

Financial Support to People from Economically Weaker Sections of Society with Critical Illness at **SIR GANGA RAM HOSPITAL**



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EXECUTIVE SUMMARY

Project Overview



Objective: To provide financial support for critical illnesses to economically weaker individuals, improving their health outcomes and reducing the financial burden on families. It also seeks to increase healthcare accessibility for marginalised communities and address disparities in healthcare access.



What:

The project involves providing financial aid for the treatment of critical illnesses to 41 individuals from economically disadvantaged backgrounds, with each patient receiving support of up to Rs. 2,00,000.



Where:

Sir Ganga Ram Hospital in Delhi.



When: 2022 - 2023



Who: Direct implementation by Orient Electric Limited



How: Orient Electric provided financial assistance and support to Sir Ganga Ram Hospital. This assistance helped the hospital identify beneficiaries and provide them with medical treatment. The hospital did not charge for the treatments provided, ensuring that beneficiaries received necessary care without financial burden.

Takeaways



Orient Electric's compassionate initiative directly impacted the lives of 41 economically weaker patients, facilitating 47 critical medical treatments without imposing any financial burden.



The project enabled access to quality healthcare services at Sir Ganga Ram Hospital. Orient Electric has not just offered medical support but also extended a ray of hope to marginalised communities.



This project stands as a beacon of inclusivity, bridging the gap in healthcare access and ensuring that underprivileged individuals receive the same standard of care as others.

Recommendation



Given the critical need for financial support for individuals from economically weaker sections facing critical illnesses, it is recommended that Orient Electric Limited continues its commitment to providing long-term funding for the project. This sustained support will help address the ongoing healthcare needs of marginalised communities, reduce the financial burden on families, and contribute to improved health outcomes and overall well-being.

2. Project Overview

The project involves Orient Electric providing financial support for critical illnesses to individuals from economically weaker sections of society. This support is implemented through Sir Ganga Ram Hospital in Delhi, India. The project aims to improve healthcare accessibility for marginalised communities, reduce the financial burden on families facing critical illnesses, and address disparities in healthcare access. Orient Electric's assistance enables the hospital to identify beneficiaries, provide them with necessary medical treatments, and support them by not charging for the treatments undertaken.

2.1 Need for the Project

Limited Healthcare Accessibility: Limited access to healthcare facilities and services among marginalised communities leads to untreated or inadequately treated illnesses.

01

Disparities in Healthcare: Disparities in healthcare access for underprivileged individuals who struggle to afford treatment

05

Financial Burden: Critical illnesses not only impact health but also impose a significant financial burden on families, often leading to debt and poverty.

02

Lack of Financial Resources: Many individuals from economically weaker sections lack the financial means to afford critical medical treatments and procedures.

04

Health Struggles: Timely access to medical treatment can significantly improve health outcomes and quality of life for individuals suffering from critical illnesses.

03

How Orient Electric Limited, through the financial support addressed these challenges:

