



CSR PROJECT IMPACT ASSESSMENT

Bhaorao Devras Seva Nyas, Rishikesh

FY 2023-24

Prepared for:

KEI Industries Limited

Prepared by:

PHD Chamber of Commerce
& Industries (PHDCCI)

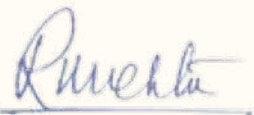
ACKNOWLEDGMENT

The PHDCCI expresses its sincere gratitude to the Management of KEI Industries Limited for entrusting the task of conducting CSR Projects Impact Assessment for the healthcare infrastructure project undertaken through Bhaorao Deoras Seva Nyas for FY 2023-24.

We are grateful to Mr. Anil Gupta (Chairman-cum-Managing Director, KEI Industries Limited) for entrusting us with this assignment. We also extend our sincere thanks to the management and staff of Bhaorao Deoras Seva Nyas, particularly Mr. Sandeep Gupta, Mr. Sandeep Malhotra (Secretarial), and Mr. Santosh (Accommodation Manager) at Madhav Seva Vishram Sadan near AIIMS Rishikesh.

PHDCCI Audit Team extends its sincere gratitude to the facility staff members and beneficiaries who shared their experiences and feedback, providing crucial insights into the project's real impact on the ground. We would also like to acknowledge the support and cooperation of the KEI Industries CSR team and the project stakeholders for their valuable contribution to the impact study.

It is well worthy to mention that the efforts being taken by KEI Industries Limited in promoting healthcare including preventive healthcare, and the dedication shown by Bhaorao Deoras Seva Nyas in serving the underprivileged and marginalized sections of society, are really admirable.



PHD Chamber of Commerce and Industries

Dr. Ranjeet Mehta

SG & CEO, PHDCCI



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ABBREVIATIONS

ABBREVIATIONS	FULL FORM
AIIMS	All India Institute of Medical Sciences
CCTV	Closed-Circuit Television
CSR	Corporate Social Responsibility
ESI	Employees' State Insurance
FY	Financial Year
MOU	Memorandum of Understanding
OPD	Out Patient Department
PF	Provident Fund
PHDCCI	PHD Chamber of Commerce & Industries
UPS	Uninterruptible Power Supply
WRI	World Resources Institute

ABOUT THIS REPORT

This report outlines the impact assessment of the CSR project undertaken by KEI Industries Limited for Bhaorao Deoras Seva Nyas - Promoting Healthcare Including Preventive Healthcare at Rishikesh for FY 2023-24. It covers the comprehensive evaluation of the Madhav Seva Vishram Sadan facility through systematic assessment of infrastructure development, operational efficiency, beneficiary impact, and sustainability measures. This is the first impact assessment of the project following the completion of construction and commencement of operations.

All data collected and analysed within this report maintain a high standard of accuracy and transparency in impact measurement, assessment, and reporting processes for comprehensive CSR project evaluation.

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This report was produced under the supervision of PHD Chamber of Commerce and Industry (PHDCCI), one of India's premier trade and industry chambers, ensuring adherence to the highest standards of impact assessment methodology and regulatory compliance for CSR project evaluation.

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CSR Corporate Social Responsibility

EXECUTIVE SUMMARY

This report presents the Impact Assessment of the CSR Project undertaken by KEI Industries Limited for Bhaorao Deoras Seva Nyas - Promoting Healthcare Including Preventive Healthcare at Rishikesh for FY 2023-24. KEI Industries Limited has made a significant contribution towards healthcare infrastructure development through the construction of Madhav Seva Vishram Sadan near AIIMS Rishikesh, demonstrating its commitment to corporate social responsibility and community welfare.

PHDCCI Report Number: 2025-26/PHDCCI/S/W/KEI-001

Date of Project Assessment: Site visit conducted on 19th June, 2025

Date of the Report: 20th June, 2025

A.1 PROJECT BACKGROUND



FUNDED BY

KEI Industries Ltd.



IMPLEMENTATION PARTNER

Bhaorao Deoras Seva Nyas



PROJECT DURATION

FY 2023-24



KEI CONTRIBUTION (FY 23-24)

INR 1,00,00,000/-

PARAMETER	DETAILS
Project Category	Promoting Healthcare Including Preventive Healthcare
Activity Undertaken	Construction of Madhav Seva Vishram Sadan
Project Location	Near AIIMS Rishikesh, Dehradun, Uttarakhand
CSR Agreement Date	14th September, 2023
Built-up Area	(1.43 Hectare) 2.5 Acre built-up, 3.5 Acre total
Structure	Basement + Ground Floor + 4 Floors
Total Rooms	126 Rooms
Bed Capacity	430 beds
Inauguration Date	3rd July 2024
Operational Since	4th July 2024
Project Cost	Total Project Cost: INR 30,00,00,000/- (Approx.) KEI Industries Contribution: <ul style="list-style-type: none"> • FY 2023-24: INR 1,00,00,000/- • FY 2022-23: INR 1,00,00,000/- Current Assessment Scope: FY 2023-24 contribution

A.2 KEY ACHIEVEMENTS

- Successfully completed construction of 5-floor healthcare accommodation facility
- Established facility just 1.2 km from AIIMS, ensuring optimal accessibility for patient families
- Integrated 126 rooms across multiple categories including dormitory, double bed, four bed, and AC suites to cater to diverse economic segments
- Incorporated reception area, satsang hall, library, meditation room, kitchen facilities, and administrative block for holistic care
- Maintained 24/7 operations with professional management ensuring uninterrupted service to beneficiaries
- Implemented robust housekeeping, maintenance, and security protocols ensuring high service standards
- Received overwhelmingly positive feedback from beneficiaries regarding service quality, affordability, and staff behavior
- Demonstrated KEI Industries' commitment to meaningful CSR intervention in healthcare sector

