



Divi's Laboratories Ltd.

AN IMPACT ASSESSMENT REPORT OF DIVI'S INTERVENTION

OXYGEN CONCENTRATORS – AN EMERGENCY COVID RELIEF

A CSR INITIATIVE OF DIVI'S

2023

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EXECUTIVE SUMMARY

DIVI'S CORPORATE SOCIAL RESPONSIBILITY

Divi's Laboratories is a leading manufacturer of Active Pharmaceutical Ingredients (API) with its headquarters located in Gachibowli, Hyderabad, Telangana, India. Divi's believes and cares deeply in the Business-Society Ecosystem which forms the basis for its CSR component. Its involvement in the social welfare and philanthropic activities started within a few years of launching its business and has been actively contributing with the key objectives of enhancing quality of life and sustainable improvement in the social, economic and environmental conditions of the needy.

COVID-19 PANDEMIC

World Health Organisation (WHO) considered the highly contagious variant of Corona Virus (Covid-19) spreading in India as a global concern. To combat the virus and curb the pandemic situation, India enforced most extensive and strictest lockdown starting from 24 March 2020. This strategy to slowdown the surge of the Covid-19 cases in the country restricted the movement of 1.39 billion people.

During the first-wave, the 68-day lock down period, as a measure to prevent spread of the infection, viz, maintaining physical distancing and staying at home, caused disruption of life in the country. It had a profound effect on rural communities in terms of basic amenities, especially the socio, economic and health factors of BPL families. Persons having comorbidities, whose lives and livelihoods were decimated during lockdown have barely recovered from the consequent psychological, emotional, physical and financial fallout.

The subsequent second wave of the pandemic took hold in the country by late March 2021, came in as a serious blow to the overall development of the country in all sectors. It was much more devastating than the first with shortage of beds, oxygen supply and other medical supplies in some states of the country, including Andhra Pradesh and Telangana. By mid-April 2021 India surpassed Brazil as having the second-most Covid-19 cases worldwide, and by the end-April India reported over 3,500 deaths in one day. It particularly exposed the need for investing in public health care systems, emergency response arrangements and support systems. It placed a major strain on the healthcare

system including the shortage of liquid medical oxygen, logistic issues, lack of cryogenic tankers, etc. Also, the attention given to fighting Covid-19 caused a reduction in attention given to other diseases like tuberculosis resulting in tens of thousands of deaths.

Same time, India had seen specific developments in service sector during this period. On one hand, people lost trust among themselves and social relations came to a standstill with the risk of spread of infection; on the other countless organisations, trusts, philanthropists and even common people came forward to extend support in serving the infected people who were left with no care and support. These included making provisions for more beds in hospitals, increasing hospital infrastructure, vehicles to carry the patients/dead people, supply of healthy/nutritious food to the people in quarantine, groceries to the poor and wage labour families who lost their livelihood, providing masks and sanitizers, arranging for cremation of the dead (patients infected with covid), supply of medicines, oxygen concentrators, etc.

Thus, the entire country went through a difficult and unusual phase during the past three years, the consequences are still visible in some form or the other.

CONTEXT

It was a tricky time, where the sick persons had to quarantine themselves while majority of them needed hospitalisation due to respiratory problems combined with comorbidities, the hospitals and medical institutions were overcrowded with patients, temporary hospitals were closed-down, and the transportation facilities were meagre as the States were under lockdown. Nevertheless, the services of innumerable agencies, philanthropists, NGOs and individuals even in these conditions are noteworthy. Taking the Prime Minister's call, many companies, industries, large agencies came forward and contributed towards increased production and supply of oxygen for medical usage in hospitals. At the same time provisions were also made for oxygen concentrators which are compact, no need for refilling and useful for homebased service.

In this background, Divi's laboratories through its CSR goal of giving back to the community, contributed towards meeting urgent needs of people in the villages near its manufacturing units both in Telangana and Andhra Pradesh. They extended from welfare modelled supply of fruits, food items and essential medicines to the migrant labour, masks and sanitizers to school children to concrete service measures of provision for oxygen

supply in hospitals, portable oxygen concentrators for homebased service, supporting for more beds in hospitals, awareness creation among communities, etc. The annual reports of the company speak extensively on the various/diverse preventive health care measures and covid relief initiatives implemented by the company through its CSR funds.

