

Annual CSR Report

2019-20



Our CSR commitment

Annual CSR Spend

11.53 Crores

Projects

8

Focus areas

3



CSR Programme Financials

Prescribed 2% CSR Spend
(in INR lakhs)

1152.84

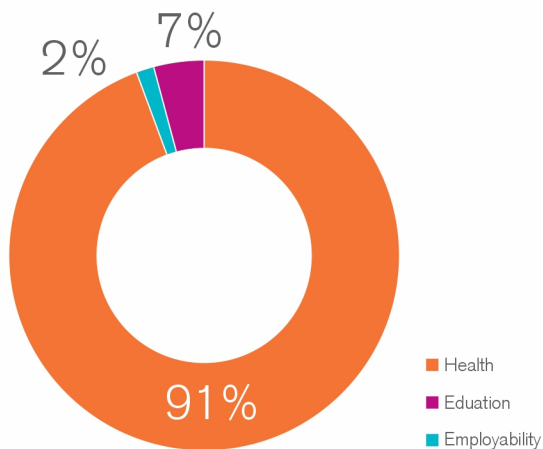
Funds disbursed
(in INR lakhs)

1153.97

Funds utilised
(in INR lakhs)

1153.97

Funds disbursed by focus area in FY19-20 (in %)



Partnering India to eliminate LF



The LF elimination strategy has two components: (1) to stop the spread of infection (interrupting transmission); and (2) to alleviate the suffering of affected populations (controlling morbidity).

In order to interrupt transmission, districts in which lymphatic filariasis is endemic must be mapped and a strategy of preventive treatment called mass drug administration (MDA) implemented to treat the entire at-risk population. In India, more than 600 million people are at risk across 250 districts in 20 states. We have been donating albendazole tablets, used during MDA to WHO since inception of the programme in 2000.

A core strategy of morbidity management and disability prevention (MMDP) is also needed in addition to MDA. Suffering caused by the disease can be alleviated through a minimum recommended package of care to manage lymphedema and hydrocele. We have partnered with Project Concern International and have started working to provide MMDP in endemic districts in Uttar Pradesh.

The goal of this project is to reduce patient vulnerability while increasing demand for MMDP services. The solution or means to achieving this goal is a cost-effective, sustainable, and scalable model that will complement the efforts of and build the capacity of the Uttar Pradesh (UP) State Government. That is, through:

1. Development of critical systems, protocols, and tools
2. Outreach activities
3. Partnerships and linkages, PCI will generate a low-cost, sustainable, and scalable model in partnership with the Government of India to increase demand for and improve access to hydrocele services at facility-level and lymphedema management at the community level.

Specifically, the project will address poor demand for the lymphedema management and hydrocele services, the lack of an enabling and supportive environment for patients at the community-level, poor tracking and reporting systems in the Vector Borne Disease Control Program, and inadequate capacity of front-line health workers (FLWs) to effectively support disease management among patients.

Hotspots

650 Million Indians at Risk of contracting LF

It is reported in 256 districts across 21 States/UTs in India

Our Commitment

3.83 billion Albendazole tablets donated in India till date

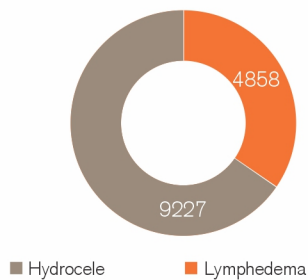
In FY 19-20, GSK donated 32 million Albendazole tablets to the World Health Organisation to support MDA efforts across the country.

Yearly performance highlights

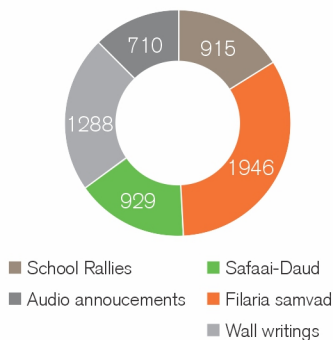
Area covered	MDA coverage (in %)	MDA compliance (in %)	ASHA Training
876 Villages in 10 Blocks	96.2 16.04% increase from baseline	69.2 117.1% increase from baseline	1608 trained 34 Sessions