A.3 IMPACT HIGHLIGHTS & INSIGHTS

HEALTHCARE ACCESS INSIGHTS

INFRASTRUCTURE CAPACITY	BENEFICIARY REACH	OPERATIONAL EXCELLENCE
<ul style="list-style-type: none"> 430 beds across 126 rooms in 5-floor facility Avg. 350 daily occupancy 81% average occupancy rate achieved 1.2 km distance from AIIMS Rishikesh 	<ul style="list-style-type: none"> 10,778 monthly beneficiaries (as of data collection) 80% vulnerable and marginalized groups 3-14 days average stay duration 	<ul style="list-style-type: none"> Affordable pricing ₹55-400 per bed Primarily Uttar Pradesh & Uttarakhand with multi-district reach Average 60:40 ratio Male to Female beneficiaries

SOCIAL & ECONOMIC INSIGHTS



31 direct jobs created for local community at the facility maintenance



Approx. 80% reduction in accommodation costs for beneficiary families



₹11,000 to ₹32,000 with PF and ESI benefits of staff members



Affordable pricing structure making healthcare accessible to vulnerable groups



Gender inclusion with employment opportunities: 30 Male + 1 Female staff



Established self-sustaining financial model generating ₹68 lakhs revenue in FY 2024-25

A.4 ALIGNMENT WITH SDG GOALS



A.4 KEY RECOMMENDATIONS

- Scale successful model to other healthcare hubs across India
- Enhance transportation connectivity with shuttle services to AIIMS
- Expand services to include telemedicine and health education programs
- Establish partnerships with healthcare institutions and NGOs nationwide
- Implement sustainability measures including solar energy and waste management
- Strengthen staff training programs for enhanced service quality
- Develop comprehensive feedback mechanisms for continuous improvement
- Establish emergency fund provisions and insurance coverage for facility sustainability

This CSR initiative has successfully transformed healthcare accessibility for thousands of families while establishing a replicable model for sustainable healthcare support infrastructure development across India.



KEY PROJECT ACCOMPLISHMENTS

| Healthcare Infrastructure Development | | Community Empowerment |
| Sustainable Operations | | Measurable Social Impact |



INTRODUCTION

Corporate Social Responsibility (CSR) has evolved from a voluntary philanthropic activity to a strategic imperative that drives sustainable business growth while addressing societal challenges. In India, the Companies Act, 2013 made CSR mandatory for eligible companies, requiring them to spend at least 2% of their average net profits of the preceding three years on CSR activities. This legislative framework has transformed the CSR landscape, making India one of the first countries to mandate corporate social spending through law.

The healthcare sector in India faces significant challenges, with inadequate infrastructure, limited accessibility, and high out-of-pocket expenditure affecting millions of families. According to the National Health Profile 2023, healthcare expenditure constitutes approximately 3.6% of India's GDP, with over 60% being private expenditure. This creates substantial financial burden on families, particularly those from vulnerable and marginalized communities seeking treatment at premier medical institutions.

B.1 THE EVOLUTION OF CSR REGULATIONS IN INDIA

The Companies (Corporate Social Responsibility Policy) Amendment Rules, 2022, further strengthened the CSR framework by introducing stringent impact assessment requirements. These amendments represent a significant step toward ensuring accountability and transparency in CSR implementation, mandating that companies with CSR budgets of INR 10 crore or more in any fiscal year, and all projects with outlays of INR 1 crore or more, must undertake comprehensive impact assessments by independent agencies.

Key Regulatory Requirements for CSR Impact Assessment:

- Companies with a CSR budget of INR 10 crore or more in any fiscal year and all projects with outlays of INR 1 crore or more must undertake an Impact Assessment by an independent agency.
- Impact Assessment must be conducted at least one year after programme implementation is complete.
- For multi-year programmes, Impact Assessment should be conducted after completion of the programme and a follow-up assessment after one year of programme completion.
- If programmes are renewed or scaled up after each financial year, separate Impact Assessments should be taken up every year.
- Impact assessment related expenditure may be booked as a CSR expense as long as it does not exceed 2% of the total CSR spending or INR 50 lakh, whichever is higher.
- The CSR impact assessment report will be annexed to the annual report on CSR.

B.2 ABOUT KEI INDUSTRIES LIMITED

KEI Industries Limited ('KEI' or 'the Company'), established in 1968, is a leading manufacturer of wires and cables (W&C) in India, with a growing global footprint. Headquartered in New Delhi, KEI operates through 34 branch offices and 26 warehouses across India, supported by a robust network of over 2,000 channel partners. The Company's international presence spans more than 60 countries, catering to diverse markets with high-quality products and services. KEI is committed to delivering innovative, reliable, and cost-effective solutions, positioning itself as a trusted partner in the wires and cables industry.

Corporate Philosophy and Values:

KEI's business philosophy centers on being a "catalyst of power" that has illuminated millions of homes and powered countless industries for over five decades. The company's commitment extends beyond commercial success to encompass social responsibility, environmental stewardship, and community development.

B.3 KEI'S COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY

KEI Industries has embraced Corporate Social Responsibility as an integral component of its business strategy, viewing CSR not merely as a regulatory compliance requirement but as a fundamental expression of its corporate values and commitment to societal welfare. The company's CSR philosophy is deeply rooted in the principle of giving back to society and contributing to the holistic development of communities.

KEI's CSR Policy Framework:

The company's CSR policy encompasses a comprehensive range of activities aligned with Schedule VII of the Companies Act, 2013, focusing on following primary areas:



Healthcare and Preventive Health: Promoting healthcare access and preventive health measures



Education and Skill Development: Enhancing educational opportunities and employment-enhancing vocational skills



Gender Equality and Women Empowerment: Supporting women's economic and social empowerment



Environmental Sustainability: Ecological balance, conservation, and environmental protection



Rural Development: Comprehensive rural development initiatives



Heritage and Culture: Protecting national heritage, arts, and culture



Animal Welfare: Ensuring animal welfare

CSR Implementation Approach:

KEI adopts a strategic approach to CSR implementation through multiple execution modalities:

- Company-led initiatives for maximum control and impact
- Partnership with Section 8 Companies - Collaborating with specialized non-profit organizations
- Working with central and state government initiatives
- Trust and Society Partnerships - Engaging with established trusts and registered societies
- Multi-stakeholder Collaborations - Joint initiatives with other companies and organizations

B.4 KEI'S CSR PROJECT IMPACT ASSESSMENT REPORT

Impact assessment is an important tool for accessing the consequences of possible and actual programs and presents relevant evidence on the positive and negative effects of CSR intervention. The evaluation of CSR initiatives enables organizations to embrace and catalyze organizational change, leading to significant performance improvement by incorporating best practices, emphasizing customer focus, and leveraging external, value-added perspectives.