DIVI'S INTERVENTION OF EMERGENCY COVID SUPPORT – OXYGEN

Given the chaos created due to insufficient availability and supply of oxygen, unreasonable price hike, the hype created for medical oxygen due to increased demand, lack of preparation and the limited transportation there was a huge rush for oxygen concentrators. It led to a crisis with a staggering death rate, and scenes of people dying for lack of oxygen became a common sight. In this situation, Divi's company extended support to Alai Foundation towards Covid emergency services – oxygen concentrators and a temporary medical facility / Intensive Care Unit (ICU) with bedside oxygen supply, believing that any support that can be offered to the communities that are impacted due to Covid-19 is positive and impactful, no matter how big or small.

THE STUDY

In the context of acute scarcity for oxygen Alai Foundation approached Divi's Laboratories for financial support to purchase oxygen concentrators to serve to neediest persons. Under its CSR component Divi's provided support to Alai Foundation to an extent of ₹1,00,00,000 in the year 2021. Alai foundation, in turn, joined hands with other organisations like Entrepreneur's Organisation AP (EO AP) and Give India Foundation to reach out to as many patients as possible across the states of Andhra Pradesh and Telangana.

In order to understand the impact of this collaborative intervention with Alai Foundation Divi's proposed an assessment study. The company entrusted this task to Deeksha, a non-for-profit organisation working in the areas of Child Rights, Adolescence issues, Health, Education, Livelihoods and Gender equality with both urban and rural communities in Telangana and Andhra Pradesh states.

SCOPE OF THE STUDY

Alai Foundation purchased 100 units of portable oxygen concentrators to provide to the patients needing emergency support in Andhra Pradesh and Telangana; and established

a 75 bedded temporary emergency medical facility in Vijayawada for the Covid-19 infected persons. Hence, the onus of the study was on understanding the strategic steps taken up to reach out to the patients in the rural and remote areas; and the impact of both the interventions – oxygen concentrators and emergency medical facility.

OBJECTIVE OF THE STUDY

The specific objective of the study is to understand the impact of emergency support extended through oxygen concentrators and the temporary medical facility.

METHODOLOGY

The project was implemented during the years 2021 and 2022 in both Andhra Pradesh and Telangana involving different stakeholders at different levels and at different stages. Hence the study was proposed to be taken up using free flowing interactions, small group discussion, semi-structured interviews and focus group discussion with available stakeholders. Accordingly, the tools have been designed and administered. Following are the tools administered:

Tool 1: Semi Structured Interview with the beneficiaries or their caretakers

Tool 2: Focus Group Discussion (FGD) with doctors and health workers

Tool 3: Small Group Discussion (SGD) with coordinating team

Tool 4: Interaction with volunteers

SAMPLE

Simple random sampling method is used to identify the beneficiaries or their families from the lists provided by Alai Foundation. However, many of the shortlisted contact numbers are either not functional or not responded. Hence, interviews were conducted with those whoever were available.

Snowball sample method was used for interactions with the volunteers and the coordinating team. Stratified random sample method was used to identify the sample from the list of Doctors and the Frontline Health Workers who worked in the temporary medical facility. However, none of the medical staff were available for the discussion. Visits were made to eight villages to understand the local conditions and interact with the volunteers and beneficiaries or their caretakers in their native places.

Table 1 – Details of the Villages visited

Sl.No	Name of the Village	State
1	Bheemavaram	AP
2	Hanumakonda	Telangana
3	Hyderabad	Telangana
4	Ibraheempatnam	AP
5	Khandavilli	AP
6	Kakinada	AP
7	Tirupati	AP
8	Warangal	Telangana

Table 2 – Details of the districts where oxygen concentrators were distributed

Sl.No	Name of the District	State
1	Visakhapatnam	AP
2	East Godavari	AP
3	West Godavari	AP
4	Krishna	AP
5	Tirupati	AP
6	Anantapur	AP
7	Kadapa	AP
8	Eluru	AP
9	Warangal	Telangana
10	Hyderabad	Telangana
11	Karimnagar	Telangana
12	Kamareddy	Telangana
13	Siddipeta	Telangana
14	Rangareddy	Telangana
15	Adilabad	Telangana
16	Hanumakonda	Telangana

However, the list is not exhaustive. The portable oxygen devices were extended to other districts also based on the need and the demand.

