



COVID-19 Vaccination Program

CSR Impact Assessment Report

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01. EXECUTIVE SUMMARY

Project Brief



In a remarkable collaborative effort spearheaded by Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and the Collective Good Foundation, a transformative initiative was launched to facilitate widespread COVID-19 vaccination. This initiative emphasized drivers along with allied communities within the transport sector and aimed to improve the lives of people at large. The administration of vaccines was entrusted to the capable hands of Doctors for You, operating from vaccination centers established in Telangana, Rajasthan and Uttar Pradesh. While meticulously adhering to all the protocols mandated by the Ministry of Health & Family Welfare, Government of India.



Project Activities

1. Collaborative effort supported by Castrol and implemented by Doctors for You, BCCL and Collective Good Foundation.
2. Focus on facilitating COVID-19 vaccinations among drivers and allied communities in the transport sector.
3. Vaccination administered by Doctors for You in Hyderabad, Jaipur and Lucknow, while following government protocols.



Year

2022



Beneficiaries

48,518



Partner Agencies

Collective Good Foundation, BCCL and DFY



Project Location

Telangana, Rajasthan and Uttar Pradesh



SDG Goals



Project Budget

₹1,51,04,000

Key Output



48,518

vaccination shots administered.



32%

of the beneficiaries were truckers and their family members.



78%

of the vaccinated population belonged to the 15-44 years age group.



6%

of the population were administered Booster shots.



Vaccination centers and mobile camps set up at 12 locations across Hyderabad, Jaipur and Lucknow.

Key Impact



The program significantly boosted vaccination intake and contributed to higher vaccination rates within the target communities.



The program effectively reached underserved populations in Hyderabad, Jaipur and Lucknow, addressing the vaccination gaps in these regions.



By focusing on truckers and their families, the program successfully reached a vulnerable and high-risk group within the transport sector. Thus, enhancing overall community protection.



The program helped to protect a significant portion of the working-age population.



Administering booster doses contributed to strengthening immunity and long-term protection.

02. OECD FRAMEWORK



Relevance

The Castrol-supported COVID-19 Vaccination program implemented with the collaborative efforts of Collective Good Foundation, Doctors for You and BCCL, is of paramount relevance as it exemplifies the principles of health equity and pandemic mitigation. By prioritizing the vaccination of a mobile and underserved population, it served as an example against the spread of COVID-19 within and across communities.



Coherence

The project was aligned with three SDGs.

- Goal No.3: Good Health and Well-Being
- Goal No.10: Reduced Inequalities
- Goal No.17: Partnership for the Goals



Effectiveness

The effectiveness of the vaccination program is reflected in the substantial number of beneficiaries reached. Exceeding 48,000 individuals and comprising truck drivers and their families across various locations. By addressing barriers to vaccination, such as accessibility and awareness. The program significantly contributed to increasing vaccination rates within this vulnerable population. The program's ability to adapt to location-specific challenges like crowd management and venue selections showcased its resilience and effectiveness.



Efficiency

The efficiency of the Castrol-supported program is notable in its optimized resource utilization and streamlined operations. Despite the challenges posed by the logistics of reaching mobile and remote populations. The program efficiently leveraged partnerships with local NGOs and community leaders. It also optimized media coverage for public awareness with a cost-effective approach to promote vaccination uptake.





Impact

The program's impact is notable given the significant increase in vaccination rates among truck drivers and their families. It not only achieved its primary objective but also fostered heightened awareness and community engagement. Moreover, the collaborative effort between the public and private sectors sets a commendable CSR example that highlights the potential of such partnerships in addressing pressing public health concerns and promoting collective well-being.



Sustainability

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Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 3

INTRODUCTION



Project Background

The COVID-19 pandemic fostered a collaborative initiative involving Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and Collective Good Foundation. The primary objective of this joint effort was to enhance vaccination endeavors, with a specific focus on individuals employed in the transport sector. Commencing in February 2022, the project successfully initiated and managed

vaccination centers in 12 strategically chosen locations throughout India, yielding notable outcomes in Hyderabad, Telangana and Lucknow. The program encompassed a notable proportion of the beneficiaries who are truck drivers and their respective family members. This program played a significant role in enhancing vaccination rates and promoting public health.



