Medical Services and Corporate Social Responsibility (CSR) approach in rural areas of Haryana

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Abstract— **India lives in its villages. Literally and from the social, economic and political perspectives the statement is valid even today. Around 65% of the State's population is living in rural areas. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further, there are cascading effects of poverty, unemployment, poor and inadequate infrastructure in rural areas on urban centres causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Hence, Rural Development which is concerned with economic growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs become essential. In rural areas not everyone is granted with medical services and medical help and it has become a growing concern. Corporate Social Responsibility is thus considered very important as far as rural areas are concerned. The present study focuses on detailed analysis of medical services reaching out to the rural areas in Haryana and the efforts made by Government and Private Hospitals to reach out to the rural people of Haryana. The study also talks about the importance of CSR in hospitals and how would it benefit the masses. The results of the study indicate urgent need of improved medical services for betterment of health of rural population.**

Keywords— *Medical services, CSR, rural polulation*

I. INTRODUCTION

More and more corporations worldwide are involved in corporate social responsibility activities, and as a result are providing more social and environmental information to the public. Following from this, CSR disclosure, or reporting, has become one of the major fields of investigation by accounting scholars.[1-3] Research that considers both CSR activity and CSR reporting has traditionally focused on companies in more developed economies, predominantly the US, UK, Australia and New Zealand,[4-10] but recently there has been increasing interest in understanding the phenomenon in developing countries particularly as they experience growth and move towards a more capitalist orientation.[11] Of the research that does exist, a number of papers suggest that 'country' is a determinant for CSR involvement and for the level of disclosure, but do not go much further. With the increasing complexity of the health care system, patients now have an incredible array of choices when it comes to receiving care. This often includes the option of selecting what type of health care facility they wish to utilize. Understanding the differences between the various types of facilities is crucial when trying to make an informed decision about medical care.[12]

Hospital. A hospital's primary task is to provide short-term care for people with severe health issues resulting from injury, disease or genetic anomaly. Open 24 hours a day, seven days a week, hospitals bring together physicians in assorted specialties, a highly skilled nursing staff, various medical technicians, health care administrators and specialized equipment to deliver care to people with acute and chronic health conditions. Many hospitals offer a wide range of services, including emergency care, scheduled surgeries, labor and delivery services, diagnostic testing, lab work, and patient education. Depending on their health situation, patients may receive inpatient or outpatient care from a hospital.[13]

Ambulatory Surgical Centre. Some surgeries are too complex to be done safely in a doctor's office but simple enough that patients generally do not require hospital care after undergoing them. Ambulatory surgical centers are designed to provide these types of procedures. Also referred to as outpatient or same day surgery centers, these facilities offer a safe environment for the surgery and basic monitoring during the initial post-operation hours. Ambulatory surgical centers are often a less expensive option than a hospital. A study led by Dr. John Hollingsworth, a researcher at the University of Michigan's Dow Division of Health Services Research and Center for Healthcare Outcomes & Policy and an assistant professor of urology at the university, compared the cost of 22 common urology procedures at various health care facilities and found that the same procedures generally cost significantly less when performed at an ambulatory surgical center instead of a hospital.

Doctor's Office. A doctor's office is a medical facility where one or more doctors provide treatment to patients. Doctor's offices are often focused on one type of medicine; the health providers operating there are either general practitioners or practice a common specialty. Doctor's offices provide routine care as well as treatment for acute conditions that do not require immediate intervention. While these facilities are traditionally called a doctor's office, the doctor is rarely the only medical professional on staff. In many cases, physician assistants and nurses also contribute to the delivery of patient care.

Urgent Care Clinic. When patients are unable to get to their doctor's office or want basic medical care without an appointment, an urgent care clinic might be the perfect choice. Sometimes called walk-in clinics, these facilities offer outpatient care immediately. However, it is important to note that an urgent care clinic is not the same as a hospital's emergency room. If the issue is something that you would normally see your doctor for like a stomach virus or a sprained ankle, then an urgent care clinic is appropriate. If you have a complex health situation or your issue is a true medical emergency like chest pain, breathing difficulties, broken bones

or an extremely high fever, then you should head to the hospital's emergency room without delay.

