



A Presentation On:
Corporate Social Responsibility
- A Case Study

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Varishthajana Swasthya Sewa Abhiyan



► Policy framework:

- Aligned with DPE Guidelines on CSR in CPSEs
- Evolution from charity-based philanthropy to genuine value creation
- Adoption of project-based approach: defined beneficiaries, activities, milestone-linked payment and measurable impacts
- Implementation by specialized agencies, regular monitoring, third party impact assessment

► Areas of intervention:

- 12 comprehensive CSR focus areas
- Contribution to govt. schemes as directed time to time, disaster relief etc. as and when required

▶ Geographical boundaries: (in order of preference)

- Preferably in ONGC operational areas
- Pan-India including ONGC operational areas
- Locations other than operational areas based on merit

▶ Financial Scope:

- 2% of PAT earmarked for CSR
- Non-lapsable pool with unspent amount being carried forward

Parameters for baseline Survey:

Demographic profiling— gender, age group, educational attainment,

Occupational status, income

Health status- disease profile, disability, habits and substance abuse,

Health systems- existing health care systems, availability of professional medical care, identification of agencies for referral

Pre-implementation Phase:

Site selection based on baseline survey findings

Awareness among community about project and its intended benefits to increase participation through demo visits, community interaction

- ▶ 20 Mobile Medicare Units (MMUs) taking basic healthcare to the doorsteps of the elderly in rural parts of India with implementing partner HelpAge India
- ▶ Impacting 9 states, 17 districts, 35 Blocks and 131 Gram Panchayats
- ▶ Reaching out to 58369 elders from 42731 households
- ▶ Effective for 5 years at a total project cost of Rs.16.45 crores
- ▶ Each MMU equipped with doctor, nurse/paramedic, social protection officer
- ▶ Health care that is preventive and curative, including home visits, physiotherapy and strong referral systems. Free medicine distributed

South:

Rajahmundry and Kakinada (Andhra Pradesh)

Karaikal (Puducherry), Chidambaram (Tamil Nadu)

East & North-East:

Silchar, Geleky, Jorhat,
Rudrasagar, Lakwa (Assam)

Tripura (Agartala),

Bokaro (Jharkhand) and

Kolkata (West Bengal)

West:

Uran and Panvel (Maharashtra),

Jodhpur (Rajasthan),

Mehsana, Ankleshwar, Hazira
and Vadodara (Gujarat)



- ▶ MMUs launched in two phases:

Phase I: Southern and Western Region (12 MMUs)

Phase II: East and North-East (8 MMUs)

- ▶ Monitoring:

- Periodic monitoring by Project Implementation Committee (PIC) consisting of representatives from ONGC and HI
- Monthly review meet at each location held between FPR from ONGC and HI. Minutes reviewed by FPR at Corporate Headquarters
- Periodic visits by ONGC local and corporate office