LIMITATIONS OF THE STUDY

- The services of temporary medical facility were provided during the years 2020-2021. It has been sometime since the service was provided and hence it became a challenge to locate and contact the medical professionals who rendered services in the emergency covid relief hospital. As such, FGDs could not be held as planned with the doctors and medical staff.
- Since the services provided were of emergency in nature, there was very limited documentation of the intervention. This has been a limitation towards identifying the sample and evolving an effective plan to gather first-hand information.
- Though a long list of beneficiaries is gathered from different sources and the sample is evolved most of the contact numbers are either not working or the calls were not answered. Hence, interactions had to be held with the available and willing beneficiaries only.
- Another limitation was that the volunteers who participated in the service were from different fields including medical, academic, business and development; and joined hands to meet the urgencies of the situation. As such the network was wide but loose and thus, many of them are currently not in touch and could not be contacted for interactions.

OBSERVATIONS

The role of Alai Foundation in serving the Covid-19 affected and effected persons in the midst of the pandemic is noteworthy. The observations of assessment team from the Semi Structured Interviews, Small Group Discussions, field visits and the interactions are presented in respective sections. The key observations with different stakeholders are as follows:

1. SMALL GROUP DISCUSSION WITH COORDINATING TEAM

- Assessment team had meetings with coordinating teams of Alai Foundation at Hyderabad and Vijayawada.
- All the members expressed that they feel humble for the opportunity they got through Alai Foundation with the support from Divi's Laboratories, to serve the vulnerable persons in the chaotic phase of Covid-19 pandemic when people were dying due to insufficient oxygen supply.

- The in-charges for AP and Telangana shared that small coordinating teams were formed at regional levels in both the States, with a centralised coordination committee at Hyderabad, involving the staff of Bubbles India, Fusion Voice Solutions and Alai Foundation. These teams created exclusive WhatsApp groups for easy coordination and immediate action on the requests received through different sources including their social media platforms.
- Many local networks were formed with volunteers from different fields, willing to work for the cause along with Alai Foundation. These volunteers belonged to professions like private employment, software, business, doctors, agriculture, etc.
- In many areas the local hospitals were roped in and the oxygen concentrators were placed in the hospitals with a view that the patients would approach the hospitals for emergency treatment and as per the doctor's diagnosis if their problem is related to oxygen, then they can borrow the machine from the hospital for few days. This would also enable the hospital to make space for new patients to join for emergency treatment, as reported by one of the coordinating team members.
- Three to five units of oxygen concentrators were placed with these volunteers. Families who approached with a request for oxygen concentrators were guided to the nearest place where the concentrators were stationed. Where there were restrictions on vehicle movement and transportation the volunteers themselves travelled to the remote villages to handover the oxygen concentrators, as they could access Covid special travel pass from the Police department.
- The units were disbursed only after taking the copy of Aadhar card for identity and address proof. Time limit was set to return the oxygen concentrators based on the prescription of the doctor or the request of the beneficiary. However, the data base is not available now for review, informed one of the in-charges.
- Despite the measures taken to ensure return of the oxygen concentrators, some families have not returned in time and some were not willing to return it, saying that there might be further emergency and cannot take a chance, informed one of the team members in Vijayawada.
- The coordinating team members mentioned that in some cases they had to put additional efforts to recollect the equipment. It was not easy to locate the beneficiary family because in many cases the request for the unit came through a relative or a known person to the beneficiary, who later would not necessarily

respond to the calls from the volunteer or the in-charge of the oxygen concentrators. In such cases they were tensed till they got the unit back.

