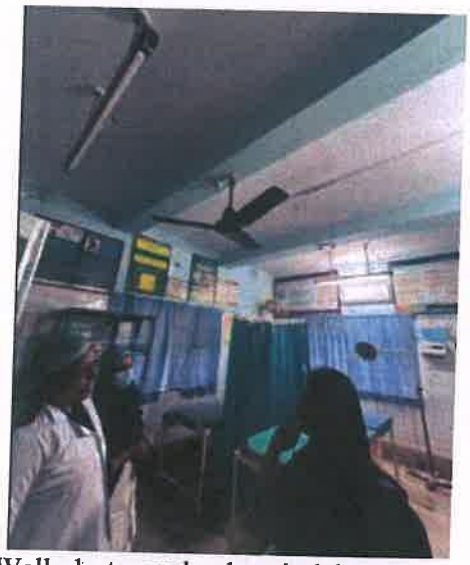
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Key Infrastructure:

- The Male and female wards underwent comprehensive internal roof repairs and wall plastering.
- Full wall tiling and electrical work in both wards were carried out to create a safe and comfortable environment for patients.
- Approximately 60-70% of the roof was previously leaking, severely limiting the availability of space for patient check-ups. Repairs included concrete terrace to ensure durability and protection against weather conditions.
- Temporary sheds are added on the roof of the male and female wards to ensure protection against leakages during monsoon.



Roof repair and plaster in nurses' room



Wall plaster and colour in labour room





Wall paint in the Mother and Child Counseling room and wall paint in the OT area corridor

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Operational Aspects:

- The Chief Medical Officer of Health (CMOH) has organized innovative programs to raise awareness about health issues, such as hepatitis B.
- Magic shows are a notable example of engaging the community in these initiatives, fostering trust in the healthcare system.
- Patients report a high satisfaction rate while availing the services of the RH. They have expressed their satisfaction with the renovation of the building as it provides them with better facilities than before.
- The ASHA workers reported a hundred percent delivery at the hospital for all mothers from rural areas and blocks under their supervision.
- The account of a patient admitted at the male ward revealed the high levels of satisfaction he received after the repairs of the roof and the building. Such better facilities were not available previously since the walls remained damp and the roofs leaked during monsoon.



Reconstruction of roof



Exterior paint of the X-Ray unit



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Setting up temporary sheds on the male and female wards



Interaction with admitted patient in IPD



Interaction with BMOH and OPD patients

Conclusion

The healthcare facility has demonstrated its commitment to improving local healthcare through infrastructure upgrades and proactive community engagement. The renovated wards and roof repairs have created a safer and more welcoming environment for patients. Through these renovated endeavors by WBSETCL, the facility can continue to enhance its impact and ensure comprehensive, accessible healthcare for all.

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