

Impact assessment of CSR projects (FY24-25)

Summary findings

Apollo Hospitals Enterprise Limited

15 May 2026

Billion Hearts Beating

Projects covered:

- Elderly well being
- BLS training
- Community care initiative



BLS training in Hyderabad

About the programme

The Billion Hearts Beating Foundation, established in 2010 by Apollo Hospitals, is a non-profit organization dedicated to **delivering healthcare services and promoting health awareness** among underprivileged communities in India.

- **The elderly well-being initiative** focuses on improving the physical and emotional health of elderly individuals by providing access to free medicines, health awareness, and supportive care services.
- **Basic Life Support (BLS)** training is designed for students, frontline workers, and the general public, equipping them with essential life-saving skills. It includes hands-on training in CPR, use of AEDs, first aid, and emergency response procedures.
- The community care initiative aims to deliver essential medical support to underprivileged communities while promoting healthcare access and awareness. The study covered key interventions including Free Apollo Clinics, OPD consultations, Nutritional Support, and Community Health Camps.

Billion Hearts Beating through its projects has transformed the lives of almost 25+ lakh citizens in FY 2024-25

Study design

Stage 1: Review & Planning

- Inception meeting with the project team
- Review of project documents and other relevant available information.

Stage 2: Design & Execution

- Stakeholder mapping and finalization of sampling, research tools, and fieldwork plan
- Collection of quantitative and qualitative data from the field

Stage 3: Validation & Reporting

- Consolidation and validation of data collected from beneficiaries and other stakeholders
- Data analysis, draft reporting, feedback incorporation, and final submission.

Study design	APICS Framework	Areas of enquiry	
	Accessibility	Assess to services provided and quality of health services	
	Performance	Evaluated improvements in health and behaviour	
	Importance	Examined alignment with objectives and community needs.	
	Convergence	Analysed linkage with other schemes and services	
	Sustainability	Reviewed awareness and adoption of positive health practices	

Coverage	Project	Stakeholders Sample covered	Sample
	Elderly wellbeing	Elders / Senior Citizens, Program Team, And Caregivers	193
	Basic life-support training	NCC Cadets, State Police, Frontline Warriors & Students, BLS Trainers, And Employers Etc	184
	Community Care Initiative		
	Free Apollo Clinic		
	OPD Consultation	Beneficiaries, Doctor / Medical Staff, Caretakers, School Staff and Program Team	206
	Nutritional support		
	Community Health camp		

The study adopted purposive sampling, with the sample size determined at a 95% confidence level and $\pm 7.5\%$ margin of error

Elderly well being

Outputs

- **1,32, 589** elderly / senior citizens - beneficiaries during FY 2024-25
- Operational in **15** states
- Supports **313** homes
- **1,07,797+** medicines requests were supplied
- **8,961+** impacted by health awareness sessions including medication awareness sessions
- **2018+** seniors celebrated the “Weekend Warrior Volunteer Programme”.

Findings

- **99%** rated health camps as **useful in addressing their medical needs**.
- **96%** reported that **prescribed medicines were always / mostly available**.
- **92%** stated that they **receive medicines monthly** in the elderly homes
- **87%** reported significant improvement in their overall health condition with regular medicine supply and health camps
- **100% adoption of healthier daily practices** (e.g. exercising, yoga) was reported after the awareness sessions and consultation through camps.
- **Alignment with government schemes:** Ayushman Bharat (HWC and PM-JAY) Schemes and NPCDCS

Suggestions

- BHB may consider expanding services to include additional camps such as cardiac, BMD, and NCD screenings to broaden preventive care coverage and address diverse health needs.
- BHB can strengthen mental and emotional well-being in old age homes by combining regular counselling support with group-based engagement activities.