Nursing Home. A nursing home is designed for patients who require constant care but do not need to be hospitalized and cannot be cared for at home. Often associated with seniors who require custodial care in a residential facility, it can actually serve patients of all ages who require this level of care. Nursing homes have medical personal onsite 24 hours a day. A physician, skilled nurses and therapists are on staff to oversee and provide medical care, assistance with medications, and services like physical, speech and occupational therapy. In addition, the nursing home's staff offers help with basic tasks that can be challenging for individuals with health issues, including feeding, bathing and dressing.

When seeking care for yourself or a loved one, it helps to have a sense of the types of services that various health care facilities offer. Ultimately, the facility that will best suit your needs depends on the patient's health situation, their insurance coverage and the type of care required.

Corporate social responsibility, often abbreviated "CSR," is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups.

CSR may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.[12]

Importance of CSR in business. As mentioned in our earlier post about corporate social responsibility, the current consumer climate doesn't allow for companies to simply be in business for the sake of making a profit. While consumers may rely on corporations for goods and services, the level of competition allows customers to make decisions based on how much good a corporation is doing outside of the workplace and how they are positively impacting their community.[12]

Public Image. A corporation's public image is at the mercy of it's social responsibility programs. According to a study by Cone Communications, 9 out of 10 consumers would refrain from doing business with a corporation if there existed no corporate social responsibility plan. For example, if a company is heavily involved in the practice of donating funds or goods to local nonprofit organizations and schools, consumers are more likely to use their product. Or if a corporation takes great care to ensure the materials used in its products are environmentally safe and the process is sustainable, this goes a long way in the eye of the public.

Media Visibility. The amount of positive media coverage a corporation receives can have a significant impact on the company's bottom line. How much good a company does in its community or beyond reflects its corporate social responsibility values. And the more positive the benefits to the community, the more media coverage a company will likely receive.

Positive Workplace Environment. Employees like working for a company that has a good public image and is constantly in the media for positive reasons. Happy employees almost always equals positive output.

Corporate Social Responsibility – Nonprofit Organizations

How corporations embrace corporate social responsibility is of great importance to nonprofit organizations. Corporate giving programs include matching gifts and volunteer grants.

These programs, which vastly increase the positive impact corporations can have, are vital to nonprofit organizations because they are the ones receiving the monetary donations and volunteer time.

Employee Matching Gift Programs. Corporations that offer matching gift programs are essentially doubling donations that its employees might give to eligible nonprofits. For example, if an employee provides a $100 check to a nonprofit organization of their choice, an employer with a matching gift program will write an additional $100 check, thereby increasing total funds brought in! It should come as no surprise that matching gift programs increase employee engagement for companies that offer these programs, but they also help foster deeper nonprofit/donor relationships. If you're looking to increase fundraising from existing donors, matching gift programs are a great place to start.

Employee Volunteer Grant Programs. Corporations that offer volunteer grants, or even offer paid time off to volunteer at nonprofit organizations, are bringing in helping hands to eligible nonprofit organizations. For example, a corporation might offer a $250 check to a nonprofit once an employee has volunteered at least 10 hours with the organization. These corporate giving programs are a win-win for both parties involved, and a huge reason why corporate social responsibility is important to non-profits.

CSR activities conducted by hospitals. The perception of corporate social responsibility (CSR) in India is changing. It is slowly moving away from philanthropy to a process of sustainability, where the company and community have an ongoing engagement. We live in the millennium age, where boundaries mean little to the organisations turning global. Today, business is not only a profit-making proposition but also a personified image which can think, leap, rebel and emote. It is this character of business that has brought CSR to the limelight. An offshoot of globalisation, CSR has gained immense prominence and popularity in the decision-making world. The healthcare industry, particularly private hospitals are yet to make CSR an integral part of their business. For the corporate hospitals in India, CSR exists more in the form of traditional philanthropy. A reflection of which can be seen in the society but the effect are not profound. There is a need for greater visibility, education and awareness of the concept so that the hospitals can turn small efforts into larger benefits for the society.[14]