The impact assessment of CSR project funded by KEI Industries aims to comprehensively evaluate the effectiveness and long-term sustainability of their initiatives and provide insights into their impact on the communities they serve. This study assesses various aspects, including projects' scope, objectives, key indicators, mobilization, number of beneficiaries, systematic approach, project data and reports, internal monitoring, and beneficiary feedback. It also identifies areas for improvement and provides recommendations for strengthening the performance of CSR initiatives.

CSR PROJECT - MADHAV SEVA VISHRAM SADAN, RISHIKESH

KEI Industries partnered with Bhaorao Deoras Seva Nyas, a registered trust with demonstrated expertise in healthcare and social service delivery. This partnership exemplifies effective public-private collaboration in addressing societal challenges.

The Madhav Seva Vishram Sadan project represents KEI Industries Limited's strategic investment in healthcare infrastructure development, addressing a critical gap in affordable accommodation facilities for patient families visiting AIIMS Rishikesh. This initiative demonstrates the company's commitment to meaningful CSR intervention that creates lasting social impact while supporting India's healthcare ecosystem.

The project emerged from a comprehensive needs assessment that identified acute accommodation challenges faced by patient families at AIIMS Rishikesh, one of India's premier medical institutions. Located in Uttarakhand's scenic but geographically challenging terrain, AIIMS Rishikesh attracts patients from across North India, particularly from Uttar Pradesh, Uttarakhand, and neighboring states.



SCOPE OF WORK

The main objective of the study is to evaluate the CSR Activity of KEI Industries Limited undertaken in the fiscal year 2023-24, specifically focusing on the development of the Madhav Seva Vishram Sadan near AIIMS Rishikesh through Bhaorao Deoras Seva Nyas for promoting healthcare including preventive healthcare. The study aims to evaluate the impact of the project on the beneficiaries and communities it serves.

Scope of work of the study includes the following:

- To study consistency of the project implementation
- To study the direct/ indirect impact of the project- achievement of the objective for which the project was sanctioned
- To study the financial outgo of the project
- Verification of relevant documents of the CSR project
- Understand Cost Effectiveness of the Project
- Analyse the feedback of the Target Beneficiaries
- Assess the Impact of the Project on the target beneficiaries and communities



METHODOLOGY OF THE STUDY

The following step by step methodology and approach were adopted while conducting Impact study of CSR Project undertaken by KEI Industries Limited for the development of the Madhav Seva Vishram Sadan near AIIMS Rishikesh through Bhaorao Deoras Seva Nyas.

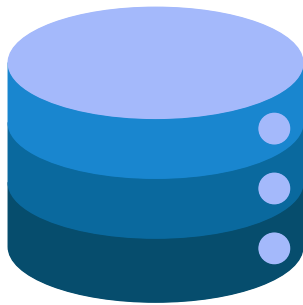
The PHDCCI team visited the Madhav Seva Vishram Sadan on 19th June, 2025 and conducted comprehensive field assessment at the project site in Rishikesh, Uttarakhand.

C.1 APPROACH FOR IMPACT ASSESSMENT

The Impact Assessment of the KEI Industries Limited CSR project was conducted through a systematic approach designed to evaluate the effectiveness, sustainability, and social impact of the Madhav Seva Vishram Sadan facility. The assessment employed a mixed-methods approach combining quantitative data analysis with qualitative stakeholder feedback to provide a holistic understanding of the project's outcomes. The primary data collection through beneficiary surveys and stakeholder interviews, secondary data analysis of operational records and financial documents, and on-site infrastructure evaluation to assess the facility's contribution to healthcare accessibility and community welfare.

C.2 METHODOLOGY FOR IMPACT ASSESSMENT OF CSR PROJECT

The broad methodology adopted for the Impact Assessment of CSR Project, followed with **IRECS Framework** (Inclusiveness, Relevance, Expectation, Convergence, Service Delivery), is furnished below:



1. PRELIMINARY DATA/INFORMATION COLLECTION:

- Collection of preliminary data/information pertaining to the CSR Project from Bhaorao Deoras Seva Nyas and KEI Industries Limited.
- Evaluation of the available documentation to gain a comprehensive understanding of the project's background and objectives.
- Review of CSR MOU and project proposal documents.

2. PHYSICAL VERIFICATION & STAKEHOLDER ENGAGEMENT:

- Conducted physical verification of the facility
- Reviewing all relevant documentation related to the project
- Engaging in interviews and discussions with key stakeholders including facility management, and implementing partner representatives.
- Understanding the experiences & feedback of the beneficiaries involved



3. BENEFICIARY SURVEY:

- Conducted survey of project's beneficiaries including patients' relatives, attendants, and facility users.
- Utilized semi-structured questionnaire designed to cover various aspects such as beneficiary backgrounds and overall satisfaction.
- Interviewed facility staff members across different categories.

4. IMPACT ASSESSMENT:

- Identified and assessed impact of healthcare accommodation facility
- Analyzed project's contribution to healthcare infrastructure development
- Evaluated short-term & long-term benefits generated by the project for the target beneficiaries.



5. REPORT PREPARATION AND SUBMISSION:

- Prepared a comprehensive Impact Assessment report, capturing all findings, insights, and recommendations.
- Submitted the report to KEI Industries Limited, highlighting the project's achievements, operational efficiency, and potential areas of improvement.



ASSESSMENT OF CSR PROJECT

D.1 CSR PROJECT OVERVIEW

The project received an approved fund allocation of INR 1,00,00,000/- (One Crore Only) from KEI Industries Limited. The entire sanctioned amount was effectively utilized for the construction and operationalization of the Madhav Seva Vishram Sadan near AIIMS Rishikesh, demonstrating efficient financial management and successful project execution within the approved budget framework.

