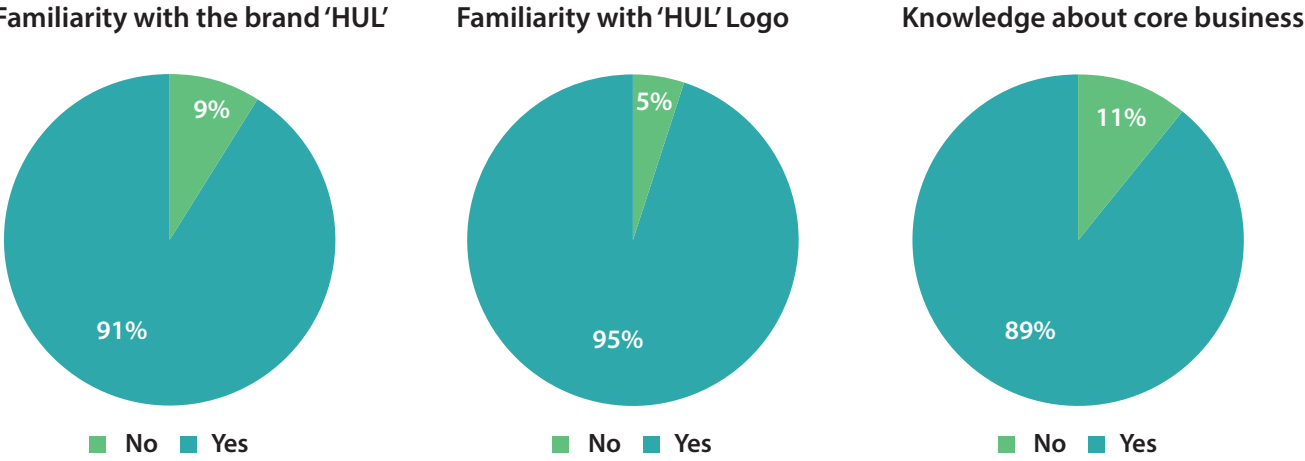


Brand Equity HUL
Brand Awareness & Familiarity

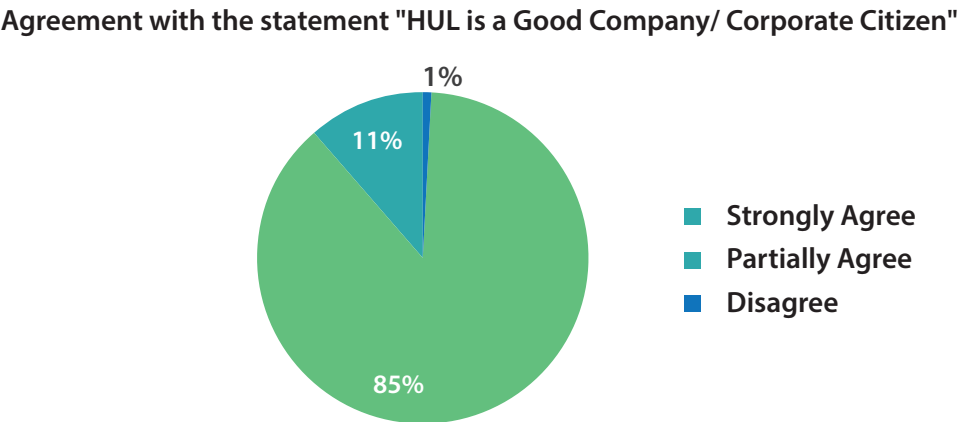


The figure above shows that 9 out of 10 beneficiaries are familiar with the brand "HUL" & HUL's logo. This indicates that work done through Prabhat has been effective in increasing brand awareness and familiarity among beneficiaries. The major contributor to brand awareness and familiarity is through word of mouth. In addition to this, 89% are aware about HUL's core business as well.

Brand Equity Prabhat
Brand Awareness & Familiarity



The figure above shows that 81% of beneficiaries are familiar with "Prabhat" & 92% of beneficiaries are familiar with its logo indicating that work being done has been able to create brand value to a great extent and the team has been successful in communicating the same. The biggest contributor to brand awareness and familiarity with Prabhat is through word of mouth, followed by banners, posters & campaigns/events.