BLS Training

Outputs

- **20,661** beneficiaries trained in BLS, CPR and First Aid in FY 24-25
- Total trained to date: **78,757+** across **150+** institutions PAN India

Findings

- **97%** rated the program at the highest satisfaction levels (ratings of 4 and above on a scale of 1 to 5).
- **98%** reported that the trainers explained and demonstrated the techniques well.
- **95%** found the training extremely **relevant to their professional roles and daily lives**.
- **67% had formal training experience** in CPR and First Aid before the project.
- **70%** reported being **confident in applying the skills learned in real life emergencies**
- **Alignment with government schemes:** National Health Mission (NHM), NPCDCS, and Ayushman Bharat (HWCs)

Suggestions

- BHB may guide participants toward advanced modules based on their interests, enabling them to enroll further to enhance their skills.
- BHB may consider delivering training in smaller batches to strengthen hands-on, scenario-based learning, along with increased availability of equipment.

Community care initiative

Outputs

- **10,19,159** individuals benefitted during the FY 2024–25.
- **8,16,328** benefited from preventive health checks
- **1,86,569** treated at free clinics across 8 locations
- **11,372** received free medicines and nutritional support
- **4,890** participated in awareness drives on cancer, hygiene, and nutrition

Findings

Free Apollo Clinic

- **99%** rated Apollo Clinic services as consistent (timings, doctor availability, medicines).
- **99%** reported that their **immediate health concerns were resolved** through Apollo Clinic services.
- **96%** reported that **accessing the clinics were easy** from their residences.

Other interventions

- **Community Health camp:** Health camps **enabled easy access through walk-in services** - benefiting pilgrims, elderly, and economically weaker groups.
- **OPD Consultation:** Beneficiaries reported improved **emotional stability and confidence**. Counselling and OPD services were consistent and attentive, reflecting quality delivery.
- **Nutritional support:** The ration distribution and furniture provision to schools attended by ragpicker children **ensured direct access to necessities and improved learning infrastructure**.
- **Alignment with government schemes:** National Health Mission (NHM), NPCDCS, and Ayushman Bharat (HWCs and PM-JAY)

Suggestions

- BHB may explore providing accessible infrastructure including stair lifts wherever required, to ensure safe and inclusive services for elderly and mobility-impaired patients.
- BHB can standardize preventive health education and counselling across all clinics to enhance consistency and maximize overall impact.

Total Health

Projects covered:

- CARE
- Nutrition
- Mental well-being
- WASH
- Economic development
- Community outreach



Forest digital clinic, Amrabad, Telangana

About the programme

Apollo Total Health, an initiative of Apollo Hospitals Enterprise Limited, is a rural development programme launched in 2013 to improve the **well-being of underserved communities through a holistic “womb to tomb” approach**. Initially implemented in Aragonda (Andhra Pradesh) and later expanded to Amrabad (Telangana), the program addresses physical, mental, social, ecological, and spiritual health across the lifecycle.

- **Care:** Delivered preventive and curative healthcare through clinics, mobile units, and screening camps for rural communities.
- **Nutrition:** Improved nutrition for elderly and TB patients through geriatric meal centres, dry ration support, and kitchen gardens.
- **Mental Well-being:** Promoted mental health through yoga, meditation, and counselling for community members and students.
- **WASH:** Enhanced access to clean water, sanitation, and hygiene awareness across schools, anganwadis, and communities.
- **Economic Development:** Strengthened income opportunities through skill training in trades like R&AC, tailoring, and handicrafts.
- **Community Outreach:** Fostered community engagement through sports, events, and village-level mobilization activities.

Total Health through its projects has transformed the lives of almost 8.6 lakh citizens in FY 2024-25

Study design

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Study design	APICS Framework		Areas of enquiry	
	Accessibility		Assessed access to services provided and quality of health services	
	Performance		Evaluated improvements in health and health seeking behaviour	
	Importance		Reviewed relevance and consistency of interventions	
	Convergence		Analysed alignment to government schemes / policies	
	Sustainability		Reviewed measures to ensure sustainability	
Coverage	Project		Stakeholders Sample covered	Sample
	Care		School students, community members	52
	Nutrition		Community members. TB patients, kitchen garden staff	33
	Mental well being		School students, community members	33
	WASH		School students, Anganwadi workers, women and community members	138
	Economic development		Youth and community women	66
	Community outreach activities		Community members including youth	178

The study adopted purposive sampling, with the sample size determined at a 95% confidence level and $\pm 7.5\%$ margin of error. The study included purposive sampling of the Six (06) projects in Andhra Pradesh (Aragonda) and Telangana (Amrabad).