KEI Industries Limited provided funding for the healthcare accommodation facility aimed at meeting the accommodation needs of patients' relatives and attendants visiting AIIMS Rishikesh. The project encompassed comprehensive infrastructure development including construction of a multi-story accommodation facility. Bhaorao Deoras Seva Nyas undertook extensive planning and implementation efforts to create a sustainable healthcare support infrastructure in the Rishikesh region.

The project began with detailed planning and site preparation, followed by construction activities spanning from September 2022 to June 2024. The facility was inaugurated on 3rd July 2024 and commenced operations on 4th July 2024.

D.2 OBJECTIVE AND EXPECTED OUTCOME OF THE PROJECT

The objective of CSR Project undertaken by KEI Industries Limited through Bhaorao Deoras Seva Nyas:

- **To promote healthcare including preventive healthcare** by providing affordable, quality accommodation facilities for patients' relatives and attendants visiting AIIMS Rishikesh.
- **To enhance healthcare accessibility** for families from distant locations and marginalized communities by reducing accommodation costs and improving convenience.
- **To provide dignified accommodation services** with essential amenities, safety measures, and hygienic facilities for vulnerable families during medical emergencies.
- **To create employment opportunities** for local community members through facility operations and management.

EXPECTED OUTCOMES:

The expected outcomes of the project include improved healthcare accessibility, reduced financial burden on patients' families, enhanced quality of life during medical treatment periods, sustainable accommodation solutions, employment generation for local communities, and establishment of a replicable model for healthcare support infrastructure development.

The project aims to achieve positive social and economic impacts, including improved healthcare outcomes, community empowerment, and enhanced quality of life for families accessing AIIMS Rishikesh services.

D.3 ACTIVITIES AND IMPLEMENTATION

Following steps for implementation of Project:

1. PROJECT PLANNING AND DESIGN:

The first step involved comprehensive planning and architectural design for the Madhav Seva Vishram Sadan. The project scope included construction of a multi-story facility on 3.5 acres of land with 2.5 acres built-up area.

Detailed architectural planning ensured optimal space utilization, safety compliance, accessibility features, and operational efficiency. The design phase involved stakeholder consultations with AIIMS administration, local authorities, and community representatives to ensure alignment with healthcare infrastructure requirements and beneficiary needs.

2. CONSTRUCTION AND INFRASTRUCTURE DEVELOPMENT:

Facility Specifications:

- Total Area: 3.5 acres total area with 2.5 acres built-up space
- Structure: Basement + Ground Floor + 4 Upper Floors
- Bed Capacity: 430 beds across 126 rooms
- Construction Period: September 2022 to June 2024
- Contractor: Vastu Infrabuild Private Limited



3. ROOM CATEGORIES & AMENITIES:

FLOOR	ROOM TYPES	BED DISTRIBUTION	FACILITIES
Ground Floor	2-bed, 4-bed, 8-bed, 10-bed, AC Suite	62 beds	Reception, Satsang Hall, Library, Meditation Room
First Floor	2-bed, 4-bed, 8-bed, 10-bed	98 beds	Common facilities and washrooms
Secomd Floor	2-bed, 4-bed, 8-bed, 10-bed	80 beds	Common facilities and washrooms
Third Floor	2-bed, 4-bed, 8-bed, 10-bed	98 beds	Common facilities and washrooms
Fourth Floor	4-bed, 8-bed, 10-bed, AC Suite	92 beds	Enhanced amenities
TOTAL	126 Rooms	430 beds	

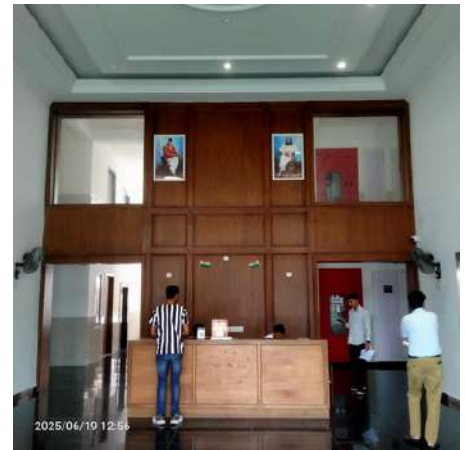
4. OPERATIONAL SYSTEMS IMPLEMENTATION:

a. Booking and Management Systems:

- Internal online booking system
- Offline booking through facility registration with OPD card and ID verification
- No advance booking facility to ensure immediate access for emergency cases
- Maximum stay duration: 14 days, Minimum stay: 3 days

b. Staffing and Human Resources:

- Total Staff: 31 employees across various categories
- Registration/Reception: 4 Male staff
- Housekeeping: 10 Male + 1 Female staff
- Kitchen: 5 Male staff
- Security: 5 Male staff (24/7 coverage)
- Maintenance: 2 Male staff + 1 Electrician
- Administrative: 1 Male Store staff + 1 Male Attendant + 1 Female Accountant



c. Service Categories and Pricing Structure:




ACCOMODATION CATEGORIES	PRICING
Dormitory (Common Washroom)	₹55/- per bed
Dormitory (Attached Washroom)	₹75/- per bed
Double Bed Room	₹300/- per room
Four Bed Room	₹400/- per room

ADDITIONAL SERVICES	PRICING
Breakfast	₹20/- per person
Lunch	₹35/- per person
Dinner	₹35/- per person
Laundry Services	Available
First Aid	Medical support from AIIMS
24/7 Security	Round-the-clock safety



D.4 OBSERVATIONS & ASSESSMENT OF COMPLETENESS OF PROJECT

The PHDCCI team conducted comprehensive site assessment on 19th June, 2025 to verify the implementation of the Madhav Seva Vishram Sadan facility. In addition, various project-related documents were reviewed including the CSR MOU dated 14th September 2023, fund utilization certificates, project monitoring reports, building clearances, and operational records. The following observations and completeness status of the project, based on the target objectives, are provided below:

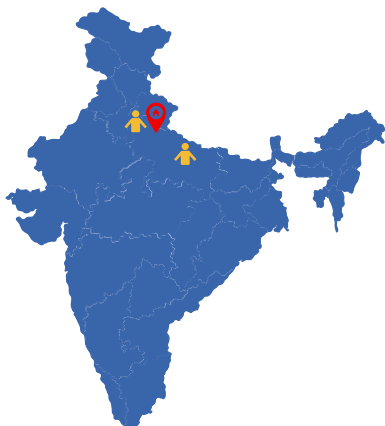
S.No.	TARGET ACTIVITIES	STATUS	OBSERVATION & REMARKS
1.	Construction of Accommodation Facility	 Completed	<ul style="list-style-type: none"> Multi-story facility with 430 beds successfully constructed Basement + Ground + 4 floors structure completed 126 rooms across different categories operational Total built-up area: 2.5 acres as planned
2.	Installation of Essential Amenities	 Completed	Essential amenities successfully installed and operational: <ul style="list-style-type: none"> Water Supply: 24/7 submersible water system Power Backup: Emergency generator and UPS systems Security Systems: CCTV surveillance in all common areas Controlled entrance/exit with proper gates Kitchen Facilities: Hygienic kitchen for meal services On-site laundry facilities for beneficiaries First aid facilities with AIIMS coordination Common Areas: Reception, Satsang Hall, Library, Meditation Room, TV Lounge Daily housekeeping and maintenance Administrative Setup: Registration, accounting, and management systems
3.	Safety and Compliance Measures	 Completed	Safety measures implemented: <ul style="list-style-type: none"> Fire extinguishers installed across floors Emergency exits available on each floor Staircases maintained free of materials 24/7 security and emergency support available

S.No.	TARGET ACTIVITIES	STATUS	OBSERVATION & REMARKS
4.	Operational Systems Setup	Completed	Booking and management systems operational: <ul style="list-style-type: none"> • Online booking system • Staff recruitment and training completed • Service delivery systems functional • Hygiene maintained in washrooms and kitchen areas
5.	Service Integration with AIIMS	Completed	Formal linkage established with AIIMS Rishikesh <ul style="list-style-type: none"> • Dr. Madhur Uniyal (Trauma Centre Head) as liaison • OPD-based booking verification system • Medical support coordination with AIIMS • Located 1.2 km from AIIMS hospital
6.	Revenue Generation Model	Completed	Sustainable revenue model operational: <ul style="list-style-type: none"> • Monthly revenue: ₹9 lakh (March 2025) • FY 2024-25 total revenue: ₹68 lakh • High occupancy rates: 350+ beds on weekdays • Diversified pricing structure for different segments (Section D.3.4.c)

D.5 COMPOSITION OF BENEFICIARIES

The Madhav Seva Vishram Sadan has benefitted patients' relatives, attendants, and families visiting AIIMS Rishikesh. During the operational period since July 2024, the following composition of beneficiaries has been observed:

BENEFICIARY DEMOGRAPHICS:



Geographic Distribution:

- Coverage Area- All India (facility open to families from across the country)
- Primary Catchment- Northern India region, with majority from Uttar Pradesh and Uttarakhand
- Target Population- Families traveling to AIIMS Rishikesh for medical treatment

BENEFICIARY CATEGORIES:

The beneficiary composition reflects the diverse healthcare needs at AIIMS Rishikesh, with families traveling from rural and urban areas across Northern India. The facility particularly serves economically disadvantaged families who previously faced accommodation challenges, often staying in unsafe or unhygienic conditions near the hospital.



- Patients' Relatives- Family members accompanying patients for treatment
- Patient Attendants- Caregivers and support persons
- Emergency Cases- Families requiring immediate accommodation during medical emergencies

MONTHLY OCCUPANCY TRENDS:

The occupancy patterns demonstrate the facility's integration with AIIMS operational schedules and regional healthcare demands. Peak occupancy occurs during winter months when travel from northern states increases, while monsoon season shows relatively lower occupancy due to travel difficulties.



10,778

Total Monthly Beneficiaries (Approx.)



350 Beds

(Monday-Thursday)

215 Beds

(Friday-Sunday)

Average Daily Occupancy (Approx.)



60% Male, 40% Female

(visiting facility)

Male-Female Ratio (Approx.)