"Corporate hospitals should be responsible and accountable in their functioning – whether it be through performance or interactions at every level of society. The principal philosophy of a hospital should be driven by the need to save lives, create strong preventive health mechanisms and earn trust among the stakeholders about best practices in healthcare. Social and environmental stability will follow. It cannot be the other way round," says Jasbir Grewal, Head, Fortis Charitable Foundation and Executive VP, Fortis Healthcare. In the last 20 years, healthcare industry in India has witnessed rapid growth and development. Multinational corporations as well as hospitals have played key roles in defining healthcare market in India and influencing the behaviour of a large number of consumers. With the explosion of information technology (IT) and medical tourism in healthcare, a new model of business and corporate governance has been created. But this new generation of hospitals have failed to capitalise on the response of the community and sustainability of the environment — the two important aspects of viability in business. Conduction free health check-ups as a form of passive philanthropy no longer

constitutes CSR. The new age corporate hospitals need to understand what CSR means.

The primary difference between CSR and traditional philanthropy is that CSR accepts the community as a stakeholder in corporate activity. "Corporate responsibility is achieved when a hospital focusses all its practices to ensure that it operates in ways that meet, or exceeds, the ethical, legal, environmental, commercial and public expectations that society has of a healthcare institution," says Suyash Borar, Director Xceptional Health and Wellness, Kolkata. "The difference between CSR and traditional corporate philanthropy is that in traditional corporate philanthropy you give money to NGOs or support causes for the poor people and in CSR you build an organisation to solve the social problem," says Dr Huzaifa Khorakiwala, CEO, Wockhardt Foundation. "You build an internal organisation which either implements or monitors or implements and monitor both on social issues and solve the social problems. So an entire organisation is build for that and that is CSR. Further, the emerging perspective on CSR focuses on responsibility towards stakeholders (shareholders, employees, management, consumers and community) rather than just on maximisation of profit for shareholders. There is also more stress on long-term sustainability of business and environment and the distribution of well-being. Says Borar, "The continuous commitment by corporations towards the economic and social development of communities in which they operate amounts to CSR. This means being participative and creating independent communities and also taking care of the underprivileged."

According to management gurus, there is an increasing recognition of the triple-bottom line: people, planet and profit, among the corporates. The triple-bottom line stresses on the following:

• The stakeholders in a business are not just the company's shareholders

• Sustainable development and economic sustainability

• Corporate profits to be analysed in conjunction with social prosperity

Triple-bottom line is a very good guideline, which can be adopted to create a conducive environment for business as well as the society.

Defining CSR for hospitals. Our society still has to come to terms with the idea of healthcare as a business. Corporate hospitals are viewed as profit making institution that benefit from peoples' suffering. Can CSR change this image? Yes, it could if corporate hospitals understood the benefit of being socially responsible and were conscious about the interest of the key stakeholders. However, a hospital is very different from other business and has unique operational issues. Patients demand the best care regardless of economic justification and are more often unable to pay for it. In addition successful treatment reduces the number of patient visits and does not try to maximise loyalty or retention, unlike business. So, how does a hospital define its CSR with such operational challenges?

CSR in terms of corporate hospitals can be regarded as a form of capital stock renewal, reflecting the need to preserve natural capital (by minimising the hospital's environmental pollution), to improve social capital (by supporting the institutional framework of laws and acceptable business practices) and to invest in human capital (by empowering and training staff).

CSR: The feel good factor. By incorporating CSR in their forte, hospitals can retain patients and their demand for services provided, because patients will not feel 'scalped'. This ensures consumer loyalty for the hospital. Further, experts opine that adopting CSR affects the entire hospital value chain and ensures public acceptability and acceptance, thus ensuring the long-term success. Good CSR activity retains and conserves the supply of willing and motivated staff because employees will feel the hospital is doing what is 'right' to patients and staff. This helps the hospital run 'by the law' and avoids political repercussions.

