

CSR PROJECT IMPACT ASSESSMENT

Rotary Foundation

Procurement of Medical Equipment

FY 2023-24 | FY 2024-25



Prepared by:

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ACKNOWLEDGMENT

Wire Consultancy expresses its sincere gratitude to the Management of KEI Industries Limited for entrusting us with the task of conducting the CSR Project Impact Assessment for the project on procurement and installation of Catheterization Laboratory (Cath Lab) equipment, implemented through Rotary Foundation at Swami Vivekanand Charitable Hospital, Dehradun for FY 2023–24 and FY 2024–25.

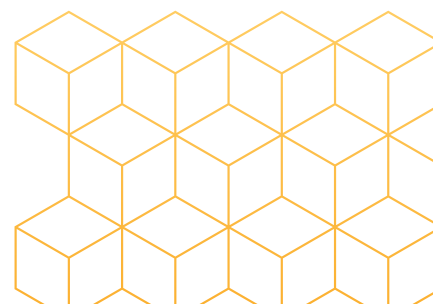
We are grateful to Mr. Anil Gupta (Chairman-cum-Managing Director, KEI Industries Limited) for entrusting us with this assignment. We also extend our sincere thanks to Mr. Prakash Roshanlalji Ojha (Manager – Legal and Secretarial) from KEI Industries Limited for their support and for facilitating the assessment process.

We express our sincere appreciation to the Rotary Foundation and the management of Swami Vivekanand Charitable Hospital, Dehradun for their cooperation and support during the assessment. We would like to specifically acknowledge the coordination support provided by Dr. Anuj Singhal (Secretary, Swami Vivekanand Charitable Hospital) and Mr. Deepak Sinha, whose assistance was instrumental in facilitating site visits, data sharing, and stakeholder interactions.

The Wire Consultancy Audit Team extends its sincere gratitude to the doctors, medical staff, and hospital personnel who shared valuable insights and operational details, enabling a comprehensive understanding of the project's impact. We also acknowledge the patients and beneficiaries whose feedback provided meaningful perspectives on the effectiveness of the intervention.

It is worthy to mention that the efforts undertaken by KEI Industries Limited, in partnership with Rotary Foundation, in strengthening healthcare infrastructure and improving access to critical cardiac care services are truly commendable.

Wire Consultancy





ABBREVIATIONS

ABBREVIATIONS	FULL FORM
BPL	Below Poverty Line
CSR	Corporate Social Responsibility
OPD	Outpatient Department
IPD	Inpatient Department
Cath Lab	Catheterization Laboratory
ECG	Electrocardiogram
ECHO	Echocardiography
FY	Financial Year
MoU	Memorandum of Understanding
DAC	Development Assistance Committee
OECD	Organisation for Economic Co-operation and Development
SDG	Sustainable Development Goals





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EXECUTIVE SUMMARY

This report presents the Impact Assessment of the CSR Project undertaken by KEI Industries Limited through Rotary Foundation (India) for supply and installation of Cath Lab Equipment at Swami Vivekanand Charitable Hospital , Dharmawala. KEI Industries has made a significant contribution towards cardiac healthcare infrastructure, advanced medical equipment, demonstrating its commitment to corporate social responsibility and community health enhancement.

Project:	Impact Assessment of CSR Project- Procurement of Medical Equipment (FY 2023-25)	Assessment Done By: Wire Consultancy Delhi/NCR Office: 4th Floor, Tower-C, Bhutani Techno Park, 403 A, Sector 127, Noida, U.P. 201301 info@wireconsultants.com
Document Title:	CSR Impact Assessment Report (Rotary Foundation)	
CSR Project Undertaken By:	KEI Industries Limited	
Implementing Partner:	Rotary Foundation (India)	
Assessment Date:	16.04.2026	
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Date of Issue:	18.04.2026	
Document No.:	WC/RF/KEI/2025-26/2200	
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PROJECT OVERVIEW