- As per the location of the volunteers, coordinating team have drawn a roadmap for delivering the oxygen concentrators and transported those machines in a small truck. An acknowledgment format was designed to ensure receipt of the equipment by the volunteers at the location. The same was used as a record to take back the units. However, such documentation was not maintained by all the coordinating team. As such, they could not provide a consolidated number of beneficiaries to whom the services were provided.
- Alai Foundation partnered with Police Department in both the States and worked through their emergency call centres. The requests received at the call centre for oxygen support were diverted to Alai Foundation team. Basing on the location and availability, the concentrators were delivered to the persons on the condition of returning the unit within the set time.
- The in-charge person for the state of AP admitted that since all of them were involved in emergency services and not used to such activities earlier they did not put focus on documentation due to which they now don't have the exact data of their intervention. The in-charge for Telangana also resonated the same view.
- *"Though it was an effort to coordinate the entire process of ensuring the oxygen concentrator reach the beneficiary and collecting it back, the entire experience was enriching and humbling. I could serve 138 beneficiaries with the support of the local volunteers and I feel privileged to work with Alai Foundation. My heartfelt gratitude to Divi's company for making this happen"* – Mr. Satish, a coordinating team member from Vijayawada.
- *"There was so much of backend work involved in the entire process of providing the oxygen concentrator to the beneficiary which was efficiently performed by the team. It was like a chain... even if one link is weak it would affect the entire system. We all worked with so much passion, compassion, commitment and responsibility. As such we could serve to a few thousands of persons in the need of emergency support across two states"* – Mr. Shyam, one of the coordinating team members shared.
- Coordinating team leads have expressed their gratitude to Divi's Laboratories and Alai Foundation for giving them opportunity to serve the humanity in the times of pandemic. According to them it was a life time experience.

2. INTERACTIONS WITH VOLUNTEERS

- The volunteers from Khandavilli informed that they received four oxygen concentrators through a friend who was volunteering with the foundation during the pandemic time. They reported that one concentrator was kept in a local clinic to provide emergency support to the persons coming to the clinic. The remaining were used by eight families in turns in their village.
- They also stated that as the word spread around to neighbouring villages too, they could support the needy patients from two other villages. The family members of the patients collected it from the volunteers and returned after few days.
- The oxygen concentrators were a big boon to the economically backward families, they did not require to spend any money for the service. In fact, in some instances well-off families also used these machines in emergency conditions till the ambulance arrived or they joined the hospital, Mr. Ramachandra Raju, a volunteer from Bheemavaram stated.
- One of the volunteers from Vijayawada expressed that *“if there was no provision of oxygen concentrators made, it would have been very tough for many families to get emergency support especially in that situation of scarcity of oxygen in the country. We would have lost some more lives. Especially providing the facility free of cost brought the required emergency service close to the poor families too. Otherwise, they had to spend lot of money for private hospitals...”*
- Almost all the volunteers felt that this service was extremely useful and saved lives of those who were in critical condition. They opined that these concentrators being compact, movable and easy to install at home by anyone, they became popular among the locals.
- Some of the beneficiary families called the volunteers as soon as the need is fulfilled and returned the machine saying that there would be someone else who need it. But in some other cases the beneficiaries did not return the unit, moreover, they would pick up fight with the volunteer saying that they would not know when the need would arise and hence wanted to keep it with them.
- Adding to it another volunteer shared that the responsibility of collecting back the units naturally lies with the person disbursed or dispatched the unit, as such in

some instances they had to travel to the remote villages searching for the address and finding the unit.

- The volunteers are pleased to inform that some of the benefitted families are still in contact and they sometimes call the volunteers out of affection and treat them more than a family member.
- *“We worked with lot of zeal and accountability. It was very smooth when sending the oxygen concentrators to the villages and delivering to the point persons. However, it was challenging, rather tough while collecting back the concentrators from the beneficiaries”* – Mr. Raghavendra, a volunteer expressed.
- Almost all the volunteers from the field informed that they are hearing about Alai Foundation and Divi’s company for the first time. However, some of them know that this service was promoted by Ms. Smitha, singer.
- All the volunteers expressed that this is a noble service to the humanity and are proud to be involved in it. They were delighted to know about Divi’s company, its contribution towards the intervention and the Alai Foundation implementing it effectively. They thanked both the agencies for the opportunity given to them directly or indirectly to take part in this superior cause. Almost all of them informed that given a chance, they would be more than willing to be associated in future too in any of the services.

3. SEMI STRUCTURED INTERVIEWS WITH THE BENEFICIARIES / CARETAKERS

A total of 27 beneficiaries could be contacted by the study team from the database provided by the coordinating team. Out of them 20 people could share their experiences.