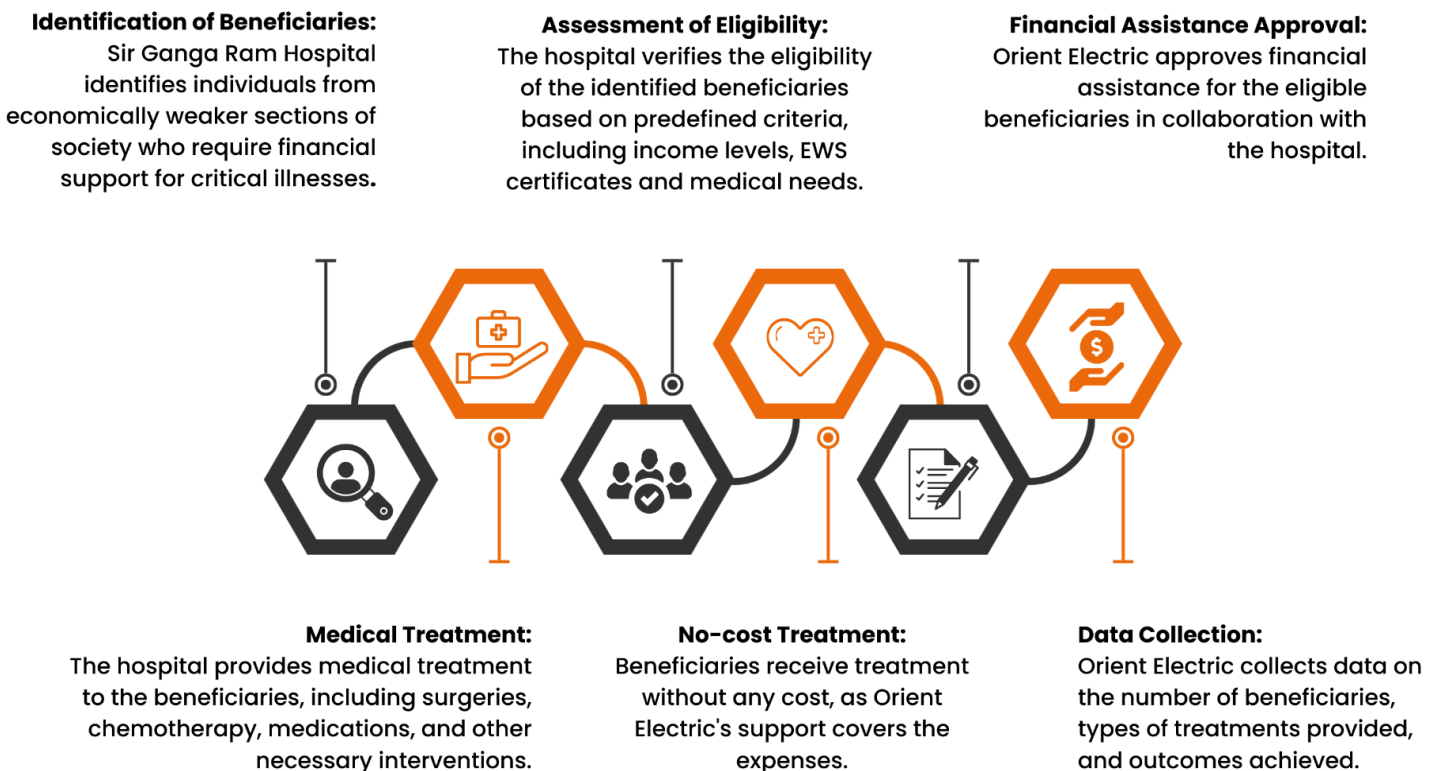
- Orient Electric provided financial assistance to individuals from economically weaker sections, helping them afford critical medical treatments and procedures.
- By supporting Sir Ganga Ram Hospital, Orient Electric helped to improve healthcare accessibility for marginalised communities. This support ensured that individuals receive timely medical treatment.
- Orient Electric's support enhances the quality of life for individuals and their families by providing them with the financial means to access critical medical treatments.

2.2 About Orient Electric Limited

Orient Electric Limited (OEL), a key player in India's electrical consumer durables, lighting, and switchgear sectors, integrates societal development into its business operations for sustainable growth. Considering society a vital stakeholder, the company is committed to inclusive growth. Focusing its CSR efforts on pressing socio-economic issues, OEL promotes education, women's empowerment, healthcare, hygiene, hunger alleviation, and environmental sustainability. Its CSR Policy emphasises sustainable and inclusive social development, aiming to enhance the quality of life in the communities it serves.

The company's CSR initiatives extend beyond philanthropy to holistic community development, institution-building, and sustainability-related projects. Targeting areas like women's empowerment, education, skill development, health and hygiene, water conservation, social advancement, gender equality, environmental sustainability, and rural development, the CSR Policy reflects Orient Electric Limited's commitment to benefiting society and aligning with its core values of sustainability and inclusivity.