 ROTARY FOUNDATION IMPLEMENTATION PARTNER	 FY 2023-25 PROJECT DURATION	 INR 4.35 Cr PROJECT COST	Funded By KEI Industries Limited
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Cardiac Care Access-
*Accessible and affordable
for all*

PARAMETER	DETAILS
Project Category	Cardiac Equipment Procurement – Healthcare Infrastructure Enhancement
Activity Undertaken	Supply & Installation of Catheterization Laboratory (Cath Lab) Equipment
Project Location	Swami Vivekanand Charitable Hospital , 1st Floor New Building (1,174.04 Sq. M), Dharmawala, Uttarakhand
Equipment Installation & Operational Since	30 July 2025
Beneficiaries Served	2,866 patients (Oct 2025-Mar 2026) operations performed using new equipment



KEY ACHIEVEMENTS

- Successfully established a fully functional Catheterization Laboratory, enabling advanced cardiac diagnostic and interventional procedures at the hospital for the first time.
- Eliminated all patient referrals for cardiac procedures — referral time recorded as nil post-installation.
- Provided free-of-cost cardiac diagnostic services and treatment to financially weaker sections patients, ensuring equitable access to life-saving care.
- Since the commencement of Cath Lab services in 30 July 2025, a total of 2,866 patients have been treated, indicating strong utilization of the facility.
- Maintained 100% procedural success rate across all Cath Lab procedures performed since commissioning.
- Trained 2 Cath Lab Technicians and 1 Staff Nurse, building institutional capacity for sustainable cardiac care delivery.



IMPACT HIGHLIGHTS & INSIGHTS

HEALTHCARE ACCESS INSIGHTS

HEALTHCARE ENHANCEMENT	BENEFICIARY REACH	OPERATIONAL EXCELLENCE
- Cath Lab operational from Oct 2025 - Angioplasty & Angiography capabilities Cardiac care for 50+ age group	- A total of 2,866 patients served - Provides free healthcare to economically weaker rural communities.	- Equipment reliability maintained with minimal breakdowns - High stakeholder satisfaction across service parameters

SOCIAL & ECONOMIC INSIGHTS



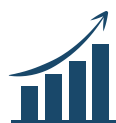
Cath Lab services have enabled treatment for 2,866 patients since operationalization, improving access to timely cardiac care



Availability of local Cath Lab facility has minimized the need for referrals to distant urban hospitals



Angiography and angioplasty provided at subsidized costs, reducing financial burden for economically weaker sections



High success rates observed in cardiac procedures, ensuring safe and effective treatment delivery

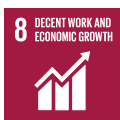


Services extended to rural and surrounding regions, benefiting underserved populations with limited access to specialized cardiac care



SDG ALIGNMENTS

SDG No.	Contribution	Key Output
	Reduces financial burden on low-income patients by providing affordable and free cardiac treatment services.	Subsidized treatment and free procedures for economically weaker sections.
	Improves access to quality and affordable cardiac healthcare services through enhanced diagnostic and treatment capabilities.	2,866 patients treated with improved access to angiography and angioplasty services.

SDG No.	Contribution	Key Output
	Enhances skill development and employment opportunities for healthcare professionals through training and advanced medical operations.	Training of technical and medical staff for Cath Lab operations.
	Strengthens healthcare infrastructure by enabling advanced cardiac diagnostic and interventional capabilities at the hospital.	Cath Lab facility operational and integrated into hospital services.
	Reduces healthcare disparities by providing subsidized and free cardiac care to economically weaker and rural populations.	Free services for BPL patients and 60–70% lower costs compared to private healthcare.
	Reflects effective collaboration between KEI Industries Limited, Rotary Foundation, and Swami Vivekanand Charitable Hospital for healthcare service enhancement.	Successful multi-stakeholder implementation of Cath Lab project.