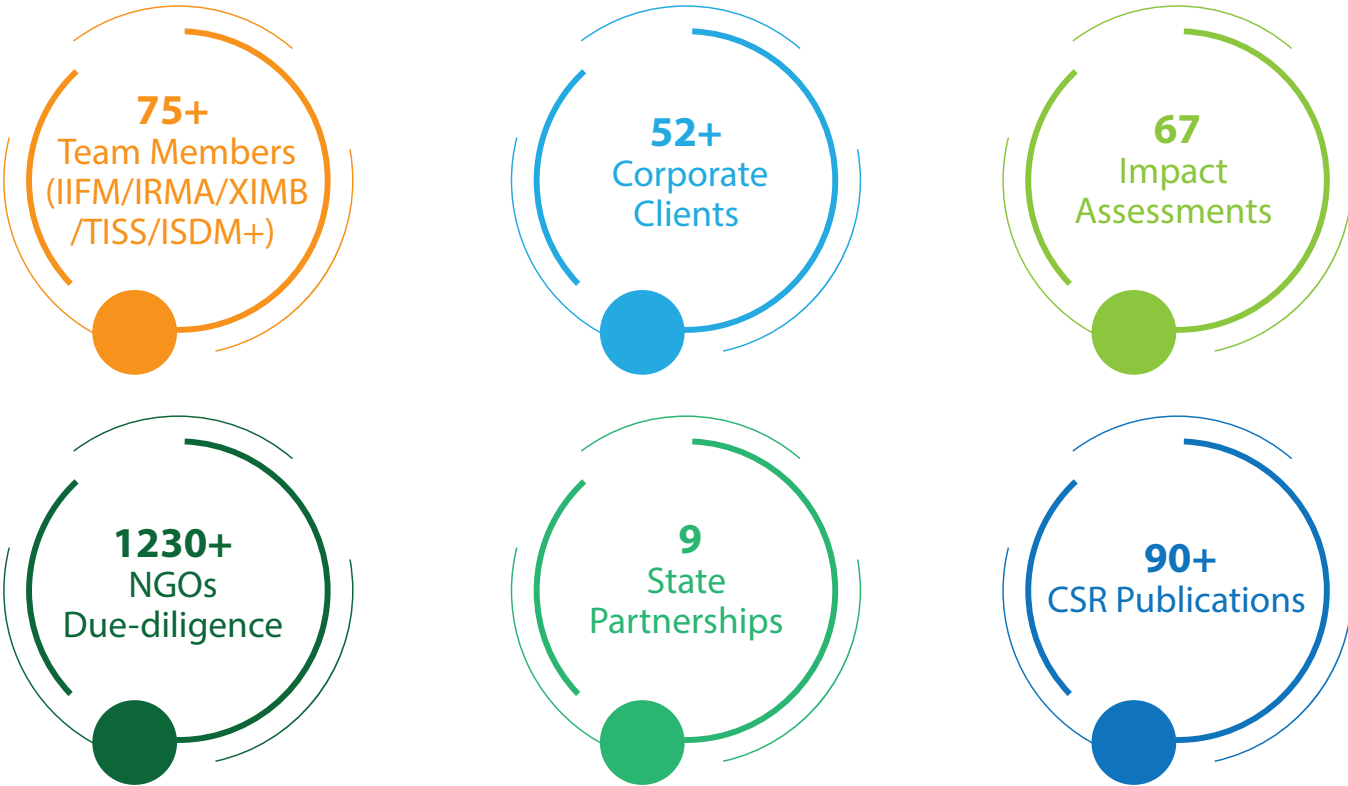
This showcases how Prabhat has been instrumental in building the brand equity of HUL.



Social Impact Organisation

CSRBOX is a social impact strategy practice organisation. We work with companies and philanthropic organisations for better CSR and social impact program design, pre-project to post-project handholding and impact assessment. We embed technology solutions for responding to social problems at a scale. We work at PAN-India level with our Teams in Delhi, Gurgaon, Mumbai, Pune, Ahmedabad, Bharuch and Bangalore. We are also an executive committee member of Bharat Digital Platform under the aegis of the Principal Scientific Advisor to the Government of India. We spearhead two collaborative platforms; India Livelihood Collective and IMPAct4Nutrition.

Visit us at https://csrbox.org/about-CSRBOX.



SUMMARY OF IMPACT ASSESSMENT



HUL PRABHAT PROGRAM

Economic Empowerment

Livelihood program under Prabhat are implemented through the Prabhat Livelihood Centres and can be broadly divided into value chain projects and skilling projects. These are being implemented by 5 NGO partners across 11 states.