Project performance trends and metrics

New cases enrolled with ASHAs



Awareness sessions



Stories of change

Awareness helps to manage LF

Ramawati of Bhadras Village, Ghatampur Block, Kanpur Nagar is suffering from LF for the past 25 yrs. She and her husband were very disturbed physically, mentally and financially with the disease. In the year 2005, she got operated in affected leg but after a few months her swelling returned. She faced extreme pain, spots and swelling and her biggest regret is that she was unable to do any work in her daughters' marriage and that her husband had to manage arrangements all by himself. She said that her financial troubles are persistent because of her treatment in the village and private hospital, but she's never got any relief from her pain. She also confessed that she had never taken medicines for Filaria before.



Our CSR partners, Project Concern International, went to her and requested to record a message for other LF patients and told her the precautions and instructions about the MMDP and MDA/IDA programme, implemented once each year.

Ramawati now knows how to manage her disease and does the requisite steps for MMDP.

She said, "I don't want anyone else to suffer the way I suffered so I am happy to support the awareness campaign. I feel less pain now as I do my MMDP routine everyday."

Feedback from the field

Surveys were conducted through organised site visits during the financial year. Feedback was collected from the programme team including block coordinators, ASHA workers and beneficiaries. The survey observation, highlight and improvement areas are outlined as below.

Project site visit summary for FY19-20

- A total of 229 cases of hydrocele were identified and treated
- 96% of ASHAs are now aware of LF and the hygiene practises to be maintained by beneficiaries
- 1650 brochures were given to ASHAs to provide information on MMDP to the patients
- ASHA workers in the past had to identify patients, but now the patients have come forward to enquire about the disease if they have the symptoms pertaining to the disease.

Child Nutrition



There is a global momentum for improving nutrition and countries have made important strides in scaling up nutrition programmes in pursuit of the Sustainable Development Goals (SDGs), including Goal 2 - 'To end hunger and all forms of malnutrition' by 2030.

GSK has built partnerships to implement an integrated approach to tackle child nutrition in Mumbai, Maharashtra in partnership with SNEHA. The main objective of SNEHA Centre, supported by GSK, is to improve the nutritional status of adolescents, married women at pre and post conception and after delivery and of children aged 0-2 years in vulnerable communities in Mankhurd area of M/E ward, Mumbai. The project focuses on the first 1000 days of mother and childcare. This project addresses healthcare from two sides - on the demand side, by attempting to create informed users of health services who will expect higher quality; and on the supply side, by working with public sector health providers (MCGM and ICDS) to improve the quality of health services.

Yearly performance highlights

New MWRA using family planning

370
17.35% of
eligible MWRA
29.2% of the
target achieved

Number of institutional deliveries

100
94.34% of
total deliveries
117.92% of
the target
achieved

Violence cases registered

113
64.57% of
identified cases
129.14% of
the target
achieved

Children covered under periodic anthropometry

1341
38.06% of total
children visited



Stories of change

Healthy childhood for every child

Sajma and her family of 9 in Janta nagar slum community in Mumbai struggle each day to get three square meals for all as there is only one earning member in the family, employed in a small barber shop.

Our community organiser, Saira, during her anthropometric assessment rounds, found that Sajma's daughter Khushi, has Severe Acute Malnutrition. Sajma was informed about the poor health status of her child and was suggested to feed her nutritious food in a prescribed way. Saira observed that the woman often

restrained herself from speaking.

Upon insistence, she revealed that she was a victim of domestic violence and her husband beats her up. He was completely indifferent towards his daughter's poor health and was unwilling to seek any healthcare services to restore her health. Also, she was pregnant and running in second trimester of gestation period. Despite this, her husband was reluctant to take her to the hospital for necessary ante natal check-up (ANC). Saira had joint discussion with Sajma and her husband and persuaded him to take their daughter to Rajawadi Hospital. Saira tried to

make him understand that if he delayed any longer, it could pose a serious risk to her life and cause higher medical costs at later stage. Sajma's husband agreed to avail medical help but he did not.