KEY RECOMMENDATIONS

- Expand medical equipment CSR program to other rural charitable hospitals across different regions
- Expand Cath Lab services by adding more procedure days and specialist cardiologists to handle growing patient demand
- Introduce digital patient registration and record-keeping to better track outcomes and beneficiary demographics.
- Establish emergency fund provisions for equipment maintenance



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 cardiac disease emerging as a leading cause of mortality. According to reports, heart disease kills more than 28.6 lakh Indians every year, and treatment remains uneven and erratic, particularly in semi-urban and rural areas. Multi-speciality hospitals often lack advanced cardiac diagnostic and interventional equipment, forcing patients to travel long distances to metropolitan centres. The integration of modern cardiac technologies such as Catheterization Laboratories (Cath Labs) represents a healthcare delivery for underserved communities. A Cath Lab enables both diagnostic procedures (Coronary Angiography) and therapeutic interventions (Angioplasty) — procedures that are life-saving in acute cardiac events and essential for chronic cardiac disease management.



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 towards ensuring accountability and transparency in CSR implementation, mandating that impact assessment of CSR projects in India is mandatory for companies with an average CSR obligation of ₹10 crore in the three preceding financial years. Assessments apply to projects with outlays ₹1 crore that are completed at least one year prior. These must be conducted by independent agencies and reported in the annual CSR report.



ABOUT KEI INDUSTRIES LIMITED

KEI Industries Limited stands as a testament to India's industrial growth story, having transformed from a modest partnership corporation in 1968 into a globally recognized leader in the electrical wires and cables manufacturing sector. Founded with a primary focus on rubber cable production for house wiring, KEI has evolved into a comprehensive solution provider serving diverse industrial sectors across 60 countries worldwide.

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. This holistic approach to business has positioned KEI as a responsible corporate citizen committed to sustainable development.



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



Ensuring Animal Welfare: Supporting the protection, care, and welfare of animals.



Eradicating Hunger, Poverty and Malnutrition: Supporting initiatives aimed at improving food security, nutrition, and the socio-economic well-being of vulnerable communities

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



IMPACT ASSESSMENT REPORT

Impact assessment is an important tool for assessing 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.



KEI CSR PROJECT

Establishment of Cath Lab Facility

KEI Industries Limited partnered with Rotary Foundation (India) to support Swami Vivekanand Charitable Hospital, Dharmawala, Uttarakhand, a healthcare institution serving underserved communities, including economically weaker sections and rural populations. This collaboration reflects an effective model of public-private partnership aimed at strengthening critical healthcare infrastructure within the broader healthcare ecosystem.

The Cath Lab equipment procurement project represents KEI Industries Limited's strategic investment in advanced cardiac care technology, addressing a significant gap in the availability of diagnostic and interventional cardiac procedures at the hospital. This initiative underscores the company's commitment to impactful CSR interventions that enhance access to life-saving treatment while contributing to the modernization of healthcare services in underserved regions.

SCOPE OF WORK

The main objective of the study is to evaluate the CSR initiative of KEI Industries Limited, specifically focusing on the establishment and operational impact of the Cath Lab facility supported through Rotary Foundation (India) at Swami Vivekanand Charitable Hospital , Dharmawala, Uttarakhand. The study aims to assess the effectiveness of the intervention in enhancing access to advanced cardiac diagnostic and interventional services, and to evaluate its overall impact on patients and the surrounding 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

APPROACH & METHODOLOGY

The following step-by-step methodology and approach were adopted while conducting the Impact Assessment of the CSR Project undertaken by KEI Industries Limited for Cath Lab equipment procurement at Swami Vivekanand Chritable Hospital, Dharmawala, through Rotary Foundation (India) as the direct implementation partner. Wire Consultancy team visited the Hospital on 16th April, 2026 and conducted physical verification of Cath Lab installation, stakeholder interviews, patient beneficiary interactions and review project documentation.



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, operational performance, and healthcare impact of the medical equipment procurement and installation. The assessment employed a mixed-method approach combining quantitative performance metrics with qualitative stakeholder feedback to provide a comprehensive understanding of the project's outcomes. The methodology included primary data collection through medical professional interviews and patient beneficiary surveys, secondary data analysis of equipment utilization records and surgical reports, and on-site technical verification to assess the equipment's contribution to enhanced surgical capabilities and patient outcomes.