Table 3 – Details of the beneficiaries / caretakers responded to the study team

Sl.No	Name of the Respondent	Location	State
1	Nanda Gopal	Tirupati	AP
2	Bhanu Teja	Srikalahasti	AP
3	Sai Priya	Warangal	Telangana
4	Srivani	Hanmakonda	Telangana
5	Kamala	Narasampet	Telangana
6	Mohan	Vemulapalli	Andhra Pradesh
7	Maruthi	Siddipet	Telangana

8	Jayaprada	Warangal	Telangana
9	Sarojana	Hanmakonda	Telangana
10	Lakshmi	Narasampet	Telangana
11	Rangareddy	Tadipatri	Andhra Pradesh
12	Sai	Madhapur	Telangana
13	Manikanta	Borabanda	Telangana
14	Armar Syed	Hyderabad	Telangana
15	Sridhar	Kukatpalli	Telangana
16	Sai Bharat	Hyderabad	Telangana
17	Venkata Ramana	Vijayawada	Andhra Pradesh
18	Radha Kumari	Duggirala	Andhra Pradesh
19	Loknath	Kotapadu	Andhra Pradesh
20	Anasuya	Yanamalakuduru	Andhra Pradesh

- Among the total 20 beneficiaries with whom the study team interacted, 8 had comorbidities and suffered from chronic diseases other than Covid. Though 7 of them could not survive long due to their serious prevailing health conditions, the provision of oxygen concentrators greatly helped them to survive through the tough times during lockdown.
- Oxygen concentrators were provided not only to Covid positive patients who needed emergency supply of oxygen but also to other patients who had chronic diseases / comorbidities and required constant supply of oxygen for longer duration.
- The effective output of the concentrator helped for extending the life time of such beneficiaries who had chronic or auto immune diseases in advance stages and needed constant hospitalization for breathing problems and for continuous supply of oxygen.

Aiza Iram, a new born was diagnosed with Mitochondrial disease due to which she was on oxygen since birth. Continuous hospitalisation and medical care were extremely burdensome for the family. Oxygen concentrator was required to save the baby. While searching for support, her mother found Smita's post on Twitter and within a couple of hours she received oxygen concentrator.

She shared with mixed feeling that they used the concentrator for two months continuously which was very effective but the baby could not survive due to seriousness of the disease. She stated that losing baby was a traumatic condition but she could at least rear her baby for some months because of the support received from Alai Foundation. The timely and no cost service provided by the foundation, the portability and effectiveness of the device were immensely helpful, she reflected.

- The beneficiaries or their family members, particularly those who approached through hospitals or other charitable organizations during lock down were ready to bear the costs as their request was immediately heard and attended to.

Lakshmi's husband was suffering from SOB (heart and lungs disease) and was under medication since 2015. He was hospitalized in 2021 and needed constant oxygen supply after discharge. She approached Balavikasa (NGO) through a co-patient at the hospital, paid ₹3000/- as security deposit and using it for the last four months. Now husband is in recovery mode. She claims that though various other agencies were supplying oxygen concentrators and cylinders on rental basis but not as timely and responsive as Balavikasa and Alai Foundation.

- The remaining 12 beneficiaries were covid positive and utilised the service of homebased oxygen concentrators. All of them survived through the quarantine period and recovered well. However, couple of them passed away later.
- All the beneficiaries / caretakers / family members expressed their profound gratitude for the emergency service provided free of cost at their doorsteps. They said that this support came as '*a ray of light in pitch dark*' in their dear one's life.

Lakshmi Devi, aged about 60 years, affected with Corona virus and got admitted in Government hospital during the 2nd wave of Covid-19 in 2021. She needed oxygen even after getting discharged. Her son through a relative arranged for oxygen concentrator after quite a persuasion due to scarcity of oxygen supply. He is not aware of the source of support, but said that it was delivered to them in the hospital and was provided free of cost. Discharged after a month's hospitalization, she was on oxygen concentrator for 15 days. She became normal and is now in good health. They said, the concentrator was effective, helpful in critical times, ***it saved her life*** and was possible only with the timely support.