2.3 Activity Flow



2.4 Project Completion Summary

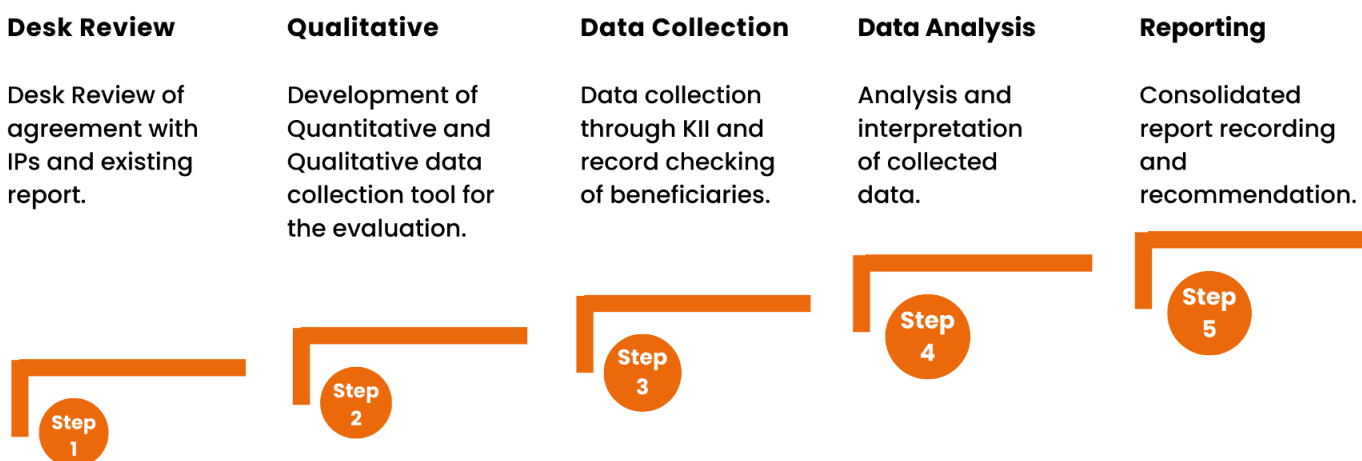


3. Study Approach and Methodology

3.1 Impact Assessment Stages

The primary objective of the Impact Assessment is to evaluate the effectiveness and overall impact of the project on its intended beneficiaries and the communities it serves. Through this assessment, we aim to measure the positive and extended outcomes, identify areas of success, and scope for further improvement, if any.

The following are the stages involved in conducting an Impact Assessment.

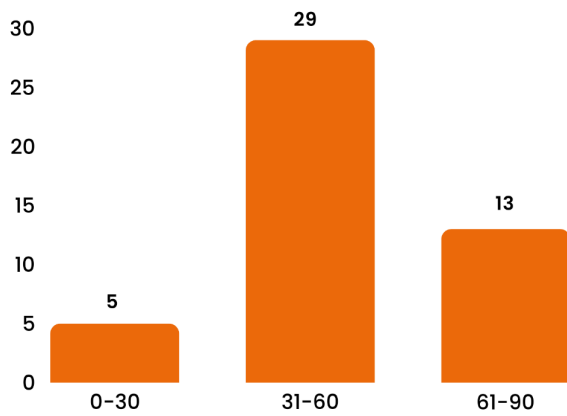


3.2 Beneficiaries Profile

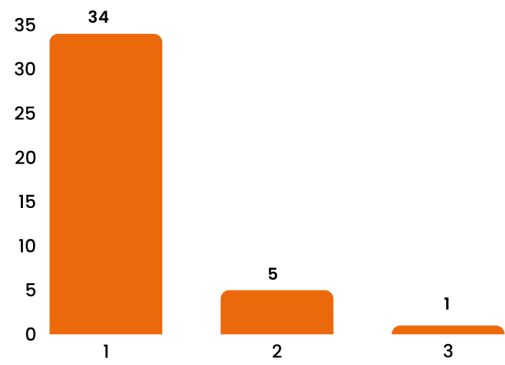
The project involves providing financial support for treatment of critical illness to 41 individuals from economically weaker sections of society in 47 episodes. A majority of the beneficiaries belonged to the age bracket of 31-60 years, but some beneficiaries were also infants and senior citizens.