ASSESSMENT FRAMEWORK

The impact of CSR project was assessed using the OECD DAC framework and criteria for evaluation. These criteria were utilised across all stages of the impact assessment including the preparation of the checklist, data analysis, and reporting.





METHODOLOGY FOR IMPACT ASSESSMENT OF CSR PROJECT

The broad methodology adopted for the Impact Assessment of CSR Project is furnished below:

1. Preliminary Data/Information Collection:

- Collection of preliminary data pertaining to the CSR Project from Rotary Foundation and KEI Industries.
- Evaluation of available documentation including project background, equipment specifications, MoU, invoices, purchase orders, and commissioning reports.

2. Physical Verification & Stakeholder Engagement:

- Conducted physical verification of Cath Lab installation and operational status.
- Reviewed all relevant project documentation.
- Engaged in structured interviews and discussions with cardiologists, Cath Lab technicians, staff nurses, hospital administration, and patient beneficiaries

3. Equipment Performance Assessment:

- Assessment of equipment conditions, functionality and maintenance protocols
- Evaluated operational efficiency through procedure statistics, patient throughput, success rates, and maintenance records
- Assessed clinical outcomes and treatment success rates, review of pre and post-equipment installation performance metrics

4. Impact Assessment:

- Conducted survey of beneficiaries by semi-structured questionnaires
- Identified and assessed impact of Cath Lab on cardiac care capabilities and patient outcomes.
- Evaluated short-term and long-term benefits through equipment procurement and service delivery.

5. Report Preparation and Submission:

- Prepared comprehensive Impact Assessment report, capturing all findings, insights, and recommendations.
- Submitted to KEI Industries highlighting project achievements, clinical effectiveness, operational efficiency, and areas for improvement in future CSR initiatives.

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ASSESSMENT OF CSR PROJECT

The project received an approved fund allocation from KEI Industries Limited for the procurement and installation of an advanced Cath Lab facility at Swami Vivekanand Charitable Hospital , Dharmawala, Uttarakhand, implemented through Rotary Foundation (India). KEI Industries Limited provided funding for the establishment of the Cath Lab aimed at strengthening cardiac care services and enhancing the hospital's capacity to perform advanced diagnostic and interventional cardiology procedures, such as angiography and angioplasty. The project included the procurement, installation, and commissioning of Cath Lab equipment along with necessary infrastructure and technical support to ensure operational readiness.

Rotary Foundation (India) undertook comprehensive coordination and implementation efforts, including vendor management, installation supervision, and ensuring seamless integration of the Cath Lab within the hospital's existing healthcare infrastructure.



OBJECTIVE AND EXPECTED OUTCOME OF THE PROJECT

The objective of CSR Project undertaken by KEI Industries Limited through Rotary Foundation:

- To establish cardiac catheterization capabilities at Swami Vivekanand Charitable Hospital , enabling Coronary Angiography and Angioplasty procedures locally.
- To eliminate the need for patient referrals to other facilities for cardiac diagnostic and interventional procedures.
- To provide affordable and free cardiac care services to economically disadvantaged patients.
- To improve cardiac care quality and patient outcomes through state-of-the-art Cath Lab equipment.

Expected Outcomes:

The project aims to achieve positive clinical and operational impacts, including improved surgical outcomes, enhanced medical staff capabilities, increased patient volume capacity, and strengthened position of the hospital in providing specialized healthcare services to the community.



ACTIVITIES AND IMPLEMENTATION OF CSR PROJECT

Following steps for implementation of Project:

1. Project Planning and Enhancement:

The project involved procurement of a complete Catheterization Laboratory set-up installed in a dedicated, newly constructed 1,174.04 sq. m. cardiac care facility on the first floor of the hospital. The procurement included comprehensive installation, staff training, and technical commissioning services.