CARE

Outputs

- **1,12,835 unique beneficiaries reached** across the project.
- **Cancer screening camp:** 139 patients screened (cervical & breast cancer) using mammograms, ECG, X-rays
- **Eye screening camps (ATNF & SVA):** 6,884 beneficiaries; 1,961 spectacles distributed
- **RNTCP investigations:** 571 screenings leading to 8 TB cases referred for treatment

Findings

- All respondents were from **Below Poverty Line** category, ensuring the findings reflect the realities of economically disadvantaged households.
- **97%** community members confirmed undertaking services of the CARE programme through health camps, satellite/ mobile clinics.
- All services were **delivered free of cost for members of the Chenchu tribe**, while a nominal registration fee of **INR 20** was collected from other patients.
- **Satellite clinics and MMUs received an average 5/5 (Excellent) rating across all service** aspects like registration, doctor consultation, and diagnostic tests, indicating high levels of satisfaction.
- Alignment with key government schemes (PMJAY, RBSK, Aarogya Mahila, KCR Kit, Aadabidda Nidhi, YSR Aarogyasri) to enhance early screening, affordable treatment, and healthcare access.

Suggestions

- Introduce periodic tracking of health outcomes, in coordination with government health systems, to monitor improvements in key health indicators over time
- Strengthen continuity in service delivery by sustaining the wide range of primary healthcare services currently offered under the CARE project

Nutrition

Outputs

- **21,981** beneficiaries reached through Geriatric Nutrition Centres
- Dry nutrition kits launched for **162** TB patients under PMTB Mukh Bharat Abhiyaan

Findings

- **100%** of beneficiaries reported an average annual income below ₹50,000.
- **100%** respondents stated that they did not have to pay any amount for food.
- **100%** beneficiaries stated that the locations where the food was served was easily accessible.
- **100%** beneficiaries mentioned the food served was fresh and nutritious.
- **76%** beneficiaries have already recommended the mid-day meal initiative to their peers, while the remaining 24% expressed willingness to do so in the future.
- **Alignment with government schemes:** TB Mukh Bharat, Jagananna Gorumudda Scheme (Andhra Pradesh), Poshan Abhiyan for the Elderly, Poshan Abhiyan - Jan Andolan.

Suggestions

- Additional staff may be onboarded at the Amrabad Geriatric Nutrition Centre to reduce multitasking (food preparation, cleaning, transport) and improve operational efficiency
- Develop a structured plan to reduce sole reliance Total Health funding through community contributions, volunteer engagement, and convergence with government schemes

Mental well-being

Outputs

- **25,827** beneficiaries reached (students & community members)
- Coverage: Aragonda (46 villages), Amrabad (30 villages)
- Yoga Instructor Course: Expanded in Amrabad; 48 forest protection watchers trained
- Student sessions: **1,462** students covered (yoga, hygiene, development)
- Arrjava Warrior Program: **117** forest officers & watchers trained

Findings

- The project's reach includes **55%** beneficiaries aged below 15 years, **18%** aged 25 – 54 years and **27%** aged 55 years and above.
- **100%** confirmed attending Yoga sessions regularly and rated the yoga sessions a 5 out of 5.
- **100%** respondents found the yoga sessions easy to understand and practice.
- **100%** confirmed attending counselling sessions and receiving benefits. All respondents also shared they were comfortable during the counselling sessions.
- **100%** confirmed that Yoga, meditation and counselling sessions were free of cost
- **95%** rated the meditation sessions as excellent and the remaining rated it as good.
- Beneficiaries reported improvements in mobility, sleep quality, emotional regulation, and overall daily functioning.
- **Alignment with government schemes:** National Ayush Mission (NAM), Fit India Movement, Ayushman Bharat- Health and Wellness Centre (HWC) Scheme, and the National Mental Health Programme (NMHP).