The next day, Saira received a call from Sajma that her baby girl



had high fever with chills. She suggested to immediately rush to the hospital for treatment. The girl was referred to Sion Hospital since her condition was critical. The girl was kept under medical supervision for a week and Sajma who was pregnant, registered herself for ANC.

Meanwhile, Saira informed Sajma about the prevention of violence against women and children services offered at SNEHA and how she could benefit from it. The matter was taken up by the counselling team at SNEHA and periodic counselling sessions were held with Sajma and her husband to bring desired behavioural change. The session impacted him positively and his behaviour improved to a great extent. Sajma remarked, "the beatings have reduced. Earlier I had no hope, but I can now actually hope for a day that these might end. I am just grateful that I can go to the hospital and also get the required help for my daughter."

Feedback from the field

Surveys were conducted through organised site visits during the financial year. Feedback was collected from the programme team, Community Action Group (comprising of volunteer women from the community who are trained to identify cases of violence and malnutrition and take steps for referrals) and the beneficiaries. The survey highlights are outlined as below.

Project site visit summary for FY19-20

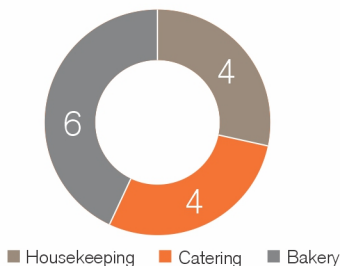
- 97% CAG members expressed a 'very good' response over the presence of SNEHA in the community
- 72% male and female members are aware of the preventive measures to be taken to control birth
- Anaemia check-up camps and distribution of iron tablets are well received in the community and the participation has increased considerably.
- Street plays by adolescents in the community have a positive impact on the mindset of people in the community.

Skilling our youth



We had initiated a programme to bring women to the forefront of village entrepreneurial ecosystem by providing access to working capital, networks, markets and trainings in partnership with Save the Children. We implemented the programme for over 3 years and have worked on its sustainability from the beginning. We are now exiting this project, implemented in Karnataka and conducted an external impact assessment for the project. Result overview of the assessment is given below:

Number of trainings conducted -
type wise



Increased
confidence level

4 out of
7 women



Increased
decision making

3 out of
7 women



Increased participation
in community meetings

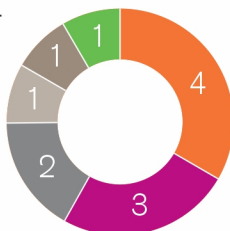
3 out of
7 women



Microenterprises

Number of enterprises - type wise

- Provision Store
- Beauty Parlour
- Cow and Dairy
- Saree Shop
- Tailoring
- Vegetable Shop



Income earning opportunity

4 out of 8 women benefitted



75k per annum median contribution to family income



Assets gained by beneficiaries

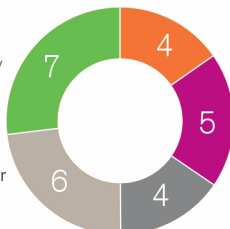
5 out of 8 women gained assets



3 cows, 1 shop and tailoring machines

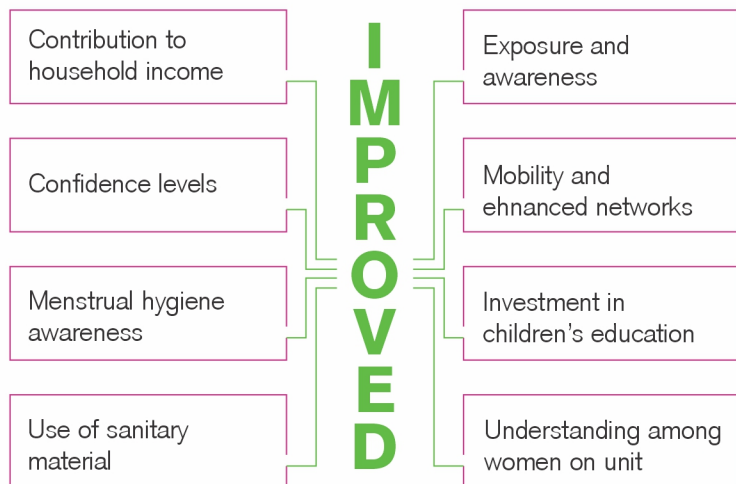
Impact on beneficiaries

- New income earning opportunity
- Contribute to family income
- Improved independence
- Gained assets
- Improved decision making power



