



# Socio-Economic Impact Measurement (SEIM) | CSR Initiatives

## Background to the Project

The Client<sup>1</sup> is a leading manufacturing organisation in Tamil Nadu. As a part of its **CSR** strategy, the Client has initiated **healthcare focused initiatives** implemented through its foundation, aimed at improving access to primary health care and community awareness in targeted areas in a southern district in Tamil Nadu.

Over the years, the initiatives have expanded across **Primary Health Care Centres (PHCCs), community outreach programs, medical camps, and nutritional support** reaching a large base of beneficiaries across 4 local neighborhoods/communities.

The Client was keen to **assess the socio-economic impact** of these initiatives, with a view to **understand its effectiveness and for enhancing the overall impact of its CSR budget**.

ECG was engaged to conduct a **Socio-Economic Impact Measurement** to assess the socio-economic footprint of the Client's CSR initiatives.

## ECG Approach

While modelling the Methodology on the **adapted framework developed by World Business Council & endorsed by the International Finance Corporation (IFC)**, we had designed our Approach using "**stakeholder consultations**" as the central, holistic theme with our **360° framework** to measuring impacts, that are both relevant and contextually significant.

A mixture of **quantitative indicators, qualitative observations and respondent narratives** were used to evaluate the contributions of the Client's initiatives across each distinct stakeholder group, including beneficiaries, employees, and the broader community. This was further supported by significant **secondary (desk) research** to contextualise findings within the regional socio-economic and healthcare indicators.

Gradients based on availability and strength of evidence were used to rank outcomes in terms of their impact on the social environment.

ECG conducted the study through extensive on-ground fieldwork, covering ~400 stakeholders. The interactions comprised in-person focus group discussions (FGDs), household visits, face-to-face (F2F) interviews.

## Key Insights

Quantitatively, the Socio-Economic Impact of the Client's initiatives was found to be **positive across most stakeholder groups** at varying degrees of impact across different programs/initiatives.

From a Qualitative perspective, the Client's initiatives had a **significant positive impact** on improving access to primary healthcare, enhancing health awareness, and reducing financial burden associated with basic medical care.

Gaps were also identified in areas such as depth of outreach, participation across demographics, integration of technology, etc.

## Project Outcomes

Based on the interactions, analyses and findings, ECG provided **actionable recommendations** to **deepen impact and scale the Client's CSR initiatives**.

## Project Timelines

The project was executed over a timeline of **~10-12 weeks** between July to September 2025, covering phases of project initiation, research design, fieldwork, analysis, and final reporting.