Satyavati is a servant maid, aged about 42 years. She was hospitalised during second wave in 2021 for 2 months with Corona and acute respiratory problem. She needed oxygen support after discharge; hence she was provided with oxygen concentrator to carry home for free of cost. They used it continuously for 2 months and is still with them, as she has not completely recovered from respiratory problem and uses it often. She and her son shared with immense satisfaction and gratitude that they *getting the oxygen concentrator for free of cost was a miracle in the times when people were dying due to the scarcity of oxygen*. They spread the word across and helped few others also to avail the much-needed service especially for the patients from BPL families.

- Information and contact for support were through neighbors, friends, other beneficiaries who already received oxygen concentrators, internet, twitter, phone, personal approach etc.
- The regional representatives of Alai foundation or the medical professionals were very much responsive and offered timely support in arranging for the concentrators. Most times, it was over night or maximum one day to arrange for the supply. They also assisted the family members in installing the concentrators properly and ensured smooth service.
- The medical professionals ensured that the concentrators worked effectively and contributing to minimize the risk of death due to lack of oxygen.
- Most times the concentrators were provided free of cost, but in few cases, the services were charged or security deposits were collected as per the norms of the support agencies.
- During those times of life-threatening emergency, shortage or inadequate supply of oxygen and crippled movement due to lockdown, making provision for oxygen concentrators was highly appreciated as timely, effective, economical service.
- A couple of respondents admitted that due to anxiety of life threat they reacted wild when they were being asked for details of the patient, address proof and doctor's prescription. They appreciated the patience of the volunteers in those sensitive and tension times, and also for the fact that the response was immediate and positive which helped the beneficiaries to recover/survive for longer period.

- Major advantages as claimed by most survivors / beneficiaries or their family members are: the service was timely, effective output, free of cost (in most cases) or at minimal charges, provided at their residences, avoided longer hospitalization and related additional expenses.
- Some of the beneficiaries / family members who approached for support were not aware of the fact that the concentrators supplied through hospitals or organizations were provided by Divi's company or Alai foundation. But when informed about the same during interactions, they felt humble about the spontaneous response, supply arrangements and the services rendered. Particularly they mentioned about the inability of such provision in need of the hour by other charitable organisations or hospitals or the government, even on payment basis.
- Many of the beneficiaries or their family members opined that awareness has to be spread wide about such services which are very much helpful in times of urgency and life-threatening hours. Particularly as they are provided in no time without any delay.

Anasuya, 32 years, belongs to a poor family. She was suffering with Pulmonary Hyper Tension since 2016. In 2021, she had to be put on ventilator for a week before prescribing continuous oxygen support to enable her to breath properly and to avoid stroke. They almost gave up hope as their economic condition does not allow them to make such investment. Knowing through a friend, her husband approached Alai Foundation. They received the concentrator within two days. She said that she is still using the concentrator minimum two to three times a day, hence maintaining her health and surviving due to the oxygen concentrator. The couple say that they are indebted to Alai Foundation and would be grateful till their last breath. Upon knowing that oxygen concentrators were provided to Alai Foundation by Divi's company they thanked the management for their generosity.

CONCLUSION

Divi's contribution towards Covid relief has been at local, state and national levels to contain the impact of the virus. Their contribution during the pandemic in the states of Andhra Pradesh and Telangana is remarkable.

- Divi's support enabled Alai Foundation to purchase 100 units of oxygen concentrators to provide to the vulnerable families from critical rural and remote locations in Andhra Pradesh and Telangana. For this purpose, Alai foundation partnered with various organisations to reach out to the critically vulnerable in terms of social, economic and geography / location, especially from rural and remote areas.
- Alai Foundation joined forces with Give India Foundation to mobilize resources and meet the demand of "beds with oxygen supply" to treat Covid-19 patients, that were in mild to moderate infection stages. Consequently, the 75 bedded temporary covid care hospital was set up in a function-hall in Vijayawada with the support of Divi's CSR fund.
- Forming WhatsApp groups, reaching out widely through twitter and other social media platforms, connecting quickly on phones and verifying documents virtually enabled coordinating team to provide services to thousands of beneficiaries, almost immediately.
- Concerted efforts of the enthusiastic individuals from diverse backgrounds – social, economic, professional, to reach out to the needy persons in response to the emergencies during pandemic time resulted in saving many lives across both the States of Andhra Pradesh and Telangana.