Suggestions

- Introduce periodic screening (basic mental health tools) alongside physical health camps.
- Design focused interventions for adolescents, elderly, and chronic disease patients (who are more prone to stress/depression).

WASH

Outputs

- **6,70,546** beneficiaries reached across schools, anganwadis, and communities
- RSF Water Plants: **3** plants inaugurated in Amrabad and Aragonda
- Anganwadi development: **109** centres beautified (Pitapuram); **1** model centre constructed

Findings

- The project achieved **100% participation in key school interventions.**
- **100%** participation was shared **for Dettol Hygiene Olympiad**
- Rapid Sand Filtration (RSF) drinking water plants are **community-managed**, operate on a **nominal user fee (₹5-₹10)**, and ensure equitable access to safe water across community.
- **100%** anganwadi beneficiaries reported receiving healthcare training / awareness under the project, receiving nutritious food support and training of young children in basic hygiene concepts
- **Beneficiaries rated** nutritious food training, Anganwadi beautification and children's hygiene training a **5 out of 5**
- Overall, the **project received a rating of 4 out of 5**, indicating high acceptance among beneficiaries.
- Alignment with government schemes: Swachh Bharat Mission, Swachh Andhra Pradesh and Swachh Pathshala under Swachh Telangana Programme

Suggestions

- Introduce outcome measurement (handwashing practices, sanitation usage, menstrual hygiene adoption) instead of only training coverage.

Economic development

Outputs

- **35,968** beneficiaries across courses (Jute stitching, Candle Making, Apparel stitching, RAC (Refrigeration and Air conditioning course)
- Coverage: Aragonda (72 villages), Amrabad (7 villages)
- Skill training: 45 candidates trained (incl. 4 women, 1 specially-abled) across 3 RAC batches

Findings

- Annual income of 91% of households fall in range of ₹50,000–1,00,000 while 9% fall in ₹1,00,000–2,00,000.
- **100%** RAC trainees reported **no training cost**
- **100% RAC and** Jute/Apparel rated training quality as ‘Excellent’.
- Remuneration was rated ‘Excellent’ by **100% in RAC and 91% in Jute/Apparel** (9% ‘Very good’)
- RAC course achieved 100% placement, with income rising from ₹6,000 to ₹10,600/month
Jute/Apparel training increased income from ₹3,500 to ₹13,571/month
- **Alignment with government schemes:** Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Pradhan Mantri Kaushal Kendra (PMKK), Entrepreneurship and Skill Development Programme (ESDP) under Skill India Mission.

Suggestions

- Move beyond training to structured market access (tie-ups with employers, local enterprises, and e-commerce platforms).
- Align training with local demands by periodically reassessing market demand to ensure relevance (e.g., migration-linked skills, service sector jobs).

Community outreach

Outputs

- **35,968** beneficiaries reached
- Sports infrastructure: **5** new sports clubs established in Amrabad

Findings

- The respondents were students (57%), working professionals (27%), community members (15%), and labourers (1%).
- **100%** reported the playground was accessible to them ensuring convenient and regular usage.
- **99%** reported that **sports kits were adequate**, affirming the relevance of project inputs in addressing community needs.
- **99%** rated the quality of sports equipment as **5 out of 5**, indicating very high satisfaction.
- **98%** rated their experience **5 out of 5**.
- **96%** attended at least one sports event in the past 12 months, reflecting strong and sustained community participation.
- **Alignment with government schemes:** Khelo India Programme

Suggestions

- Continue community-led sports events and leagues to enhance ownership and continuity.



90 in Bharat
and beyond

Thank you

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