SANPAD Unit

Impact on beneficiaries



Pre-fabrication training



Skill Training

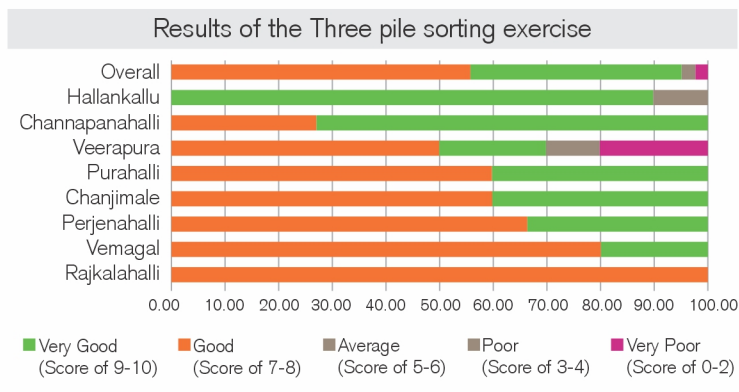
Training helped in upgrading existing skills



Exposure visits

Conducted to understand new technical skills

WASH in schools



- Ten questions covered for each student on water storage, hand washing, cleanliness and habits, waste management, etc. to check awareness on WASH
- Scores showcase positive results regarding student awareness with 56% in the 'good' category, 39% in the 'average' category and a very small 2% in both 'poor' and 'very poor' categories
- Good recall and attribution to the program on promoting hygiene practices among children
- Students were able to demonstrate the six steps of hand washing
- The WASH committee holds weekly meetings with the teacher mentors and have started to keep a record of the minutes of the meetings
- Students reported to transfer their knowledge of WASH to their immediate family living in the household
- Awareness on types of waste and segregation, but cannot be ascertained if this translates into good practice

WASH in community



Toilet use Community members

90.91 % always
use toilet



Container used for water storage

98.5% use closed
containers at home



Toilet cleaning

97% clean
toilets weekly



Handwash before & after toilet use

92% wash hands
before and after
toilet use



Soap used for hand washing

98.41 % after toilet use
80% before food
39% after food



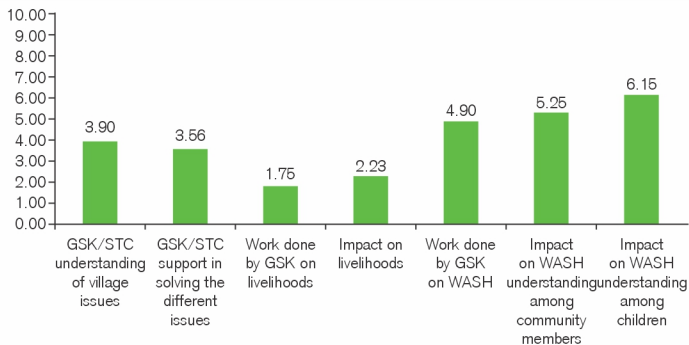
Soap used for bathing

100% use soap
for bathing

Community Perception

The 10 seed technique, which is a Participatory Learning and Action tool was used to gather perceptions of the community. The technique enables deep probe into different dimensions of an issue, for carrying out what is referred to as “opening up” the information..

Results of 'Ten Seed Technique'



Intervention awareness

87.8% aware about WASH interventions
41.55% aware about livelihood intervention



Highest community perception score

7.05 for WASH in school (excluding people not aware of WASH intervention)



Livelihood intervention-Community perception score

5.57 average score (include only those respondents aware of livelihood intervention)



School Sanitation



School is important for the cognitive, creative and social development of children. Swachh Bharat: Swachh Vidyalaya is the national campaign driving 'Clean India: Clean Schools'. A key feature of the campaign is to ensure that every school in India has a set of functioning and well-maintained water, sanitation and hygiene (WASH) facilities. WASH in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviors. Studies have noted that handwashing can reduce diarrhea by more than 30% and respiratory infections by 16%.

