



Impact Assessment Report

Key highlights

Financial Year 2022-23

Executive Summary

Hindustan Unilever Limited (HUL) is dedicated to sustainability and corporate social responsibility, exemplified through its flagship community development initiative called 'Prabhat.' Launched to uplift communities around HUL factory locations, Prabhat focuses on economic empowerment, health and nutrition, and environmental sustainability. In the Financial Year 2022-23, an impact assessment study was conducted to evaluate Prabhat's overall impact and its

contributions to each pillar. The study also involved verifying outcomes and estimating the Social Return on Investment for the economic empowerment, health and nutrition, and environmental sustainability initiatives under Prabhat.

Overall SROI – INR 7.76 for every INR 1 invested

Economic Empowerment

- Livelihood Skilling
- Agriculture Value Chain
- Dairy Value Chain

Prabhat Pillars

Health and Nutrition

- Health Program
- Prabhat's Nutrition Program

Environment Sustainability

- Water Conservation
- Waste Management

Overall Impact: High

Scope and Framework for the Impact Assessment

A study of the Prabhat initiatives was conducted by Ernst and Young LLP, India, for the year April'22 to March'23 across 13 states and 2 union territories (Dadra and Nagar Haveli and Puducherry), covering 1,850+ respondents. The assessment included programs under the economic empowerment, health and nutrition, and environmental sustainability pillars of Prabhat. In order to conduct a holistic impact assessment of each project, internationally recognized frameworks were chosen for each sector as below:

- OECD DAC- The Organization for Economic Cooperation and Development (OECD) Development Assistance Committee (DAC)
- IRECS- Inclusion, Relevance, Expectation, Convergence, and Service Delivery
- KAB- Knowledge, Attitude, Behaviour

Economic Empowerment- IRECS Framework

Health and Nutrition- ECD DAC Framework

Environment Sustainability- KAB Framework

Economic Empowerment

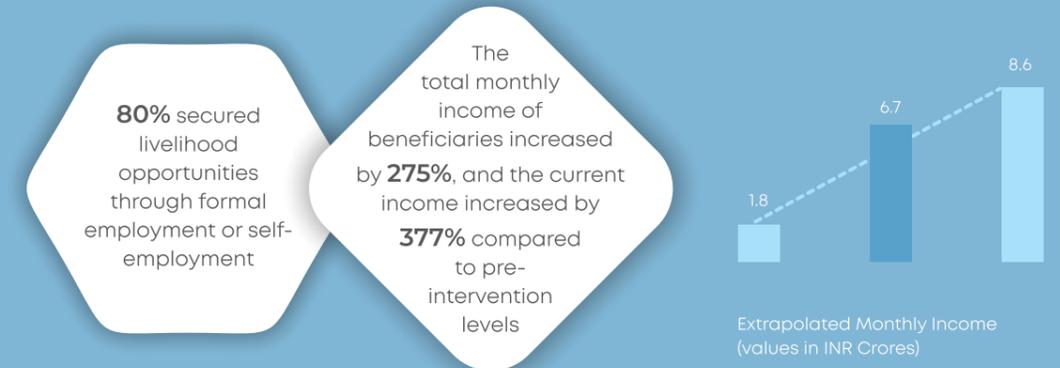
Prabhat's economic empowerment pillar focuses on adding value and financially empowering communities through skill development, entrepreneurship, and interventions in the farm-based agriculture value chain. The assessment of economic empowerment utilizes the IRECS (Inclusion, Relevance, Expectation, Convergence, and Service Delivery) framework. Impact table is presented below for each programme.

SROI of INR 11.44 on every INR 1 invested



Livelihood Skilling

Parameter	Inclusion	Relevance	Stakeholder Expectation	Convergence	Service Delivery
Impact Level	Very High	Very High	High	Very High	High



Verification

An estimated addition of INR 4.7 Crores as new monthly income or INR 56.4 Crores new yearly income in the local economies around Prabhat Livelihood Centres could be verified.