Age Profile of Beneficiaries

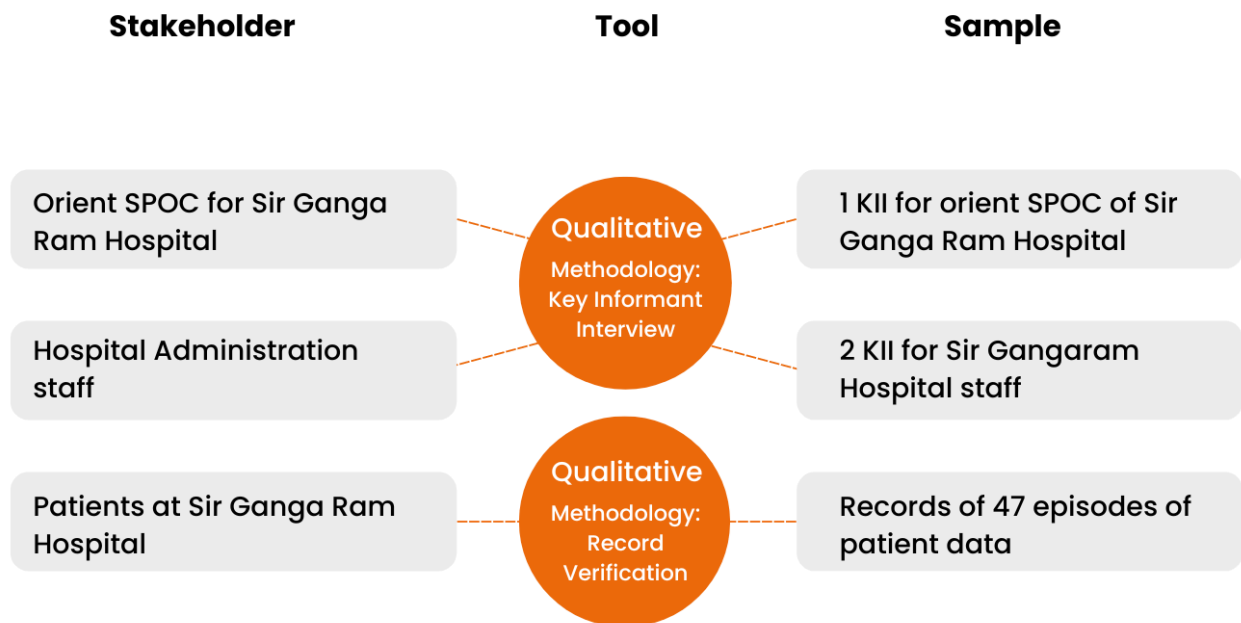


Patients and Number of Episodes of Treatment



3.3 Tools and Samples Selection

The approach for this research involved a qualitative method. The research was conducted through a combination of literature review and interviews with key stakeholders.



