

EMBED Impact assessment and Social Return on Investment (SROI) May 2022

The EMBED programme

Elimination of Mosquito Borne Endemic Disease (EMBED) is GCPL's effort to contribute to India's national goal of malaria elimination by 2030. It aims to reduce morbidity and mortality due to malaria through information and education of communities via behaviour change communication campaigns, and building capacity of healthcare workers on correct diagnosis and treatment of cases. The program is implemented in partnership with Family Health India (FHI), with the support and guidance of the Departments of Health and Family Welfare of the respective intervention states. The objectives of the project are:

- To improve knowledge, health-seeking behavior, and community action for prevention, treatment, and control of Malaria and Dengue at the household and community level.
- Support state Government/s in prevention and treatment efforts for malaria elimination
- Improve capacities of Government functionaries and project staff on M&E and data use for planning and decision making

About the SROI study

GCPL commissioned Sattva to conduct an Impact Assessment Study of its EMBED program based in four districts of Madhya Pradesh. The study focuses on:

- Assessing the effective delivery of the program and the rigor in implementation towards achieving the predefined goals and outcomes
- Assessing the ownership and accountability of beneficiary communities to sustain the impact of the program
- Assessing continuity of impact of the intervention and/or any changes as a result of COVID-19

Location of study and stakeholder engagements

The insights in this study are mapped based on the aforesaid points. In addition, the study also provides recommendations on the duration and intensity of the program and calculates the SROI for the programme at both the district and the state level.

Sattva followed a mixed-method approach to conduct the impact assessment study, which included both qualitative and quantitative methods of research for data collection. Surveys were conducted for 1,794 households as a part of the quantitative data collection. For qualitative data collection, case studies, FGDs, and interviews were conducted with Households. Other stakeholders such as the healthcare workers, panchayat members, individuals from the project implementation team, and government officials were also interviewed for the study. In total, 73 qualitative interviews were conducted. The study was conducted over a period of 4 months, between Jan, 2022 – Apr, 2022.

Key insights from the impact assessment study

Effective implementation of the program by means of successful collaborations and capacity building led to higher awareness levels in the beneficiaries and contributed towards achievement of the programme goal

- Successful collaboration between Godrej and the MP government has led to an 89% decline in malaria cases in the last 5 years and the achievement of the program goal of 80% of intervention villages becoming malaria-free in 4 out of 4 districts.
- Implementation of the EMBED program and efforts of ASHA/ANM has led to an awareness of the term malaria (86%), its spread (97%), symptoms (98%), and testing (70%) among the respondents, which has led to frequent testing, timely treatment, and faster recovery.
- 56% of the respondents attributed their knowledge about malaria to the EMBED programme indicating the recognition of malaria awareness activities conducted by Godrej.
- 100% of the healthcare providers interviewed found the malaria trainings to be valuable - 3 of them specifically used the term 'helpful' to describe them. These trainings were conducted by EMBED in intensive villages and the government in non-intensive villages.
- Along with other aspects, malaria trainings was certainly effective in teaching ASHA workers the protocol of conducting RDT tests. All ASHA workers (7/7) who were interviewed were aware of the protocol of conducting an RDT test.

Demonstrated ownership and accountability by the communities have helped sustain the impact of the programme

- The 92% of households are actively taking measures to keep their house and surroundings clean to ensure there are no mosquito breeding spaces in the community
- 91% of the respondents stated using preventive measures either throughout the year or only during the peak seasons for mosquitoes (monsoon and summer). The three most preferred preventive measures are natural measures (98%), LLIN (97%) and Agarbatti (37%).
- 27% of the HHs reported having at least one of their family members infected with malaria in the last 10 years. 67% of the individuals who were infected with malaria in the last 10 years were found to be working members or school-going children. Lack of usage of outdoor preventive measures can be a potential reason behind this since only 8% of the respondents in the study use outdoor preventive measures such as mosquito patches, sprays, or creams.

COVID-19 had an effect on the testing and treatment of malaria potentially increasing the number of undetected cases

- 13% of respondents reported not being able to get tested for malaria and cited fear of testing positive for COVID-19 as one of the main reasons behind it. In 2020, the onset of COVID-19 led to a reduction in malaria testing as COVID tests took priority in cases of fever, potentially leading to poor tracking and treatment of malaria cases.

Social return on investment of the programme

The aim of the SROI is to evaluate the economic and social returns achieved by those who are impacted by GCPL's investments in the EMBED Program. The value of the impact created on primary beneficiaries is calculated post identifying the relevant outcomes and the financial proxies. To prevent over-valuation of the impact, certain parameters like deadweight, drop-off, attribution, and displacement are subtracted from the value of the social benefits.

For every 1 rupee invested in the EMBED program in the four districts of Madhya Pradesh, **INR 12.57 of social value** is generated.

Key recommendations

- Entrusting local officials and community volunteers with the responsibility of continuing efforts to contain malaria will need to be strengthened for sustainability
- Creating awareness and promoting the use of outdoor preventive measures, especially among school-going children and earning members of the household, is a required area of focus
- Mobile phones can be leveraged as a source of continuous information on malaria testing, treatment, and prevention; solving for low retention and recall
- Implementing the program in areas with less accessibility due to their geographical location could be a potential next step for the programme
- Efficient implementation and sustained impact can be achieved by allowing for customization of delivery based on factors such as geographical area, and demographic profile

The above recommendations could help further strengthen the effectiveness of the program and sustainability of its impact.

GCPL's EMBED program has been successful in creating a scalable model that can help high-burden villages of India achieve the goal of malaria elimination by 2030. Their continued efforts in Madhya Pradesh, Uttar Pradesh and Chattisgarh is a testimony to their dedication to make India malaria-free.