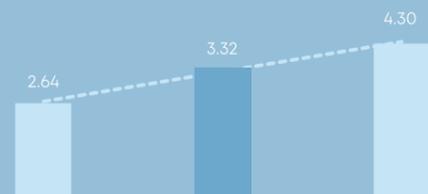


Agriculture Value Chain

Parameter	Inclusion	Relevance	Stakeholder Expectation	Convergence	Service Delivery
Impact Level	High	High	High	Very High	High

The program has a **94%** female beneficiary rate

The total monthly income of all beneficiaries increased by **37%**, and the current income increased by 63% compared to pre-intervention levels



Extrapolated Monthly Income (values in INR Crores)

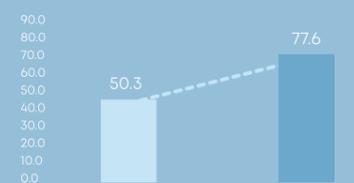


Dairy Value Chain

Parameter	Inclusion	Relevance	Stakeholder Expectation	Convergence	Service Delivery
Impact Level	High	High	High	Very High	Medium

The average veterinary cost has seen a **57%** decrease

54% increase in daily milk revenue witnessed



Total Daily Milk Revenue (sum of revenue of all respondents in thousands)

Verification 80% of the veterinary savings (INR 48,185) could be verified

Health and Nutrition

**SROI of
INR 4.52 on
every INR 1
invested**

Prabhat's health and nutrition pillar aims to enhance primary healthcare and enhance nutritional awareness among rural communities, focusing on women, particularly adolescent girls, and pregnant/lactating women. The evaluation employed the OECD DAC Network on Development Evaluation (EvalNet) criteria, covering relevance, coherence, effectiveness, efficiency, impact, and sustainability. This framework assessed the success of Nutrition Program and Healthcare initiatives in achieving intended outcomes and creating lasting changes in respondents' lives. Impact table is presented below for each programs.

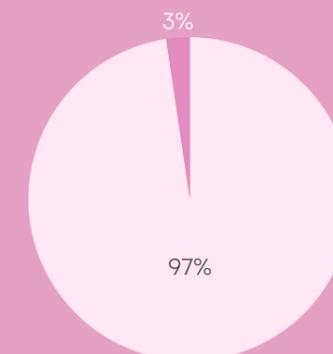


Health

Parameter	Relevance	Coherence	Effectiveness	Efficiency	Impact	Sustainability
Impact Level	High	High	Very High	High	High	Medium

85% of respondents who reported that the Mobile Medical Units (MMUs) effectively treated their illnesses

97% of the respondents reported a decrease in out-of-pocket expenses



Respondents who reported a decrease in out-of-pocket expenses

Nutrition

Parameter	Relevance	Coherence	Effectiveness	Efficiency	Impact	Sustainability
Impact Level	Very High	Very High	Very High	High	High	Medium

70% of the respondents reported improved awareness of key nutrition issues in their families

99% of the respondents reported a positive change in perception regarding nutrition myths

Verification

98.5% of the program reach to the beneficiaries could be verified on an average

Environmental Sustainability

Prabhat's environmental sustainability pillar focuses on water conservation and waste management through initiatives like recycling plastic into value-added products and converting wet waste into biogas. The program engages with farmers to adopt scientific agriculture methods, enhancing overall water management. Evaluation employs the KAB framework, assessing knowledge, attitude, and behaviour to gauge the impact of initiatives on generating awareness and fostering sustainable change in community behaviour. Impact table is presented below for each programs.

Overall SROI – INR 7.17 for every INR 1 invested



Water Conservation

Parameter	Knowledge	Awareness	Behaviour
Impact Level	High	High	High

67% respondents reported positive behavioural change in favour of water conservation and 56% acknowledged its positive effects on local ecosystems

There was a decrease in the practice of flood irrigation from 19% to 10% among respondents

System of Rice Intensification (SRI), resulted in a 15% to 25% reduction in water usage, minimized input costs, and increased yields

Verification

25 water storage and conservation structures have been established in a years span. These storage structures have successfully helped to check water, conserve it and recharge the groundwater. Field verification

- assessments indicate the following:
- conserved 0.422 billion litres of water
 - 1.04 billion litres of demand side water savings
 - 390.75 tonnes of additional agricultural production



Waste Management:

Parameter	Knowledge	Awareness	Behaviour
Impact Level	High	Very High	Medium

The average self-reported knowledge levels of waste segregation and disposal practices have increased from 1.4 to 4.3 out of rating of 5 over the course of the program

The impact of waste on health and environment were largely understood by more than 60% of the respondents