Sridhar was distressed when heard about the urgent need of oxygen for his Corona infected sister. He was tired of unsuccessful trails with many hospitals and agencies for oxygen support. Got to know about Alai Foundation through a friend and received oxygen concentrator within no time after contacting them over email.

'It was a lifesaving moment... a timely and effective service because of which my sister is in good health now. We returned the concentrator soon so that it can save more lives. I am still passing the information to my relatives and friends... we don't know when and who needs it' says Sridhar with much delight.

- The beauty of forming loose and temporary networks to address the emergency situation is clearly evident in this selfless action of organisations and individuals coming together for a global concern.

- The beneficiaries' voices reflect the enormous efforts gone into the services which are appreciable. Despite the shortfalls in documentation the overall impact is extremely positive and clearly visible.

Venkata Ramana expressed happiness for contacting him back and shared with much gratification that his brother is survived just because of the timely and no cost support from Alai Foundation in the emergency situation during pandemic time. *"Their humanitarian approach, quick and kind response is unforgettable. Our entire family is indebted for lifetime to Alai Foundation and Divi's Company. I shared this information to all my relatives, friends and known circles. We slowly got back to financially stable position. All our family members started saving some money from our income and one day we want to pool all our savings and contribute back to the foundation so that it would come to use for others in emergency",* says Venkata Ramana.

Radha pleased to state that her mother could survive only because of the timely and free service provided by the foundation, which is noteworthy. Previously they hired oxygen concentrator from Red Cross for 3 days on hiring basis but due to their financial condition could not continue. Radha says, *"if this was not provided, we would have to lose hope of my mother's life as our financial condition does not allow us to hire it for long duration. We are thankful to Alai Foundation for timely, effective and free service. We will never forget their kindness. We now came to know and feel indebted to Divi's Laboratories which was there behind Alai Foundation's service during pandemic".*

- Given the Covid-19 created disaster of enormous magnitude with unanticipated shortages of medical supplies and hospital beds, there was an intense pressure on critical care facilities leading up to a breaking point. Hence, the temporary facility became inevitable and popular to accommodate patients needed emergency covid care.
- Not much information could be gathered about the temporary covid care hospital established in Vijayawada, except it was run for about six months with full-fledged facilities for emergency support, including oxygen supply.
- Contacting the beneficiaries has been an uphill task with most of the numbers not working or the current users of the phone numbers are different from the original

users. In some cases, the available phone numbers are of somebody who connected the actual beneficiary, sometimes through someone else, and they don't remember whom they connected for oxygen concentrators, making it difficult to interact with the actual beneficiaries or their family members.

- Some families were not ready for interaction due to the time lapse since the support was extended and in the meantime some of the beneficiaries who used the oxygen concentrators passed away.
- Locating the addresses of the beneficiaries has been a challenge. Some of the families have shifted from the address provided and some others were not available at the time of the visit. Nevertheless, the family members or the caretakers of some of the beneficiaries could be connected with for interactions.

The pandemic and its consequences were manifold across the world as witnessed by all of us. Under such circumstances multiple efforts by individuals, organisations and agencies were laudable in addressing the needs of the globe and containing the impact of the virus greatly. Among these, the Divi's intervention towards emergency Covid relief measures is a countable example. Partnering with Alai Foundation and reaching out to the remote areas across regions and to thousands of beneficiaries has specifically been a noteworthy effort.

Such collaborations and informal partnerships go a long way in bringing people and services together towards addressing the disastrous situations. As most of the beneficiaries expressed that the life-saving services reached to them through various channels and most of them did not even know the source. This reflects the trust that is built between people never met and the relationships built with humanitarian concerns. The entire process indirectly influenced the emotional coping mechanism on one hand, and social bonding for a common cause on the other.

Thus, it is evident from the study that Divi's efforts towards realizing the envisioned goal is on their priority agenda. The money and energies spent by Divi's towards reaching this goal of enhancing quality of life need to be accredited, as adhering to the principles and values of Corporate Social Responsibility.

PHOTO GALLERY



Pic 1 – Interaction with Coordinating team and Volunteers



Pic 2 – Interaction with Volunteers

“In every crisis, doubt or confusion, take the higher path – the path of compassion, courage, understanding and love”

- Amit Ray

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