About Castrol India

Castrol India Limited is an automotive and industrial lubricant manufacturing company. Castrol India is the 2nd largest manufacturer of automotive and industrial lubricants in the Indian lubricant market.

It is part of Castrol Limited UK (part of the BP Group). It has five manufacturing plants that are networked with 270 distributors, serving over 70,000 retail outlets.



About Partner Agencies

About Collective Good Foundation (CGF):

Since 2006, Collective Good Foundation (CGF) is dedicated to developing ecosystems that facilitate sustainable impact. CGF provides comprehensive project implementation support to companies and social organizations, addressing issues across cause areas. Working closely with their strategic partner, Samhita Social Ventures, CGF builds capacity in the development sector and works on interventions that can be scaled. They drive solutions impacting the economic climate and behavioral influences of a young nation, in association with a network of stakeholders. **CGF has made significant investments in knowledge, research and a unique cutting-edge technology tool - Samhita Good CSR, that enables corporate partners, foundations and implementation agencies to build a sustainable future.**

About Bennett, Coleman & Co. Ltd. (BCCL):

BCCL is a large media conglomerate that prides itself in being a powerhouse of successful brands, built on a journey of 180+ years. They are the only 360-degree multimedia group with a presence in Print, TV, Digital, Radio, magazines and OOH. Since its inception leadership, innovation and growth have been the key drivers of its exponential growth and expansion. **BCCL has been continuously driven by the indomitable spirit to question the conventional wisdom and change the rules of the game.**

About Doctors for You (DFY):

DFY is a registered society, under the Societies Registration Act 1860 Section 21 having registration no. F-56886(Mum). DFY is a pan-India humanitarian organization with also international presence that has worked in various disaster-hit zones for the last 14 years. DFY focuses on providing medical care to vulnerable communities during crisis and non-crisis situations, as emergency medical aid to people affected by natural disasters, conflicts and epidemics. They are also committed to reducing disaster risk to human society by delivering training and capacity development in emergency preparedness and response. **The work of DFY is guided by humanitarian principles of humanity, impartiality and neutrality. It offers services and assistance to people based on need, irrespective of race, class, caste, religion and gender.**

CHAPTER 4

RESEARCH METHODOLOGY



The impact assessment study adopted a comprehensive strategy with a qualitative approach to offer a more intricate understanding of the project's impact. This allowed for the acquisition of detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

Application of Qualitative Techniques

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews and Focus group discussions (FGDs) engaged essential project stakeholders, including implementation team members doctors, health workers and pharmacists. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges and areas for enhancement.

Data Quality Control & Analysis

The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

Sampling Framework

In order to ensure a well-rounded representation of the different sub-groups within the target population, for qualitative interactions, purposive sampling was utilized to engage key stakeholders. The sampling framework is illustrated below:

| State | District(s) | Centre(s) |
|---------------|-------------|---|
| Telangana | Hyderabad | <ul style="list-style-type: none"> Cherilapally Sanath Nagar Abdullapurmet PJR Stadium UPHC Hafeezpet |
| Uttar Pradesh | Lucknow | <ul style="list-style-type: none"> Sarojini Nagar Northern Railway Division Hospital Transport Nagar LBRRN Hospital |
| Rajasthan | Jaipur | <ul style="list-style-type: none"> Team 1 Association Bhawan Sikar Road |

Research Design



Name of the project

COVID-19 Vaccination



Partner Agency

Doctors for You, BCCL and Collective Good Foundation



Research Design used

Descriptive Research Design



Sampling Technique

Purposive Sampling



Qualitative Methods used

Testimonials and Focus Group Discussions

Standardized Framework for Evaluation

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



Key Stakeholders



Doctors



Health Workers



Implementing Partners

Upholding Research Ethics

The impact assessment study upheld a robust framework of research ethics and principles throughout its process.



Informed Consent

Participants made informed decisions after understanding the study goals, risks, and benefits.



Confidentiality

Participant information was guarded securely, establishing a foundation of trust.



Data Security and Anonymity

Rigorous measures ensured participant data remained private and untraceable.



Non-Maleficence

Participant well-being was safeguarded, with no harm caused by the research.



Integrity

Research maintained high credibility through sincere and transparent practices.



Justice

Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.