GSK has partnered with Save the Children (STC) to provide WASH in municipal schools in Nashik, Maharashtra. Under this project, we address a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviors.

Yearly performance highlights

Number of schools covered

20
185.71% increase
from FY18-19

Number of awareness/training sessions

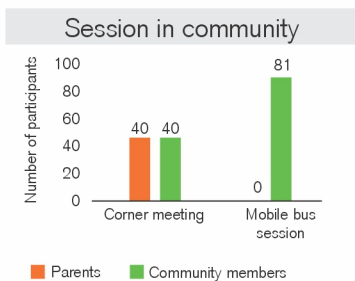
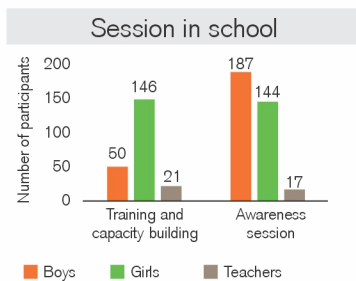
5 school sessions
2 community sessions

Number of lives impacted



6716
97.35% increase
from FY18-19

Project performance trends and metrics



Stories of change

Ownership by the school

We had supported the renovation/construction of gender segregated toilets and multi-stage/age-appropriate hand washing units alongwith behaviour change sessions with children, teachers and non-teaching staff of Ambad school, Nashik.

During the follow-up visits in maintenance phase, it was found that despite the availability of running water, hand washing units and knowledge among the children on the importance of handwashing during critical times, the availability of the soap was a big issue. It was difficult for the school management to afford branded soaps for schools with student strength of 400-600.

Hence, the STC team started with a live demonstration of liquid soap making. Over 1kg of soap can be produced with just three ingredients under INR 150/kg.

Principal of Ambad school commented, "this soap is 100% bio-degradable and compostable and the pH levels are at 5.5, which makes it gentle for the skin. The cost-effective technique can be applied at the school level itself. This simple activity has ensured that Children will wash hands regularly with soap. It is a great engagement activity for us too."

Feedback from the field

Surveys were conducted through organised site visits during the quarter. Feedback was collected from the programme team, school headmasters and the beneficiaries. The survey highlights and

Project site visit summary for FY19-20

- Most of the headmasters conveyed that the average attendance has increased more than 60% in their respective schools have increased and they have witnessed a change in the sanitation and the hygienic factors
- A child cabinet is formed in the 20 municipal schools constituting 15 members with 6 leadership positions in the departments of Health, Sanitation, Water and Environment.
- The children of the schools wash their hands on the tune of a Marathi song on Handwash. The song was composed and made a part of the behaviour change awareness sessions.
- 100% functioning of the WASH infrastructure is ascertained after 1 year since hand over



Holistic care for the vulnerable



St. Jude India Childcare Centre - Mumbai

GSK, through its CSR partner, St. Jude India Childcare Centres, supports a centre that provides residential, educational, nutritional and transportation support to 12 children affected with cancer and their parents at any given point of time. St. Jude centres enable the children to complete their entire duration of cancer treatment, including follow-up visits. The safe and hygienic environment at the centres reduces the chances of infections, thereby aiding recovery. The parents of the children are also engaged in various activities and are provided counselling to cope with the grief of seeing their child suffer.

Sakshi – Gururgram

GSK in partnership with Sakshi, currently supports a centre for 60 children, with the aim to enhance their grade level competencies by providing access to quality education, nutrition and healthcare. At the end of the annual intervention period, the targeted beneficiaries will be mainstreamed into conventional educational channels, in this case, government schools for continuing their education.