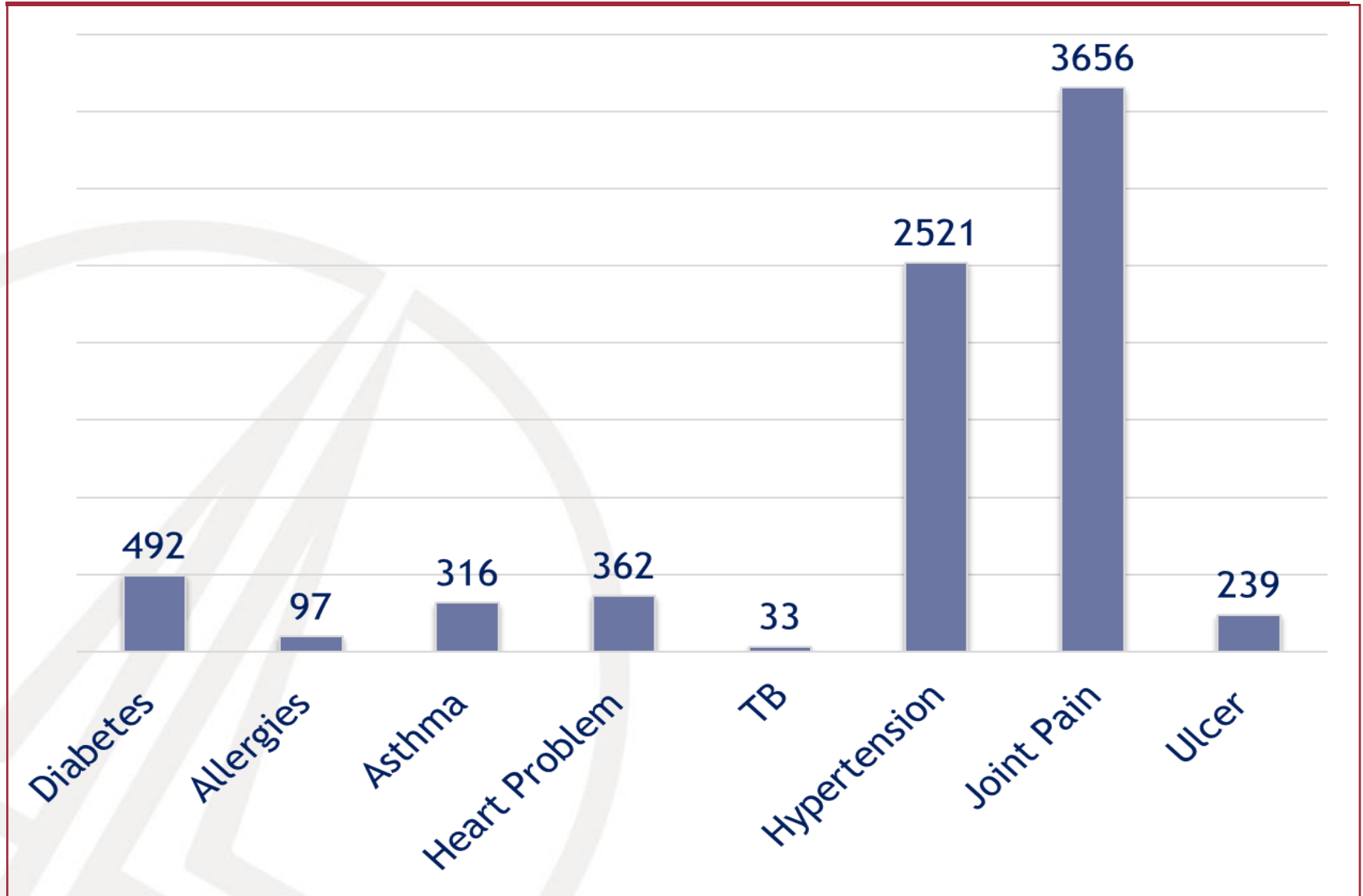
A short video clip



- ▶ A Mandal in East Godavari District of Andhra Pradesh
- ▶ Ten villages:
Karava, Torpu Pallem, Golla Palem, Kesanapalli, Padamati Pallem, Gudapali, Chintala Mori, Sankaraguptham, Kesavadasu Pallem, Tatipaka
- ▶ 3903 households with 13039 persons and 5277 elders
- ▶ 98.5% of the families Below Poverty Line
- ▶ 40.5% of the population were more than 55 years of age.
- ▶ 57.6% of the elders are illiterate and 56% of the elders are with out any economic activity.
- ▶ 8.74% of the elders have disability in some form.



Disease Profiles prior to launch



In the month of October, 2011:

- ✓ 5520 treatments were made for the elderly
- ✓ Disease profile of the patients treated:

Types of Disease	Cases treated
Hypertension	1634
Cataract	61
Diabetes Mellitus	849
Depression	20
Skin	74
Osteoarthritis	1891



- ▶ Impact Assessment by third party – concurrent and final
- ▶ Extension of the project. Request received from several work centers for more MMUs
- ▶ Exit plan after project duration to be devised (community ownership of the project)

Thank You!