New breakthrough: PPP. Leading corporate houses have discovered that working together with non-profit and government organisations to solve social problems can give them new insights and approaches to create business opportunities as well. Says Borar, "CSR and industry's partnership for inclusive growth are one and the same." The new wave of CSR advocates the integration of concerns and commitments for a cause into the core competency of an organisation's goal.

Today's business leaders no longer want to be loosely associated with a cause or partnership with an NGO. They would rather initiate cohesive working model to work with the government machinery and other variables

From running primary health centres to creating public awareness platform, corporate hospitals in India have many avenues to partner with the government.

"At Wockhardt Foundation we have a partnership with government where government funds the programme and we implement it. We have worked in Tamil Nadu where we did hospital on wheels with the Tamil Nadu state government. We monitored 420 mobile medical units and we are going to start our operations with the government in Jharkhand," reveals Dr Khorakiwala.

"Fortis foundation is collaborating with several non-profit organisations such as – the Needy Heart foundation, Aishwarya Trust, Being Human foundation, Rotary Club, and government of punjab among others, as a health partner. On an average, we conduct 80-100 congenital heart defect surgeries per month for children referred to us by our partners. We have linkages with NGOs, government agencies and other corporate CSR foundations to carry out awareness programmes, health camps and disaster relief initiatives in case of natural calamities," shares Grewal.

II. MATERIAL AND METHODS

Study Area. Haryana is a state in Northern India. The state shares its boundaries with Rajasthan in the south and west, Himachal Pradesh and Punjab in the north, and the territory of Delhi in the east. The capital of Haryana is Chandigarh and it is also the capital of the neighbouring state of Punjab. However, the biggest city of the state is Faridabad. The state was formed on 1 November, 1966. The total area of the state is 17,070 sq miles or 44,212 km2 which makes it the 20th biggest state in India by area. As laid down by the census performed in 2011, the population of the state is 27,761,063, making it the 16th most populated state in India. The density of population in Haryana is 1,485.212/sq miles or 573.443/km2. The literacy rate of the state is 76.4% and the state occupies the 17th position in India in terms of literacy. About 90% of the population of the state are Hindus, 6.2% are Sikhs, 0.10% Christians, and 4.05% are Muslims. In addition, there are a small number of Jains living in the state. The official language of the state is Hindi.

Other languages spoken in the state include Haryanvi, Sanskrit, English, Punjabi and Ahirwati.

Methodology

The following report has been constructed with the help of primary and secondary data. The data has been collected from various local newspapers, magazines and data collecting websites. With the help of internet and access to vast archive information about rural areas of Haryana the report has been created with careful inspection of detail at every level.

Primary Research-The primary method of collecting and observation of data was self-based observations and collecting information from various books and articles.

One of the major aspects of collecting data was travelling to different hospitals and recording observations and comparing and analysing the data with that collected mostly in Gurgaon.

The travelling included recording observations like the sanitation levels in different hospitals, the awareness among the locals about the medical services available in the premises.

Secondary Research-The structure of secondary had internet as its main source of data extraction and the core foundation of research. Various set of numeric data have been collected from websites like Worlddatabank.com and other respective websites. There were local newspapers and books which contributed to collect further information to create the report.

Sample Design. Since the research contains 2 field report analysis, the first part of the research uses stratified sampling technique as it included population and gender based data.

The second part of the research uses simple random technique as it lists out different hospitals across the state.

III. Results and Discussion

From the above data collected, it can be observed that most of the medical services are clustered around big cities like Gurgaon and Faridabad. However, many hospitals have extended their branches to as much as 5 districts and even more.

Questionnaire analysis. To understand the need of medical services and medical assistance, it is best to know it from the people who need it the most which is the local people itself. A short questionnaire was conducted to understand the efficiency of these medical services established in the following rural area. Since the number of the rural areas across the state is too large, the questionnaire was restricted to one district (i.e. Gurgaon). Rural areas in Gurgaon were selected using the random sampling methods and the results were observed and recorded accordingly.