Partner	Impact Ranking	SROI(For Every INR 1 Invested)
Anudip Foundation	Very High	8.02
LabourNet	Very High	5.90
ILRT(Value Chain)	High	5.40
Moos Farm	High	5.02
YMC	High	2.03
ILRT(Skills)	Medium	1.36

Figure 3: Impact ranking and SROI of individual programs and implementation partners



Skilling Projects (Non-Farm)



Value Chain (Farm Based)



Key Achievements	Chhindwara	Hosur	Sumerpur	Total
Number of Pregnant and Lactating Women covered	25,400	20,154	31,318	76,872
Number of adolescent girls covered	19,146	12,861	15, 846	47, 853
Number of caregivers of children between 0-5 years covered	13,878	8,330	8,755	30,963
Number of ASHAs and Anganwaadi workers supported	921	650	334	1,905
Number of nutri gardens created	37	35	37	109

Improvement in Knowledge, Attitude, Behaviour & Practice	Chhindwara	Hosur	Sumerpur
% Increase in awareness about role of colostrum in providing nutrition to new born	50%	22%	19%
% Increase in awareness about Post Natal Care after delivery	65%	52%	75%
% Increase in respondents who started breastfeeding ‘within 1 hour after delivery	71%	23%	62%
% Increase in respondents who stated “exclusive breastfeeding should be continued for 6 months’	32%	8%	51%
% Increase in respondents who stated ‘complimentary feeding should start after 6 months of birth’	46%	33%	27%
Awareness about Diet diversity	88%	69%	58%
Respondent who correctly identified three symptoms of Anemia	59%	62%	57%

Environment Sustainability

Waste Management program under Prabhat was launched in 2019 in Haridwar. The implementation partner for this initiative is Swayambhu Innovative Solutions Pvt. Ltd. The program aims to build communities with zero waste going to landfills by addressing wet and plastic waste management. To provide end-to-end solutions for waste, the major driver identified is waste segregation at source from households.

The program includes two major components which are waste segregation and circularity of waste leading to an increase in green energy in the vicinity of the colony. Swayambhu had organised training and awareness session for the same.



Introduction to Prabhat

Hindustan Unilever Limited (HUL) is India’s largest Fast-Moving Consumer Goods company with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

Prabhat, the sustainable community development initiative of HUL, is contributing to a fairer, more socially and environmentally, inclusive world, while using HUL’s scale for good. Linked to Unilever Compass, it is working in communities in and around HUL sites. It builds on the community needs locally – in line with India’s development agenda and United Nations’ Sustainable Development Goals (SDGs).

Prabhat focuses on the themes of **economic empowerment, health & nutrition** and **environment sustainability**. In the last eight years, Prabhat has benefitted over **seven million** lives across **21 states** and **two union territories**.

Impact Assessment Scope and Framework

An impact assessment of the Prabhat initiatives was conducted across 11 states, covering 1566 beneficiaries. The assessment included programs under the economic empowerment, nutrition and environmental sustainability pillars of Prabhat.

In order to conduct a holistic impact evaluation of each project, internationally recognized impact assessment frameworks were chosen for each sector keeping in mind the nature, objectives, program design and global standards of evaluation frameworks.

- **Health & Nutrition:** OECD
- **Environmental Sustainability:** KAB
- **Economic Empowerment:** IRECS

Health & Nutrition

Evaluation for the Prabhat Poshan Saathi program was carried out across three locations, for the period of April 2021 to March 2022. The implementing partner is American India Foundation. Poshan Saathi program under Prabhat was launched in 2019 in Chhindwara, Madhya Pradesh, Sumerpur, Uttar Pradesh and Hosur, Tamil Nadu with an aim to improve nutritional status and ensure a reduction in anemia and malnutrition. Using a life cycle approach, the program has trained ‘Poshan Saathis’, a cadre of women belonging to local communities who propagate behaviour change to enhance the nutritional status of adolescents, pregnant and lactating (nursing) women and children under the age of five years.

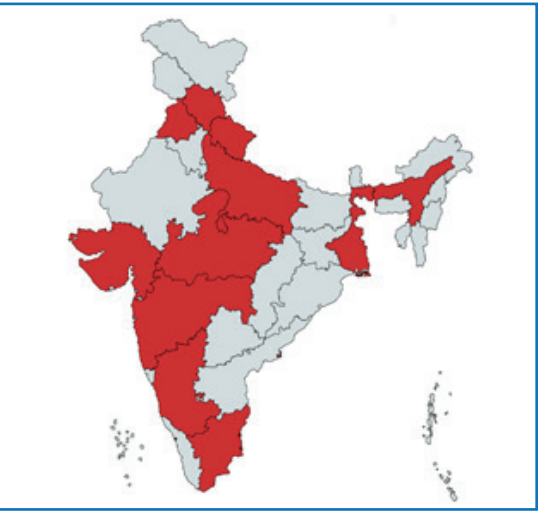


Figure1: Impact Assessment Geographical Coverage