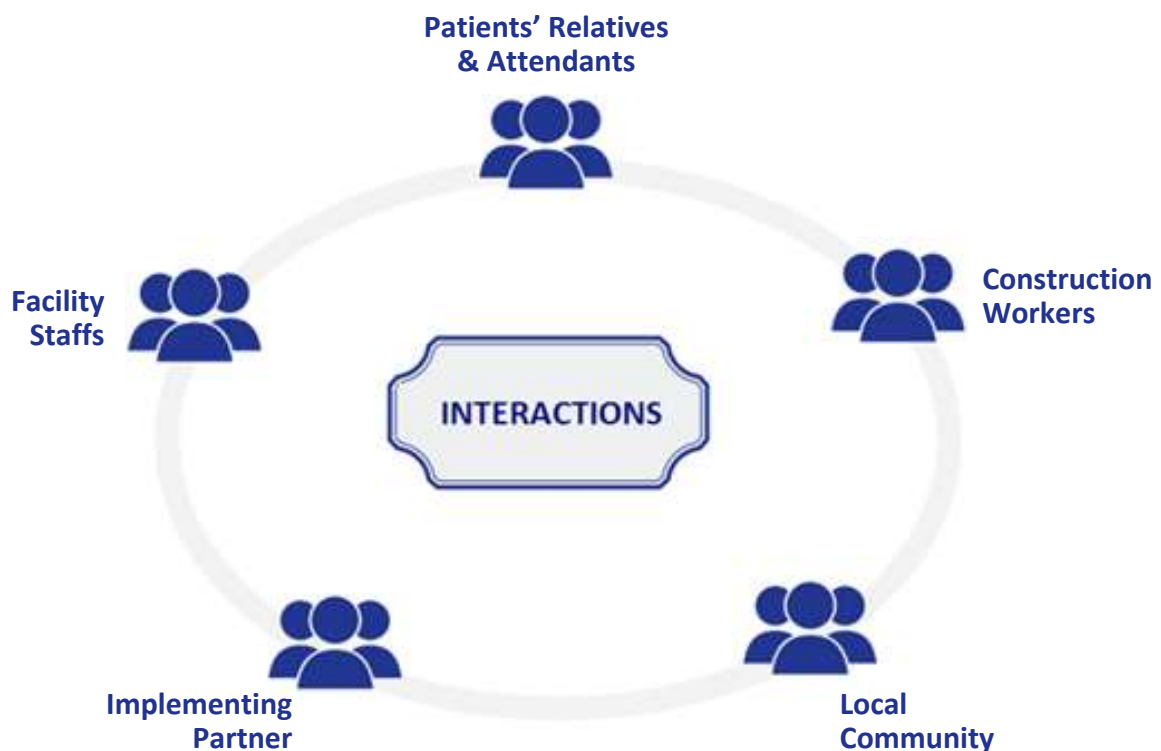
81% Average Utilization



Occupancy Rate

D.6 BENEFICIARIES INTERACTION

PHDCCI team conducted interactive sessions and structured interviews with various beneficiaries, including patients' relatives, attendants, facility staff, and stakeholder representatives. The purpose was to gather comprehensive insights, assess realized benefits, and obtain suggestions for service improvement. The interviews were designed to explore beneficiary backgrounds, assess cost savings achieved, evaluate service quality, and understand overall satisfaction levels.



Beneficiary Groups:

- **Patients' Relatives & Attendants** - Primary beneficiaries using accommodation services
- **Construction Workers** - Local workers employed during building construction under Vastu Infrabuild Pvt Ltd, Construction contractor
- **Implementing Partner** - Project management and operations partner
- **Facility Staff** - 31 employees benefiting from job creation after facility being operation
- **Local Community** - Indirect economic benefits from facility operations

D.7 BENEFICIARIES FEEDBACK (FEW CASE STUDIES)



Ms. Urmilla (Patient, Rudrapur)

I am staying here for 1 day currently, but this is not my first time. I have stayed here for 8 to 10 days previously. The cost savings are very significant compared to outside hotel options. The food quality is good and affordable. There are no transportation costs to AIIMS as it's very close. Overall, I'm getting full saving on accommodation expenses. The facilities provided give complete financial burden relief. I don't think any improvement is needed - everything is working well. I would definitely recommend this facility to others who need accommodation while getting treatment at AIIMS



Mr. Chand Shekar (Accompanying wife for treatment, Ramnagar)

I am here for 7 days currently for my wife's treatment. This is my 2nd-3rd time staying at this facility. The pricing is very reasonable compared to outside hotels, and the food quality is good. Since it's so close to AIIMS, there are no transportation costs, which helps in overall savings. The accommodation provides significant financial burden relief during this difficult time. Everything is okay - the services and facilities meet our needs well. I would definitely recommend this place to other families who come for treatment at AIIMS.



Mr. Manoj (Accompanying husband for treatment, Bareilly)

I am staying here for 5 days for my husband's treatment. This is my 2nd-3rd time using this facility. The cost savings are very significant compared to outside accommodation options. The food quality is good and reasonably priced. There are no transportation costs to reach AIIMS hospital. Overall, there are good savings compared to commercial hotels. This facility provides financial burden relief during medical treatment. My only suggestion would be to improve the normal water quality. Despite this minor point, I would definitely recommend this facility to others.

STAFF FEEDBACK:



Mr. Mritunjay (Maintenance Staff, U.P.)

"I have been working here for 2 years. Previously I worked with SS Electrical company. Here the working environment is good and management is supportive. We receive proper training and there are good opportunities to learn new skills."



Mr. Aman (Accountant, Rishikesh)

"I have been working here for 4 months. Previously I worked with a CA company. My salary is ₹30,000 per month with 9 hours working time daily. Though there are no additional medical benefits, the work environment is professional and supportive."



Mr. Harshit Tiwari (Housekeeping Staff, Uttarakhand)

"I have been working here for 1 year. Previously I worked with Bayraj company. My salary is ₹11,000 per month and I work 8 hours daily. Though there's no medical insurance, the job provides stable income and the management treats us well."

D.8 SUMMARY OF BENEFICIARY SATISFACTION

PARAMETER	SATISFACTION LEVEL	FEEDBACK SUMMARY
Accommodation Quality	High	Clean, comfortable rooms with essential amenities
Cost Effectiveness	Very High	Significant savings compared to commercial alternatives
Food Services	Good	Quality meals at affordable prices
Staff Behavior	Good	Helpful and courteous service delivery
Location Convenience	High	Proximity to AIIMS (1.2 km) with good accessibility
Safety & Security	High	24/7 security and safe environment
Overall Experience	High	Strong recommendation rates from beneficiaries



ASSESSMENT OF IMPACT

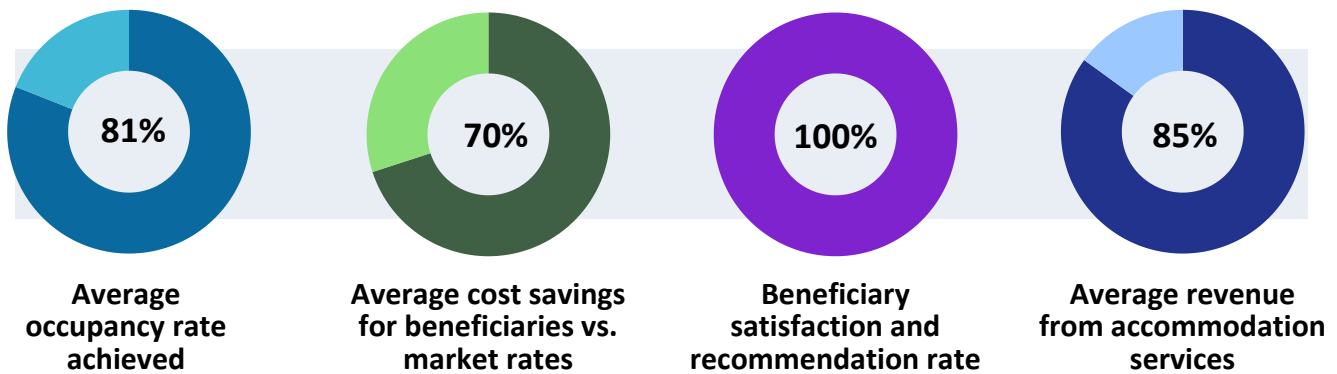
The CSR project has had a significant impact on the beneficiaries, as evident from the comprehensive assessment study. The project has directly improved healthcare accessibility and reduced financial burden for patients' families through the implementation of quality accommodation infrastructure near AIIMS Rishikesh. The study highlighted several positive impacts across multiple dimensions including healthcare access enhancement, cost savings, employment generation, operational sustainability, and community development.

