

IMPACT ASSESSMENT REPORT

Scaling up Bajaj Drishti-see to learn-see to work-see to be safe

01 Project Details

Project Number:	10190
Project title:	Scaling up Bajaj Drishti-see to learn-see to work-see to be safe
Project duration:	Mar 2018 - Feb 2021
Approved Budget:	Rs. 900 lakhs
Major Stakeholders:	School Children and Adults (Individuals suffering from eye related ailments)
Location:	Maharashtra
Implementation Agency:	VisionSpring
Assessment Agency:	CSRBOX

Bajaj Drishti, a project backed by BAGIC, extended support to the initiative from January 2019 to March 2021. This initiative focuses on enhancing vision health and eye care services, emphasizing accessibility and affordability. Bajaj Drishti collaborates with various partners, including Bajaj Auto Limited, VisionSpring, and Jankidevi Bajaj Gram Vikas Sanstha (JBGVS), to implement impactful programs.

The project centres on conducting vision camps, awareness programs, and eyeglasses distribution to diverse populations, covering targeted villages, schools, and districts within Maharashtra and other selected locations. By leveraging the support of the Bajaj team and local stakeholders, Bajaj Drishti aims to make a lasting impact on vision health, contributing to the well-being of communities.

02 Key Activities

Vision Camps	<ul style="list-style-type: none">• Recce for site identification.• Organising vision camps in urban and rural settlements.• Conducting vision screenings for adults and school children.• Identifying individuals with refractive errors and complex vision disorders.• Referring individuals with complex vision disorders to tertiary care hospitals for further diagnosis and treatment.
General Awareness Programs	<ul style="list-style-type: none">• Conducting community awareness programs on eye care and the importance of regular use of eyeglasses.• Delivering presentations at schools for administrators and teachers to promote awareness among students and their families.
Eyeglasses Distribution	<ul style="list-style-type: none">• Providing high-quality, affordable eyeglasses to community members at a subsidized cost.• Distributing eyeglasses at the campsite for immediate use.• Delivering prescription eyeglasses within 21-28 days at designated locations or schools.

Reach and Coverage	<ul style="list-style-type: none"> • Ensuring the project reaches a diverse population, including adults, school children, males, females, and different age groups. • Covering targeted villages, schools, and districts within Maharashtra and other selected locations.
Collaboration and Support	<ul style="list-style-type: none"> • Collaborating with Bajaj Auto Limited, VisionSpring, and Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) for project implementation. • Leveraging support from the Bajaj team and local stakeholders.

03 Key Impact

The impact assessment is based on the IRECS framework, with a focus on **five key** components. The following are the key impact findings aligned as per the framework: -

Relevance

This parameter measures the extent to which project is geared to respond to the felt needs of the communities.

- Blurred vision the most common issue detected, affecting **80%** of beneficiaries.
- Pantnagar reported the highest negative impact on productivity (**34%**) due to vision issues.
- Majority of beneficiaries (**88%**) recognized the importance of eye check-ups prior to the camp.

Coherence

This parameter measures alignment of program components with its goals.

- Alignment with SDG 3 (Good Health and Well Being), 4 (Quality Education), 8 (Decent Work and Economic Growth) and 10 (Reduced Inequalities).
- Alignment with ESG Principle 8 – “Businesses should promote inclusive growth and equitable development.”
- Alignment with National Policy - National Programme for Control of Blindness (NPCB)

Effectiveness

This parameter measures the degree to which a program achieves its intended outcomes and goals.

- **44%** of beneficiaries gave the program the highest rating of 5.
- **67%** of respondents sought further treatment after the camp.
- **67%** of beneficiary issues completely addressed during the camp.

Efficiency

This parameter measures the degree to which a program achieves its intended outcomes and goals.

- **69%** reported that the eye care camp location was convenient and accessible (within a distance of 0-3 kilometers from their homes).
- **53%** received Information, Education, and Communication (IEC) materials during the camp.

Impact

This parameter measures the overall effects or outcomes of a program on its target population or the broader community.

- Pantnagar showed a substantial impact, with **15%** of beneficiaries reporting a productivity increase in the **20-40%** range.
 - The majority of beneficiaries (**64%**) expressed being very satisfied with the eye care camp.
 - Positively influence productivity levels, contributing to the overall well-being and socio-economic development of beneficiaries.
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Sustainability

This parameter measures a program's ability to maintain benefits over time and continue operating beyond its initial phase.

- **61%** beneficiaries received appropriate referrals post check up.
 - There is a potential gap in the camp's ability to provide comprehensive and tailored care to all beneficiaries.
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