CHAPTER 5

MAJOR FINDINGS ON COVID-19 VACCINATION

A collaborative effort led by Castrol, Doctors for You, BCCL (Bennett, Coleman and Company Limited) and the Collective Good Foundation resulted in the launch of an impactful initiative aimed at facilitating the widespread vaccination against COVID-19.



Major Findings of the Program

Before the intervention, the situation was characterized by several challenges and barriers that hindered the vaccination of truck drivers and their families, who were a vulnerable and underserved population. Here are some key aspects of the pre-intervention situation:

Pre-Intervention situation



Limited access to vaccination

Many truck drivers and their families had limited access to vaccination services. They traveled long distances often across states and had irregular schedules, making it difficult for them to find the time to get vaccinated.



Superstitions and misinformation

In some cases, there were superstitions and misinformation related to vaccines and healthcare in general. These misconceptions needed to be addressed to build trust and confidence in the vaccination process.



Lack of awareness

There was a lack of awareness about the importance of vaccination and its benefits among the target population. Many truck drivers and their families were not well-informed about the vaccines and their role in preventing the spread of COVID-19.



Government and NGO involvement:

The pre-intervention situation also involved coordinating with government agencies and local NGOs to align efforts and secure the necessary permissions and support for vaccination programs.



Infrastructure challenges

In transport areas and truck stops, there was often inadequate infrastructure for vaccination clinics. The lack of suitable facilities and medical equipment posed challenges to organizing vaccination drives.

Overall, the pre-intervention situation was characterized by challenges related to accessibility, awareness, logistics and hesitancy. The mobilization program was designed to address these issues and overcome the barriers to vaccination in the target population.

“We partnered with Castrol to vaccinate truck drivers and their families. It was an incredible journey and we amplified the campaign to raise awareness. This program had a significant impact and even inspired other corporates to take similar initiatives.”

- Viola, BCCL (Bennett, Coleman, and Company Limited)



Mobilization Techniques

In response to these challenges, the Castrol supported CSR program adopted a multifaceted approach to address the pre-intervention challenges effectively:



COMMUNITY-CENTRIC STAFF RECRUITMENT

Local Staff

A deliberate strategy of recruiting local staff residing in close proximity to the vaccination centers yielded enhanced community engagement.

Appropriate venues

Ensuring proper ventilation and well-suited locations for vaccination centers was prioritized.

Cross-vaccination prevention

A unique color-coding system was devised for different vaccine types to prevent cross-vaccination errors.

Nursing staff training

Extensive training was provided to nursing staff to proficiently handle crowd management and prioritization.

Provision of refreshments

Beneficiaries were offered protein biscuits and refreshments.

Priority groups

Pregnant women and elderly individuals were given priority.

Collaboration with local authorities

Collaborative efforts with local authorities were instrumental in securing larger spaces for vaccination centers.

“The program started on 8th February 2022 and was completed on 21st March 2022. We vaccinated over 48,000 beneficiaries in just 42 days. Truck drivers faced numerous challenges, including vaccine hesitancy and accessibility issues. Our team worked tirelessly to overcome these obstacles and it was an honor to be part of this project.”

- Dr. Shumona, Project Manager, Castrol





RESISTANCE MITIGATION AND COMMUNITY ENGAGEMENT

Intensive counseling

A concerted effort was made to address vaccine hesitancy through rigorous counseling sessions.

Peer motivation

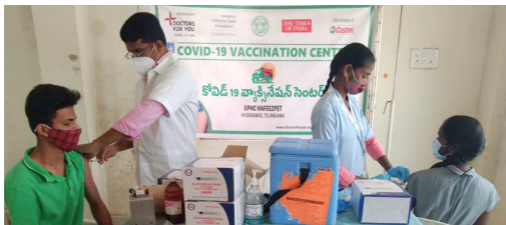
Previously vaccinated individuals were encouraged to act as advocates, motivating their peers to participate.

Community leaders' engagement

Influential community leaders played a pivotal role in authenticating the program's credibility.

Misinformation eradication

Vigorous support and counseling were dispensed to counteract misinformation and dispel superstitions.



Program implementation, challenges and successful mitigation

The joint collaborative efforts of Castrol, Doctors for You, Bennett, Coleman and Company Limited and Samhita-CGF have provided support to the vaccination campaign. The challenges included:



Crowd Management

Organizing vaccination drives in these areas required effective crowd management strategies. The potential for large crowds and chaotic situations needed to be addressed.