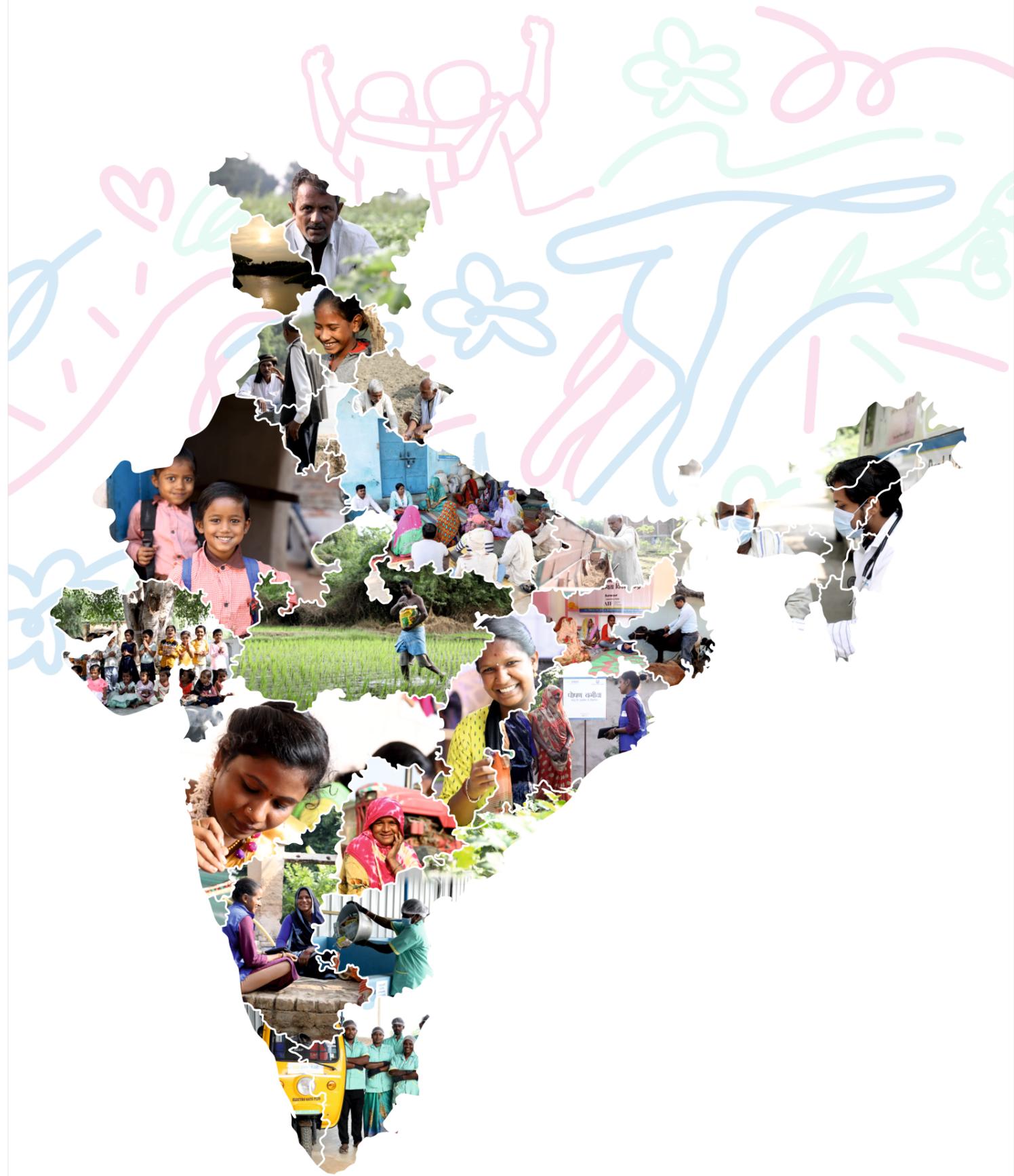
Total Waste: 72,553 Kgs



Verification

Total waste collected and segregated was verified to be 72,553 kilograms(kgs). As part of the program, the 66,084 kgs of wet waste has been converted into 7,750 kgs of compost which has been distributed to the farmers.





 **prabhat**
A community initiative of Hindustan Unilever Limited'


Hindustan Unilever Limited