Equipment Category

- ▶ **Medical Equipment Procurement:**
Coronary Angiography (diagnostic) & Coronary Angioplasty
- ▶ **Installation Period:**
30th July 2025
- ▶ **Operational Since:**
30th July 2025

Equipment Name	Purpose
Digital Angiography System (Cath Lab Machine)	Core imaging system enabling angiography and angioplasty procedures.
Monitoring & Life Support	Ensures continuous patient monitoring and emergency support during procedure
Specialised Auxiliary Equipment	Supports Cath Lab procedures and enhances operational efficiency.
Flat Panel Detector	Provides high-resolution real-time imaging for accurate diagnosis and intervention.

2. Installation and Commissioning:

- Equipment installed and commissioned on 30th July 2025.
- Vendor selection undertaken by Rotary Foundation through appropriate procurement process.
- Cath Lab equipment properly installed as per project specifications in the dedicated 1st floor of the facility.
- Equipment verified as fully functional and operational during site assessment.
- Technical performance confirmed through operational testing and procedure records.

3. Operational Systems:

- Operational Hours: 24x7 emergency services with planned surgeries during daytime
- Patient Categories: Both OPD and IPD patients across multiple specialties
- Target Demographics: Predominantly 50+ age group; economically disadvantaged patients are served free of cost.
- Pricing Structure: Angioplasty ₹50,000–70,000; Angiography ₹7,999 — free for economically weaker rural communities.
- Medical Applications: Angioplasty & Angiography



OBSERVATIONS & ASSESSMENT OF COMPLETENESS OF PROJECT

Wire Consultancy team conducted comprehensive site assessment to verify implementation and operational status of the Cath Lab at Swami Vivekanand Charitable Hospital. Project-related documents reviewed included MoU, fund utilisation certificates, equipment purchase orders, vendor invoices, installation and commissioning reports, training certificates, and procedure registers.

S.No.	TARGET ACTIVITIES	OBSERVATION & REMARKS
1.	Equipment Procurement and Installation	• Cath Lab equipment successfully installed, commissioned, and operational. • All components of the Cath Lab system, including imaging and monitoring units, are fully functional. • The facility has been operational since 30 July 2025. • Integration with existing hospital infrastructure and support systems has been completed.
2.	Operational Service Integration	• Structured operational protocols established for Cath Lab procedures including angiography and angioplasty. • Patient registration, screening, and scheduling systems are functional. • Clinical reporting, diagnostics, and documentation systems are operational.

S.No.	TARGET ACTIVITIES	OBSERVATION & REMARKS
3.	Clinical Service Delivery	- Active delivery of cardiac diagnostic and interventional services through the Cath Lab - Significant increase in surgical capabilities and patient volume.
4.	KEI Industries Limited Branding and Acknowledgment	- KEI Industries Limited acknowledgment prominently displayed at hospital premises. - CSR project documentation maintained.



EQUIPMENT PHOTOGRAPHS

SWAMI VIVEKANAND CHARITABLE HOSPITAL , DHARMAWALA, DEHRADUN





COMPOSITION OF BENEFICIARIES

The Cath Lab has been benefitting cardiac patients, medical professionals, and healthcare support staff at Swami Vivekanand Charitable Hospital . The following composition of beneficiaries has been observed across FY 2023-24 and FY 2024-25:

BENEFICIARY DEMOGRAPHICS:



- ▶ **Primary Beneficiaries:**
Individuals requiring angiography or angioplasty
- ▶ **Medical Professionals:**
Cardiologists, Cath Lab technicians, and staff nurses utilising advanced cardiac equipment for enhanced diagnostic and interventional capabilities
- ▶ **Technical Staff:**
Biomedical engineers and equipment operators trained on Cath Lab systems.