4. Findings and Analysis

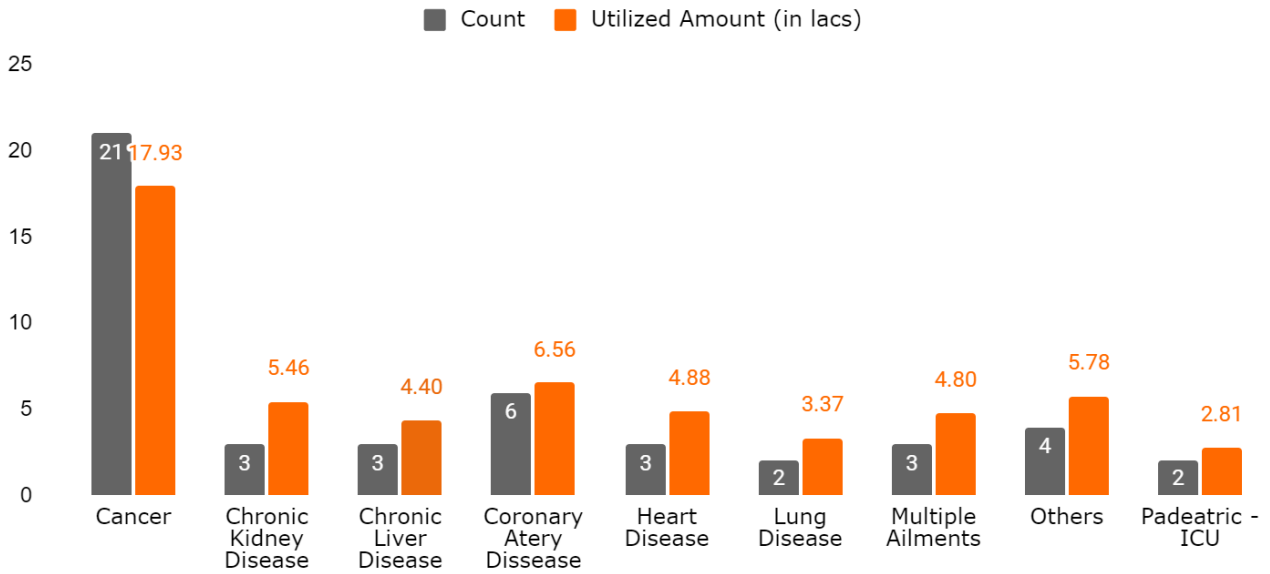
4.1 Study Findings

1. Impact on Healthcare Accessibility

The records verification of the patients data revealed that all the patients who received the financial support were suffering from critical illness and were from low income groups.

Orient Electric has been a beacon of hope for marginalised communities, revolutionising healthcare accessibility. The generous funding has not only facilitated critical medical treatments but has also symbolised a transformative shift in the lives of individuals from economically disadvantaged backgrounds. By partnering with Sir Ganga Ram Hospital, Orient Electric has exemplified corporate social responsibility at its finest, directly impacting and uplifting the quality of life for those in need.

Treatment Given and sum Utilized Amount (Rs.) in lacs



2. Verification process

The administration staff Ms Aditi Rastogi and Ms Ekta Gupta from the Finance team of Sir Ganga Ram Hospital, during the discussion informed that the Hospital provides treatments to 25 patients daily from EWS category out of which they allot patients to Orient Electric Limited. They only treat those patients who have an EWS certificate with them.

Sir Ganga Ram Hospital diligently identifies individuals requiring financial assistance for critical illnesses. Through a meticulous verification process, which includes assessing income levels, EWS certification, and medical requirements, Orient Electric ensures that support reaches those most in need. This concerted effort optimally allocates resources, effectively serving the community and embodying the spirit of social responsibility.

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE GENERAL OF HEALTH SERVICES
(EWS BRANCH)
3rd FLOOR, DCD BUILDING, S.I. SCHOOL BLOCK, SHAKARPUR, DELHI-110022