The CSR initiative has made a substantial contribution to the healthcare ecosystem by removing accommodation barriers, providing dignified shelter during medical emergencies, creating sustainable revenue streams, and establishing a replicable model for healthcare support infrastructure development.

E.1 PROJECT IMPACT OVERVIEW

HEALTHCARE ACCESSIBILITY AND INFRASTRUCTURE IMPACT:

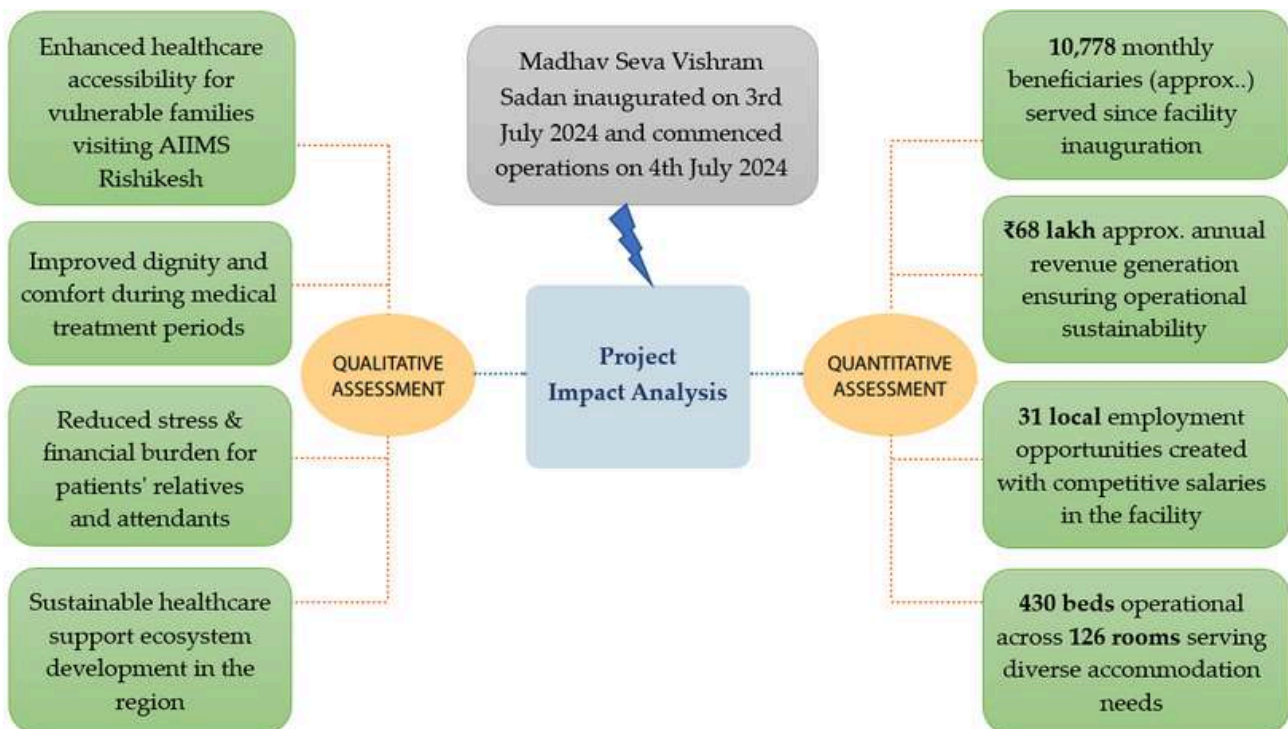
The Madhav Seva Vishram Sadan has significantly enhanced healthcare accessibility by providing affordable, quality accommodation near AIIMS Rishikesh.



The performance indicators demonstrate exceptional achievement across all measured parameters, with operational efficiency exceeding industry standards. These metrics reflect the project's success in balancing accessibility with sustainability, ensuring long-term viability while maintaining service quality. The consistently high performance across diverse indicators validates the comprehensive planning and effective implementation of the healthcare accommodation facility.

E.2 COMPREHENSIVE IMPACT ANALYSIS

QUALITATIVE AND QUANTITATIVE IMPACT ANALYSIS:



E.3 IRECS FRAMEWORK ALIGNMENT

The IRECS Framework provides a comprehensive evaluation methodology that ensures systematic assessment of CSR projects across five critical dimensions. This framework validates the holistic approach adopted in developing and implementing the Madhav Seva Vishram Sadan, demonstrating alignment with international best practices for sustainable development initiatives.

The project demonstrates strong alignment with the IRECS Framework and we have evaluated the project's adherence to the following framework dimensions on a scale of 'Good', 'Acceptable' and 'Need Improvement'.

INCLUSIVENESS:

The project includes diverse beneficiary groups - 80% vulnerable and marginalized families from geographically dispersed populations. The stakeholder engagement process appears well-established to identify accessibility challenges. Assessment: **Good**.

RELEVANCE:

The project has developed a structured process to identify relevant healthcare accommodation needs for patient families visiting AIIMS Rishikesh. The CSR intervention addresses authentic community healthcare gaps and material accessibility challenges. Assessment: **Good**.

EXPECTATION:

The project has demonstrated strong alignment with stakeholder expectations regarding healthcare accommodation services. Beneficiaries provided overwhelmingly positive feedback with 100% recommendation rates. Assessment: **Good**.