GEOGRAPHIC COVERAGE:

- Primary Catchment: Rural communities and surrounding within an approximate 40–50 km radius
- Service Area: Nearby districts and semi-urban regions with limited access to advanced cardiac care
- Extended Reach: Patients from multiple regions seeking specialized cardiac diagnostic and interventional services (angiography and angioplasty)

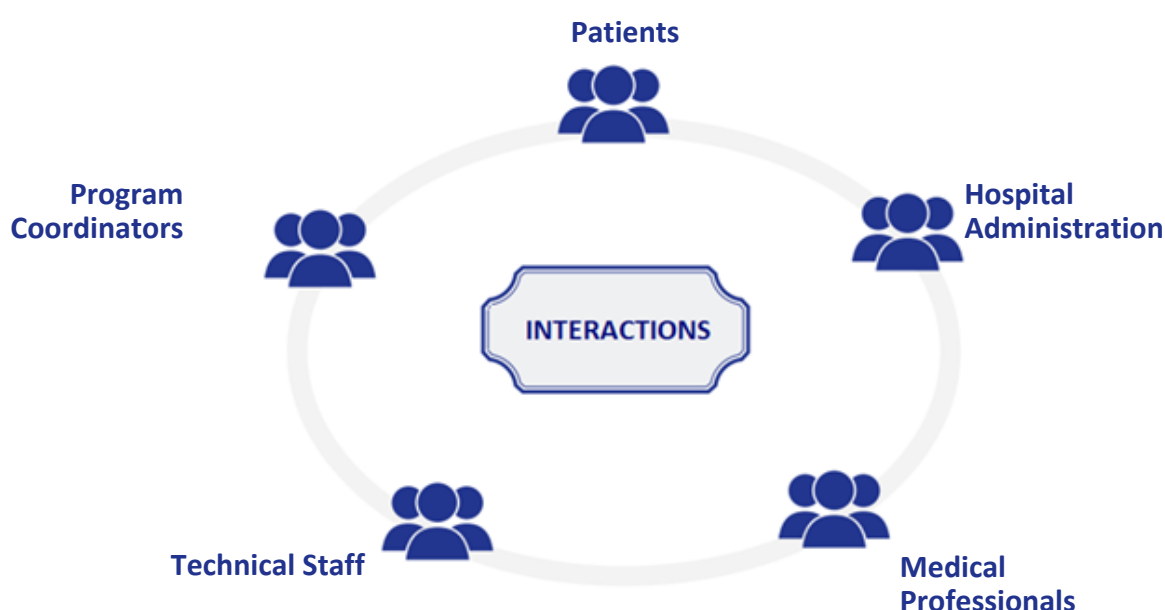
PATIENTS STATISTICS:

Year	No. of Patients	Type of Procedure
Oct 2025- Mar 2026	2,235	Cardiology OPD
Oct 2025- Mar 2026	553	Echocardiography
Oct 2025- Mar 2026	78	Cath Lab Procedures
TOTAL	2,866	



BENEFICIARIES INTERACTION

Wire Consultancy team conducted interactive sessions and structured interviews with various beneficiaries, including patients who underwent surgical procedures using the new equipment, medical professionals utilizing the equipment, hospital administration, and technical staff. The purpose was to gather comprehensive insights, assess clinical benefits realized, and obtain suggestions for service improvement. The interviews were designed to explore beneficiary backgrounds, assess surgical precision improvements, evaluate treatment outcome enhancements, and understand overall satisfaction levels.



BENEFICIARIES FEEDBACK (FEW CASE STUDIES)



Dr. Anuj Singhal (Secretary, Swami Vivekanand Charitable Hospital)

"Timely identification of cardiac conditions is now possible at our facility. Before the Cath Lab, patients were being referred to other facilities — on average 10–20 patients per month. Now that referral time is nil."



Medical Director, Swami Vivekanand Charitable Hospital

The Cath Lab has completely changed our cardiac care capability. Patients who would previously have had to travel far for angiography or angioplasty can now receive treatment here, at a fraction of the private sector cost.


Rajesh Kumar, Patient

"I was admitted for a cardiac procedure. The facilities here are good and the cost was manageable. I did not have to go to a big city hospital."


Biomedical Engineer

"From a technical perspective, the equipment integration. The equipment reliability has been excellent with minimal downtime since installation."


Male Patient, Age 42

"I was suffering from chest pain for a long time. I received treatment here at an affordable cost. The doctors and staff supported me throughout, and I did not need to travel far for care"


Female Patient, Age 55

"I was worried about the cost of treatment, but the procedure here was affordable. The Cath Lab facility helped me get timely care without travelling to another city."