Yearly performance highlights

Number of
beneficiaries
registered

60
60% of the target
achieved

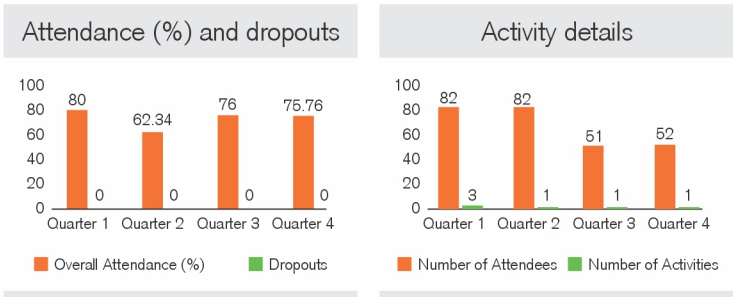
Number of
dropouts

11

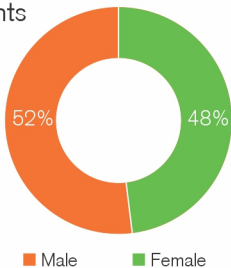
Average attendance
(in %)

72.23

Project performance trends and metrics



Gender Ratio of Students



Feedback from the field

Surveys were conducted through organised site visits during the financial year. Feedback was collected from the programme team including project directors and teachers and the student beneficiaries. The survey highlights and improvement areas are outlined as below

Project site visit summary for FY19-20

- Average feedback rating on the quality of course has been rated at 4.6 out of 5
- Average feedback rating on the content management and delivery techniques of the course has been rated as 4.7 out of 5

BITAN – Kolkata

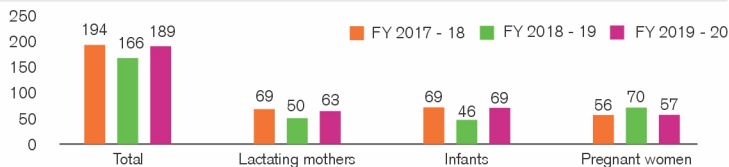
GSK has partnered with BITAN since 2015 to implement the project aimed at providing holistic care for vulnerable pregnant women, lactating mothers and newborns residing in Nayabasti slum in Kolkata. It is a community mobilisation project covering 600 households with an aim to improve newborn, child and maternal healthcare. Activities include, awareness and sensitisation programmes, nutrition health camps, medical center registrations and mobilisation events.

Yearly performance highlights

Number of beneficiaries joining the program	Percentage of institutional deliveries	Infant weight >2.5 kgs at birth
189 13.85% increase from FY18-19	68.25% 85.3% of the target achieved	74.3%

Project performance trends and metrics

Y-o-Y Beneficiaries joining the program



Feedback from the field

Surveys were conducted through organised site visits during the financial year. Feedback was collected from the programme team, Mahila Arogya Samiti members and the beneficiaries. The survey highlights are outlined as below.



Project site visit summary for FY19-20

- Out of the total number of beneficiaries interviewed, 73% have 0-2 number of children, 20% have 3 to 4 children and 8% have more than 4-6 children. This indicates a higher receptiveness among couples towards family planning
- 98% of respondents have had IFA/TT supplementation on the other hand only 2% of women have not had access to IFA/TT supplements
- 78% of the children received all applicable vaccinations and 22% of children did not receive all the vaccinations
- 100% of the beneficiaries interviewed have stated that the NGO has taken steps to increase awareness about Govt. schemes or have helped them in getting them enrolled
- 96% of the beneficiaries who have gone for their PNC check-up have got positive results whereas only 4% have had negative results.
- 78% of the beneficiaries have attended all sessions organized by BITAN

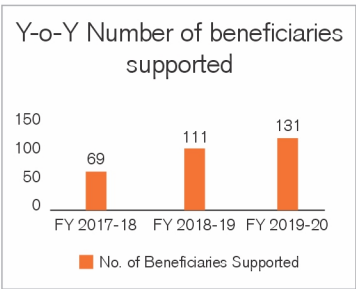
Nai Dharti - Patna

GSK in partnership with Nai Dharti supports holistic care for over 100 vulnerable girls in Patna, Bihar. The project provides residential formal school education, co-curricular activities and vocational training with an aim to provide an equal opportunity to enable the girls to excel, irrespective of her family background. 30% of the beneficiaries are homeless while others hail from rag picker and slum-dwelling mahadalit families.

Yearly performance highlights

Number of beneficiaries supported	Average marks obtained (in %)
131	58.3
100.77% of target achieved	

Project performance trends and metrics



To find more, visit www.gsk-india.com

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