CONVERGENCE:

The project demonstrates effective convergence through formal integration mechanisms with AIIMS Rishikesh operations and coordination with multiple stakeholders. The convergence mechanisms appear comprehensive and well-documented. Assessment: **Good**.

SERVICE DELIVERY:

The project has implemented robust service delivery mechanisms ensuring consistent quality standards with 81% occupancy rates and comprehensive amenities. The systematic approach demonstrates strong adherence to service delivery framework. Assessment: **Good**.

IRECS FRAMEWORK

INCLUSIVENESS

RELEVANCE

EXPECTATION

CONVERGENCE

SERVICE DELIVERY

E.4 SUMMARY OF IMPACT STUDY

S.No.	PARAMETERS	BENEFICIARY VIEW POINT	IMPACT (HIGH/ MEDIUM/ LOW)
HEALTH BENEFITS			
1.	Improved access to healthcare services for patients' families near AIIMS Rishikesh	Yes	High
2.	Reduced stress and anxiety related to accommodation during medical treatment	Yes	High
3.	Better rest and recovery environment for patient attendants	Yes	High
4.	Access to first aid and medical support during emergencies	Yes	Medium
5.	Hygienic and clean accommodation reducing health risks	Yes	High
SOCIAL BENEFITS			
6.	Enhanced healthcare accessibility for families from diverse geographic regions	Yes	High
7.	Dignified accommodation for vulnerable and economically disadvantaged families	Yes	High
8.	Employment opportunities created for local community members	Yes	Medium
9.	Gender-inclusive accommodation and staffing policies	Yes	Medium
10.	Cultural sensitivity and inclusive service delivery	Yes	Medium
ECONOMIC BENEFITS			
11.	Significant cost savings compared to commercial accommodation alternatives	Yes	High
12.	Sustainable revenue generation ensuring long-term operational viability	Yes	High
13.	Employment generation with competitive salaries and benefits	Yes	Medium

S.No.	PARAMETERS	BENEFICIARY VIEW POINT	IMPACT (HIGH/ MEDIUM/ LOW)
14.	Local economic development through vendor partnerships and procurement	Yes	Low
15.	Reduced financial burden enabling focus on medical treatment expenses	Yes	High
16.	Emergency accommodation availability without financial barriers	Yes	High
ENVIRONMENTAL BENEFITS			
17.	Efficient land utilization through multi-story construction design	Yes	Medium
18.	Sustainable water management and conservation practices	Yes	Medium
19.	Waste management and environmental hygiene protocols	Yes	Medium
20.	Energy efficient systems and backup power management	Yes	Medium

E.5 TRANSFORMATIONAL OUTCOMES

The comprehensive impact analysis demonstrates that the CSR project has achieved exceptional success across health, social, and economic dimensions with measurable positive outcomes. The facility has become an integral part of the healthcare ecosystem around AIIMS Rishikesh, providing sustainable benefits that continue to serve vulnerable communities while maintaining operational excellence and financial viability.

The project represents a successful convergence of social impact and operational sustainability, creating a replicable model for healthcare support infrastructure that addresses critical gaps while generating measurable community benefits.



CONCLUSION

The CSR project undertaken by KEI Industries Limited through Bhaorao Deoras Seva Nyas has successfully achieved its objectives and made a significant impact on healthcare accessibility for patients' families visiting AIIMS Rishikesh. The project has demonstrated KEI Industries' commitment to corporate social responsibility by creating sustainable healthcare support infrastructure that continues to benefit vulnerable communities while maintaining operational excellence and financial viability.

Through the implementation of the Madhav Seva Vishram Sadan, including construction of a 430-bed accommodation facility, establishment of comprehensive amenities, and creation of efficient operational systems, the project has transformed healthcare accessibility for families seeking treatment at AIIMS Rishikesh. The facility provides affordable, dignified accommodation that significantly reduces financial burden while ensuring quality service delivery and safety standards.

Furthermore, the project has not only addressed immediate accommodation needs but also fostered long-term sustainability through revenue generation, employment creation, and establishment of operational excellence standards.

The comprehensive healthcare support approach implemented through the Madhav Seva Vishram Sadan, including diverse accommodation categories, essential amenities, 24/7 operational support, and integration with AIIMS Rishikesh, has proven highly successful. The provision of affordable accommodation, quality services, and professional management has addressed critical healthcare accessibility challenges while empowering families to focus on medical treatment rather than accommodation concerns.

Moving forward, the project's success demonstrates the effectiveness of strategic CSR investment in healthcare infrastructure development. The sustainable operational model, high beneficiary satisfaction, and continuous service delivery establish a framework for potential replication in other healthcare hubs across India.

F.1 QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
Infrastructure Capacity	430 beds operational	Target Met
Monthly Beneficiaries	10,778 approx. served	Target Met
Occupancy Rate	81% average utilization	High Performance
Revenue Generation	₹68 lakh annually approx.	Sustainable
Employment Created	31 local jobs in the facility	Achieved
Cost Savings for Beneficiaries	60-80% vs. alternatives	Significant Impact
Geographic Reach	All India coverage	National Access
Service Quality Rating	100% recommendation rate	Good

F.2 FUTURE RECOMMENDATIONS

- Scale successful accommodation model to other major healthcare hubs across India after conducting thorough feasibility studies and need assessments in identified locations.
- Enhance transportation connectivity between the facility and AIIMS Rishikesh to provide shuttle services for elderly and disabled patients' families.
- Expand service offerings including telemedicine support, health education programs, and emergency medical assistance to create a comprehensive healthcare support ecosystem.

- Establish partnerships with other healthcare institutions and NGOs to create a network of affordable accommodation facilities across major medical centers.
- Implement sustainability measures including solar energy systems, water conservation technologies, and waste management systems to reduce operational costs and environmental impact.
- Strengthen training programs for staff to enhance service quality, emergency response capabilities, and customer satisfaction levels.
- Develop feedback mechanisms including regular beneficiary surveys, suggestion systems, and continuous improvement processes to maintain high service standards.
- Establish emergency fund provisions and insurance coverage to ensure facility sustainability during crises and unexpected circumstances.