Logistical issues

Coordinating vaccination efforts for a mobile and dispersed population like truck drivers requires a robust logistics system. Ensuring the availability of vaccines, medical personnel and transportation was crucial.



Language and cultural barriers

Truck drivers and their families came from diverse linguistic and cultural backgrounds. Communicating the importance of vaccination and addressing concerns required multilingual and culturally sensitive approaches.

- Usage of color coding and prioritization to prevent cross-vaccination.
- Selecting larger venues, such as sports stadiums, to manage crowds efficiently.
- Staff living close to the centers were recruited for better community engagement.
- Nursing staff were trained to handle priority cases and communicate effectively with the crowd.
- Refreshments were provided to patients waiting at the centers.



“

"I managed the team in Hyderabad and we vaccinated 28,000 people. We faced crowd management issues and limited space at some locations. However, we collaborated with local authorities to find larger venues, ensuring better ventilation and comfort for everyone. The program's impact was substantial."

– Dr. Glory

”

Media and press release strategies

The program received substantial media attention, that contributed to its remarkable success:



Press Coverage

The program garnered extensive media coverage, particularly in the print media, like the Times of India.



Radio Spots

The utilization of radio channels addressing truck drivers effectively disseminated information and raised awareness.



Awareness building activities

The program's accomplishments were actively shared through various media channels, which showed its positive impact.



Impact of the program

Over the course of the program's implementation, vaccination rates surged among truck drivers and their families, and reduced the risk of COVID-19 transmission within this mobile population. The media and press releases amplified the program's impact, spreading the message of hope and resilience in the face of adversity. The success of the program inspired other corporate and community initiatives to address healthcare disparities and was reflected by the following indicators:



Community Engagement

The program successfully engaged with truck drivers and their families, effectively addressing vaccine hesitancy.



Effective Crowd Management

Innovative strategies such as color-coding and prioritization were pivotal in managing large crowds efficiently.



Enhanced Access to Vaccination

The program significantly improved access to vaccination for a vulnerable population.





Media Recognition

1. Extensive media coverage helped amplify the program's impact.



Learnings

The program's experiences offer valuable insights into future community engagement and vaccination initiatives.

This comprehensive analysis report underscores the program's success in mobilizing communities, and managing large crowds and illustrates the profound impact that effective community engagement and innovative solutions can have in combating the most formidable challenges.



"I was part of the program in Lucknow, and our focus was on truck drivers and transportation workers. Infrastructure in remote areas and counselling them about the vaccine was challenging, but we overcame it. We arranged refreshments for the individuals at the sitting arrangement and ensured that they received the vaccine comfortably."

- Dr. Anshul



CHAPTER 6

CONCLUSION

The COVID-19 Vaccination program for this mobile population stands as a model for future initiatives aimed to reach out to underserved populations. It signifies the potential for collaboration between private enterprises, NGOs and government agencies to effect change. The lessons learned from this endeavor will undoubtedly inform and inspire future efforts to address healthcare disparities, ensuring that no community is left behind in the journey toward better health and resilience.



CHAPTER 7

ANNEXURE

ANNEXURE A: CERTIFICATE OF VACCINATION BY CGF



Ref. No: DFV/PF/O/A001 /2021-2022

21 Feb 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Doctors For You through the support of Castrol, BCCL and Collective Good Foundation has delivered 14431 doses of COVID-19 Vaccine in Jaipur, Lucknow and Hyderabad between 8th Feb 2022 to 20th Feb 2022.

In Following Centers: -

| HYDERABAD | |
|------------------------------------|------|
| CHERLAPALLY | 991 |
| SANATH NAGAR | 1538 |
| ABDULLAPURMET | 2082 |
| PJR STADIUM | 1259 |
| UPHC HAFEZPET | 2335 |
| LUCKNOW | |
| SAROJINI NAGAR | 2667 |
| NORTHERN RAILWAY DIVISION HOSPITAL | 1016 |
| TRANSPORT NAGAR | 176 |
| LBRN HOSPITAL | 1827 |
| JAIPUR | |
| TEAM 1 | 158 |
| ASSOCIATION BHAWAN | 270 |
| SIKAR ROAD | 112 |



Authorized Signatory