Fig. 1. Medical Services in rural areas

The above graph explains the efficiency and availability of medical services in few rural places across Gurgaon. The places taken into consideration were Sohna, Maruti kunj, Bhondsi, Manesar and Badshahpur. The questionnaire included basic questions about health services and medical assistance in and around the area. From the answers provided by the local people, it is very evident that Maruti Kunj has the least medical service and assistance as compared to Manesar and Badshahpur. The is also for the fact that Maruti Kunj is relative a more remotely located village as compared to Manesar which is much populated than the former. Other Rural areas had relatively easier medical access than Maruti Kunj. Moreover, the number of people volunteered for the questionnaire were too less in Maruti Kunj as compared to Manesar.

The second graph discusses the frequency of medical campaigns organised in the village annually. The results were relatively similar and Maruti Kunj stands the least in terms of organizing medical camps annually.
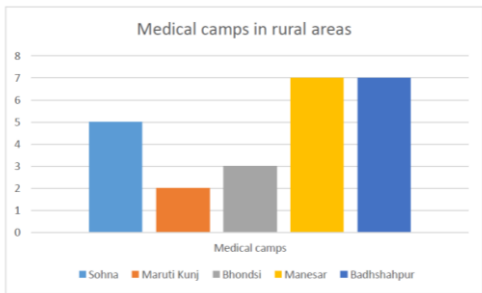

Fig.   2.
Medical camps in rural areas

Comparative analysis of medical services in different rural areas. From the above information and statistics it can be observed that the medical services are clustered near developing cities and where the population has increased rapidly in the past 4-5 years.
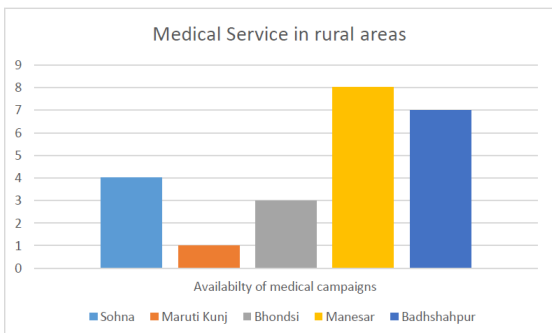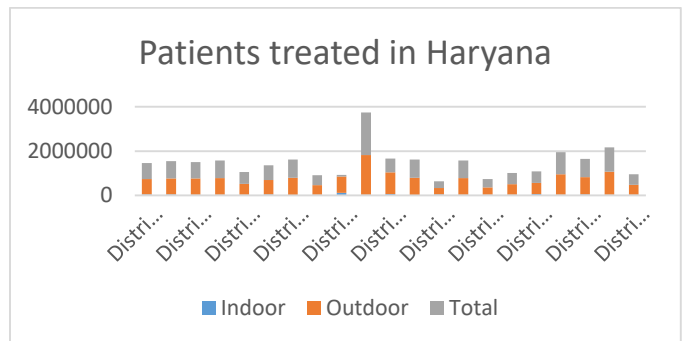

Fig. 3. Patients treated in Haryana

The above graph explains the ratio of patients treated indoor and outdoor in various states.
The graphs explain the availability of medical assistance throughout the entire state in annual basis.
From the graph it can noted that Jhajjar district has the most number of patients treated as it is also one of the states with

rapid increase in population over the years. Other developing districts like Gurgaon and Faridabad and Mewat have equal number of patients treated as the availability of services are more or less equal too. The least number of patients treated in the Rewari district.
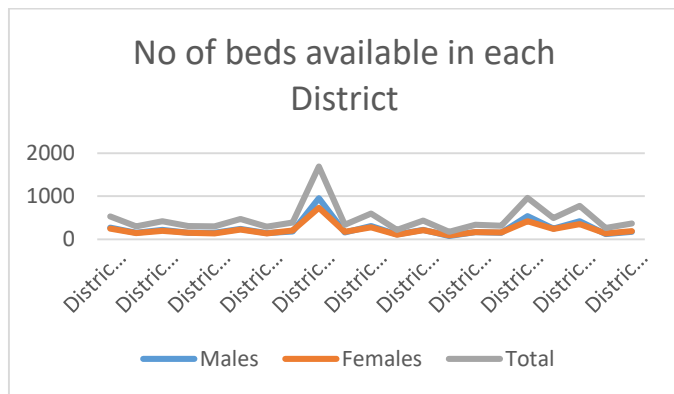