File No. F.13/866/DGHS/HQ/EWS/2022-23 3027469
Dated: 23/6/22

To
Director/Medical Superintendent,
Sir Ganga Ram Hospital

Subject: Free treatment of eligible patient of EWS category

Madam/Sir,

I am hereby referring Sh./Smt. (Kiran Devi) S/o, D/o, W/o
Sh./Smt. (Rakesh Kumar) aged 36 MF
R/o. S-4/44, State 4, old Madan Lal Nagar, Pitak Nagar

to your hospital, who belongs to Economically Weaker Section category on the basis of the following (appropriate box has been ticked):

a) National Food Security Card

b) Income certificate issued by Revenue Department 9035200149

c) Self declaration/undertaking filled by the patient or his attendant that the monthly family income of the patient is less than the minimum wages of an unskilled worker notified by Labour Department, GNCTD

for the purpose of availing free Out-Patient In-Patient treatment (appropriate box encircled) as per the Judgement dated 22/3/2007 of Hon'ble Delhi High Court in WP(C) No. 2866/2002 and Order dated 01/09/2011 of Hon'ble Supreme Court of India in SLP(C) No. 18599/2007.

You are requested to intimate this office after the concerned patient is discharged/treated.

Yours sincerely,
Dr. R.N. Das, Incharge -EWS Branch
Dr. Raghuraj, SMO -EWS Branch

3. Reduction in Financial Burden

The records verification of the patients data revealed that the patients from economically weaker sections treated at Sir Ganga Ram Hospital were not charged with any bill for the treatments.

The image on the right shows the discharge record of a patient where no bill was charged against his treatment at the hospital.

This initiative, spearheaded by Orient Electric, serves as a vital lifeline for families grappling with the financial strains of critical illnesses. By extending access to medical treatment without imposing any financial burden. Orient Electric's proactive involvement significantly alleviates the hardships faced by economically disadvantaged communities. Their compassionate support underscores a commitment to improving healthcare accessibility for those most in need.

Sir Ganga Ram Hospital
Rajinder Nagar, New Delhi -110 060
ADMISSION / DISCHARGE RECORD

Name of Patient-Age-Sex: KAMLESH
Service Unit-Ward & Bed No.: 2922855
Father/Husband Name: LATE SHANMUKH LAL
Address: 104, DALLIMAT GARDH BAZAR BETA RAM, DELHI-110008
Date of Discharge: 20/12/23
Total Days: 05

Provisional Diagnosis: *Protoncancer with biopsy*
Principal Diagnosis: *Acute Myocardial Infarction*
PERFORMATIVE SPECIAL PROCEDURES: *ECG, X-ray, Ultrasound*

SULT: CURED, RELEIVED, L.A.M.A., INVESTIGATION ONLY, D.O., EXPIRED

Signature & Name of Patient or Representative: *Kamlesh*
Signature Relationship: *SON*
Signature of Admitting Clerk: *[Signature]*

9953789892

4. Addressing Disparities

The administration staff Ms Aditi Rastogi from Sir Ganga Ram hospital during the discussion informed that all the patients from the marginalised categories receive the same treatment from the hospital like the other patients.

The impactful initiative by Orient Electric has been instrumental in alleviating disparities in healthcare access. Through their dedicated efforts, underprivileged individuals now enjoy equitable access to high-quality healthcare services at reputable hospitals, ensuring they receive the same level of care as all patients.

4.2 Key Highlights

- Orient Electric's compassionate initiative directly impacted the lives of 41 economically weaker patients, facilitating 47 critical medical treatments without imposing any financial burden.
- By enabling access to quality healthcare services at Sir Ganga Ram Hospital, Orient Electric has not just offered medical support but also extended a ray of hope to marginalised communities.
- This project stands as a beacon of inclusivity, bridging the gap in healthcare access and ensuring that underprivileged individuals receive the same standard of care as others.

5. Framework

5.1 REECIS

The overall impact assessment findings can be mapped as per the criteria of the Relevance Effectiveness, Efficiency, Coherence, Impact, Sustainability framework as follows.

Relevance:

The project is highly relevant as it addresses a critical need for financial support for individuals from economically weaker sections facing critical illnesses. By providing access to necessary medical treatments, the project directly addresses the healthcare needs of marginalised communities.

Effectiveness:

The project has been effective in achieving its objectives of improving healthcare accessibility, reducing the financial burden on families, and addressing disparities in healthcare access. Beneficiaries have been able to receive necessary medical treatments without any cost, leading to improved health outcomes and quality of life.