SUMMARY OF BENEFICIARY SATISFACTION

PARAMETER	SATISFACTION LEVEL	FEEDBACK SUMMARY
Equipment Performance	High	Advanced cardiac capabilities with strong reliability record
Procedural Precision	High	100% success rate across all Cath Lab procedures performed
Clinical Benefits	High	Life-saving angiography and angioplasty now available locally
Patient Outcomes	High	Zero procedural complications; improved cardiac care outcomes
Cost Effectiveness	High	60-70% cost reduction vs private sector; free for economically disadvantaged patients
Referral Elimination	High	Referral time: Nil post-installation (was 10-20 patients/month)

ASSESSMENT OF IMPACT

The CSR project has had a significant impact on healthcare delivery capabilities at Swami Vivekanand Charitable Hospital. The project has directly established cardiac catheterization services in a region that previously had no such facility, eliminating patient referrals and providing life-saving cardiac care to the Economically disadvantaged population at subsidised or zero cost. The study highlighted several positive impacts across multiple dimensions including surgical accuracy enhancement, clinical efficiency improvement, patient care quality, and medical staff capability building.



PROJECT IMPACT OVERVIEW

Healthcare Technology and Surgical Impact:



2,866 Patients served
(FY 2023-25)



Procedure Success Rate
All Cath Lab cases



Zero Referral Time
Post-installation



COMPREHENSIVE IMPACT ANALYSIS (QUALITATIVE & QUANTITATIVE)

QUALITATIVE IMPACT



Established first-ever Cath Lab facility enabling Angiography & Angioplasty locally



Eliminated all patient referrals for cardiac procedures, after installation



Patient Confidence and Treatment Trust Enhanced



Healthcare Accessibility for Rural Population



Positioned Swami Vivekanand Charitable Hospital as a regional cardiac care hub for surrounding areas.

QUANTITATIVE IMPACT

2,866 Patients during Oct 2025- March 2026



Pre-installation: 10-20 referrals/month → Post: Zero referrals



Angioplasty ₹50k-70k; Angiography ₹7,999 vs private sector (60-70% cheaper)



Free-of-cost cardiac procedures for BPL patients (diagnostic & treatment)



+5 patients/month average increase post Cath Lab installation





OECD DAC FRAMEWORK ALIGNMENT

The following OECD DAC evaluation presents a structured assessment of KEI Industries Limited's CSR project implemented through Rotary Foundation for supply and installation of Cath Lab Equipment at Swami Vivekanand Charitable Hospital. The assessment applies the six internationally recognised OECD DAC criteria — Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability — to provide a comprehensive, evidence-based judgment of the project's overall performance and social value.

DAC Criterion	Guiding Question	Evidence & Findings	Rating	Key Indicator
RELEVANCE	Is the intervention doing the right things?	The project addresses the need for accessible advanced cardiac care in rural and semi-urban regions, where patients earlier depended on referrals (10–20/month) to other facilities.	Highly Satisfactory	Reduction in referral dependency
COHERENCE	How well does intervention fit?	The project complements existing hospital infrastructure and aligns with broader healthcare priorities by strengthening in-house cardiac care services.	Satisfactory	Integration with Swami Vivekanand Charitable Hospital services
EFFECTIVENESS	Is the intervention achieving its objectives?	The project has effectively delivered outcomes with 2,866 patients treated, zero referrals post-installation, and high procedural success rates.	Highly Satisfactory	2,866 patients treated; zero referrals
EFFICIENCY	How well are resources being used?	The project demonstrates efficient utilization of resources by enabling cost-effective cardiac procedures (60–70% lower than private sector) and free services for BPL patients.	Highly Satisfactory	Cost-effective treatment delivery
IMPACT	What difference does the intervention make?	Improved access to timely cardiac care, reduced patient travel burden, enhanced treatment outcomes, and minimized financial strain on patients.	Satisfactory	Increased local access to cardiac care
SUSTAINABILITY	Will the benefits last?	Sustainability is supported through trained medical staff, operational systems, and continued integration within hospital services.	Satisfactory	Institutional capacity strengthened

Weighted scores were used to develop a 6-point scale. Following criteria is applied while rating the sustainability score of CSR project impact assessment.