Fig. 4. Number of beds available in each District

CSR activities done by hospitals in Gurgaon. The CSR initiatives are driven by the vision, philosophy and the need of the community, with health remaining our main focus; however, occasionally modify the programmes to suit the intended beneficiaries. Fortis also promote awareness and educational programmes on preventive care and training people on several health related problems including emergency care. We have approximately 300 employees volunteering in our CSR initiatives and community development and they are allowed to take out time from their work schedule for these initiatives. The programs of Fortis Foundation are SEWA, AANCHAL and SAVERA.

The organisation is committed to creating robust mechanisms to implement, record, review and measure outcomes of the initiatives for the community at large. This not only ensures the efficacy of our programmes but goes a long way in guaranteeing that they continue to be significant, relevant and sustainable so that the beneficiaries derive maximum benefit from our effort and equally importantly, we become proud of our contributions to the community. There is a regular feedback from the Fortis hospitals about running of the programmes and after appropriate review from time to time, necessary modifications (if required) are made to better the programme. All CSR initiatives are reported in the company's annual report for information of our stakeholders. We also have specific programs to protect the environment through our work, like taking care of our biomedical waste, X-ray exposure, and so on which ensures cleaner environment and safety for our patients, attendants and employees.

Questionnaire analysis. The second field report consists of information about the CSR activities and initiatives taken up by hospitals in order to improve their public image and attract more customers. However, the real results is only experienced by the patients who are being treated in the respective hospitals. To understand and record the patient satisfaction level in the hospitals they are being, the following questionnaire was distributed to patients in a hospital to receive their feedback on their treatment and analysis the efficiency of the hospital and its staff.

The questionnaire for the patients included question like ease of appointment and transparency about the procedures and the service provided by the staff.

From the results acquired the following observations were made-

1- Lab equipment's were outdated and require new set of instruments

2- Since there were situations of overcrowding at some hospitals, the time spent with each patient were not upto the point.

3- However, the transparency of payment and deliver of test results were accurate and proper as mentioned by patients.

Benefits of CSR activities received to rural people. India lives in its villages. Literally and from the social, economic and political perspectives the statement is valid even today. Around 65% of the State's population is living in rural areas. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further there are cascading effects of poverty, unemployment, poor and inadequate infrastructure in rural areas on urban centres causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Hence Rural Development which is concerned with economic growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs become essential. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India. Corporate Social Responsibility is thus considered very important as far as rural areas are concerned.

All the activities mentioned above will have some major impact on the rural sector of the country and it will benefit in the following ways to the rural people-

1- Free medical camps will help rural people get medicines at lower rates or free of cost.

2- As hospitals increase their public image it will also make the rural people approach them for help thus connecting rural and urban areas.

IV. SUMMARY AND CONCLUSIONS

There is a need to develop a more rational and ethical debate on CSR. CSR should go beyond tokenism to a vital priority in healthcare of tomorrow. If hospitals expect better understanding from the community about the challenges that this sector faces it has to look at CSR. It will help improve their image and enhance the stakeholder engagement by making their performance indicators available to public in a transparent and sincere way. There should be more means to extend the help to places where it needed the most. Although million initiatives have been passed by the law and are active and running, the real task is to implement them and bring out real results. Also, health care is not just for the people or the poor people every living being has the right to live to its fullest. Vet hospitals can also take up the initiative to reach out and rescue animals instead and catching and poaching them down.

Every move towards helping the needy will increase the lifestyle of the helper and the needy and can make the world a better place. The government should focus more towards implementing these launched campaigns with coordination with private hospitals to bring a successful change. CSR indeed

has a strong foundation and is bound to gain momentum in the coming years. For all the attention it is now receiving, it is yet to be seen when CSR would become integral to the goal of the Indian healthcare sector.

Acknowledgment

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