Efficiency:

The collaboration between Orient Electric and Sir Ganga Ram Hospital has ensured that resources are used effectively to provide maximum benefit to beneficiaries. Orient Electric Limited has provided support to 41 beneficiaries in 47 episodes of treatments and a financial support of Rs 56,00,000.

Coherence:

The project demonstrates coherence with Government schemes such as the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) and the National Health Mission (NHM), which aim to provide financial protection and improve access to quality healthcare services for vulnerable populations.





Impact:

The project has had a significant impact on 41 beneficiaries in 47 episodes of treatments who were suffering from severe illness such as cancer patients, severe kidney disease, liver disease and heart patients.

Sustainability:

The project's sustainability depends on continued support from Orient Electric Limited and other partners. Efforts should be made to ensure that the project's impact is sustained over the long term, benefiting future beneficiaries and contributing to the overall well-being of the community.




5.2 Alignment with SDG

SDG	Contributing to SDG	SDG target
	<p>✔ The project helps with the treatments of critical illness thereby reducing mortality.</p>	<p>TARGET 3-4</p>  <p>REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH</p>
	<p>✔ Providing access to quality healthcare services.</p>	<p>TARGET 3-8</p>  <p>ACHIEVE UNIVERSAL HEALTH COVERAGE</p>

5.3 Alignment with ESG

To align with the globally accepted Environmental, Social, and Governance (ESG) principles, Orient Electric Limited has embarked on a journey towards sustainability. This strategic shift is not only enhancing the Company's competitiveness but also shaping its approach to goods, technology,

processes, and business models. By integrating an ESG perspective into its operations, Orient Electric is focusing on building new competencies and capacities for long-term sustainability.

Goal	Target	Activity of the Program
 Principle 4	Businesses should respect the interests of and be responsive to all its stakeholders	The project has respected the interests of Ganga Ram Hospital and the patients.
 Principle 5	Businesses should respect and promote human rights	The project has provided treatments right to the accessibility of medical treatment.
 Principle 8	Businesses should promote inclusive growth and equitable development	The project has promoted equitable treatments for patients from marginalised backgrounds.

5.4 Ethical Considerations

Informed Consent: Care was taken to ensure that every participant understood the purpose, risks, and potential benefits of their involvement in the study in line with the Digital Personal Data Protection Act 2023. Participants were empowered to make their own decisions, with the knowledge that they could withdraw at any time without consequence.

Confidentiality: Respect for the privacy of participants was paramount. Measures were implemented to protect their personal information from unauthorised access or disclosure, prioritizing their trust and confidentiality throughout the research process.

Equity and Inclusivity: Efforts were made to give every community member a voice, regardless of their background. Diverse perspectives were actively sought out, and measures were taken to ensure that marginalized groups, such as women farmers or minority communities, were heard and represented in the study.

Transparency: Open and clear communication was maintained with stakeholders. Transparency about study objectives, methodologies, and potential biases fostered accountability and ensured that everyone involved understood the process.

Data Integrity: The integrity of the data was rigorously maintained to uphold the credibility of the research. Stringent data collection and analysis procedures were implemented, with documentation of sources and methodologies to ensure the reliability and validity of the findings.

5.5 Limitations of the study

- The study was unable to engage in discussions with the beneficiaries from the hospital due to the hospital's policy on maintaining patient's privacy.
- Case studies on the patients could also not be incorporated in the report due to the hospital's strict guidelines on maintaining patient privacy.

6. Recommendations

- Given the critical need for financial support for individuals from economically weaker sections facing critical illnesses, it is recommended that Orient Electric Limited continues its commitment to providing long-term funding for the project. This sustained support will help address the ongoing healthcare needs of marginalised communities, reduce the financial burden on families, and contribute to improved health outcomes and overall well-being.
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