- 85-100 % : Highly satisfactory
- 70-84 % : Satisfactory
- 55-69 % : Moderately satisfactory
- 40-54 % : Moderately unsatisfactory
- 20-39 % : Unsatisfactory
- < 20 % : Highly unsatisfactory



SUMMARY OF IMPACT STUDY

S.No.	PARAMETERS	BENEFICIARY VIEW POINT	IMPACT (HIGH/ MEDIUM/ LOW)
HEALTH BENEFITS			
1.	Advanced Cath Lab facility enabling angiography and angioplasty procedures	Yes	High <i>(Improvement with quantifiable success rates and expanded treatment scope)</i>
2.	Free cardiac care foreconomically disadvantaged patients (angiography & angioplasty)	Yes	High <i>(Documented clinical outcomes with faster recovery and better success rates)</i>
SOCIAL BENEFITS			
3.	Enhanced healthcare accessibility for rural and semi-urban population	Yes	High <i>(Patients from multiple districts served locally)</i>
4.	Employment opportunities and skill development for healthcare professionals and support staff	Yes	Medium <i>(Enhanced capabilities leading to professional growth opportunities)</i>
5.	Regional healthcare hub development reducing need for metro city referrals	Yes	High <i>(Patients now prefer local treatment over distant referrals)</i>
ECONOMIC BENEFITS			
6.	Equipment reliability and operational efficiency with minimal downtime	Yes	High <i>(Zero breakdowns till date)</i>
7.	Quality healthcare services for economically disadvantaged patients at affordable rates	Yes	High <i>(Cost reduction compared to private sector alternatives)</i>



CONCLUSION

The CSR project undertaken by KEI Industries Limited through Rotary Foundation (India) at Swami Vivekanand Charitable Hospital, Dharmawala has successfully achieved its objectives and made a transformational impact on cardiac healthcare delivery for the community. The project demonstrates KEI Industries’ commitment to corporate social responsibility by creating sustainable healthcare infrastructure that continues to benefit cardiac patients — particularly those from the BPL category — with free or highly subsidised life-saving procedures. Through the supply and installation of the Catheterization Laboratory, the project has eliminated all cardiac patient referrals. The geographic impact spans adjoining regions of Uttarakhand and western Uttar Pradesh, serving a combined population that previously had no local access to cardiac catheterization services.

Furthermore, the project has not only addressed immediate healthcare infrastructure needs but also fostered long-term sustainability through trained Cath Lab personnel, maintenance protocols, and the establishment of Swami Vivekanand Charitable Hospital as a growing regional cardiac care centre.



QUANTITATIVE IMPACT SUMMARY

IMPACT METRIC	ACHIEVEMENT	TARGET STATUS
Equipment Installation	Cath Lab commissioned 30/07/2025; First procedure 16/10/2025	Target Met
Total Beneficiaries Served	2,866 patients (Oct 2025-Mar 2026) operations performed using new equipment	Sustained Performance
Patient Volume Growth	Increase in patient volume	Significant Growth
Referral Elimination	Zero referrals post-installation (was 10-20/month)	High Performance
Geographic Reach	Serving population of across districts	Expanded Access
Stakeholder Satisfaction	High across all service parameters	Satisfied



FUTURE RECOMMENDATIONS

- Expand medical equipment CSR programs to other healthcare institutions across different regions after conducting comprehensive needs assessments to identify critical gaps in cardiac care infrastructure and specialized treatment facilities.
- Develop long-term partnership agreements with healthcare institutions to ensure proper maintenance, staff training, and equipment lifecycle management for sustainable CSR investments in medical technology.
- Establish emergency fund provisions for critical equipment repairs and maintenance to ensure uninterrupted service delivery at CSR-funded medical facilities and protect the investment value.