



Health Insights

FUTUREScape : THE CUSTOMER EXPERIENCE COMPANY

FS/2018

Healthcare

INTRODUCTION

The healthcare sector in India is ailing, can CSR help?

THIS REPORT IS BASED ON INDIA'S TOP COMPANIES FOR SUSTAINABILITY AND CSR
A 5 YEAR STUDY OF TOP 200 INDIAN COMPANIES

Insights |

The healthcare sector in India is ailing, the doctors attending to it don't seem to be making real progress. The government spending on healthcare is estimated to be about 1.5% of the GDP. In comparison to other countries this is significantly lower.

- Maternal and infant mortality is high, which is unacceptable in any country.
- Although life expectancy has increased substantially, it is still low compared to many countries.
- Private hospitals provide excellent care but are beyond the reach of most people.
- Public hospitals are affordable but are terribly overcrowded and lack responsiveness.
- Tertiary care has developed substantially, but primary care has huge gaps in access and availability.

There is much that companies can do to support health care as a part of their 2 percent mandatory spending. Companies focus significantly on healthcare.

Our study of India's top companies for sustainability and CSR shows that the top 200 companies spend around Rs 1369 crores on healthcare and wellness. About 24% of the total spend on CSR is focused on healthcare. However, much of the spend tends to be focused on health camps and building hospitals or donating to hospitals for upkeep of facilities. Health camps tend to have a short-term orientation and are number driven. Setting up and running hospitals are often poorly targeted.

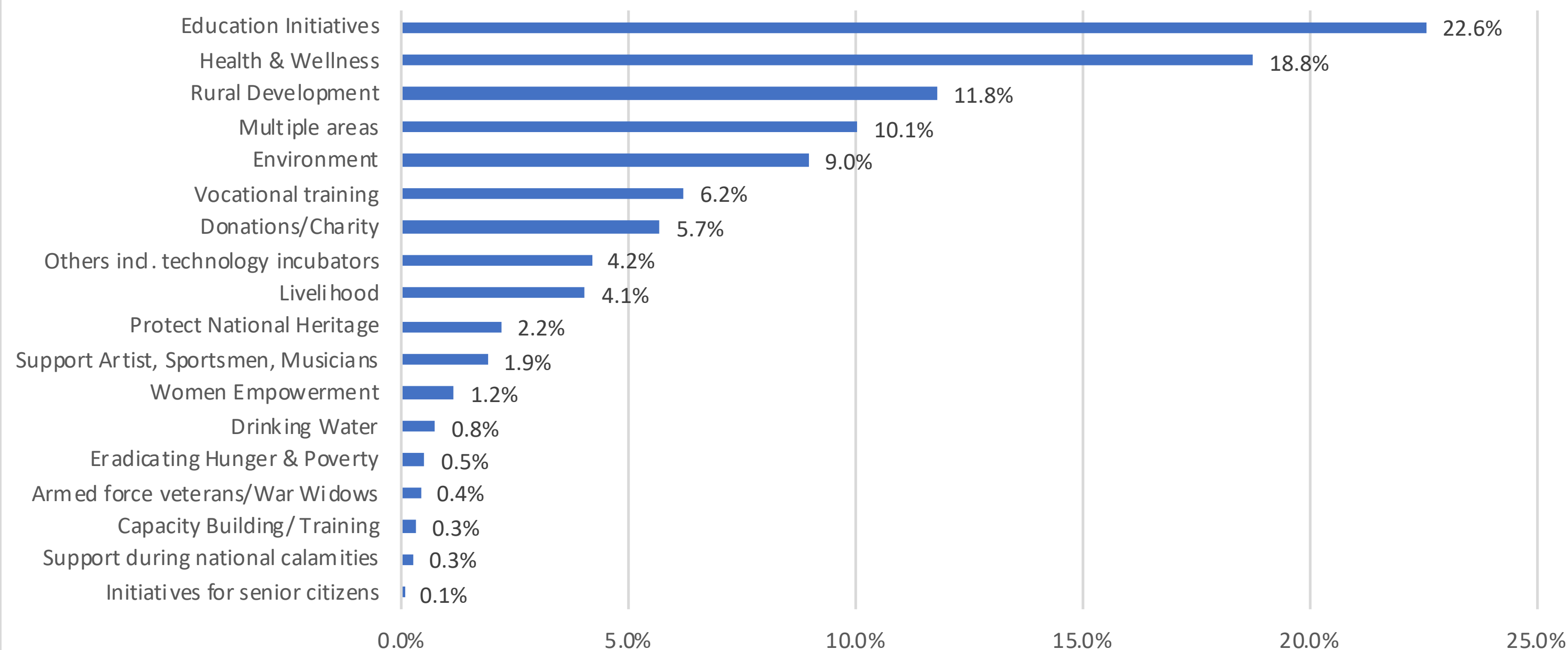
AGGREGATE CSR SPEND BY COMMUNITY AREAS

	%				Aggregate spend (INR cr)		
	2016-17	2015-16	2014-15		2016-17	2015-16	2014-15
Initiatives for senior citizens	0.1%	0.1%	0.1%		4	8	5
Support during national calamities	0.3%	0.7%	1.0%		20	48	58
Capacity Building/ Training	0.3%	0.8%	0.6%		25	53	32
Armed force veterans/War Widows	0.4%	0.0%	0.0%		33	1	1
Eradicating Hunger & Poverty	0.5%	1.1%	1.2%		40	71	68
Drinking Water	0.8%	1.1%	0.7%		58	76	37
Women Empowerment	1.2%	0.4%	0.4%		90	27	20
Support Artist, Sportsmen, Musicians	1.9%	0.9%	0.9%		147	63	53
Protect National Heritage	2.2%	0.5%	0.9%		170	36	51
Livelihood	4.1%	3.0%	2.4%		313	198	133
Others incl. technology incubators	4.2%	3.2%	3.0%		323	216	167
Donations/Charity	5.7%	7.7%	3.8%		440	515	211
Vocational training	6.2%	3.2%	5.6%		480	213	309
Environment	9.0%	6.7%	10.4%		692	453	578
Multiple areas	10.1%	12.4%	12.2%		775	834	679
Rural Development	11.8%	11.9%	11.1%		911	801	618
Health & Wellness	18.8%	23.2%	24.6%		1447	1559	1369
Education Initiatives	22.6%	22.9%	21.1%		1741	1539	1172
Total direct spend					7708	6711	5558

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18.8% of total CSR spend is on healthcare

Aggregate CSR spend by community areas in 2016-17

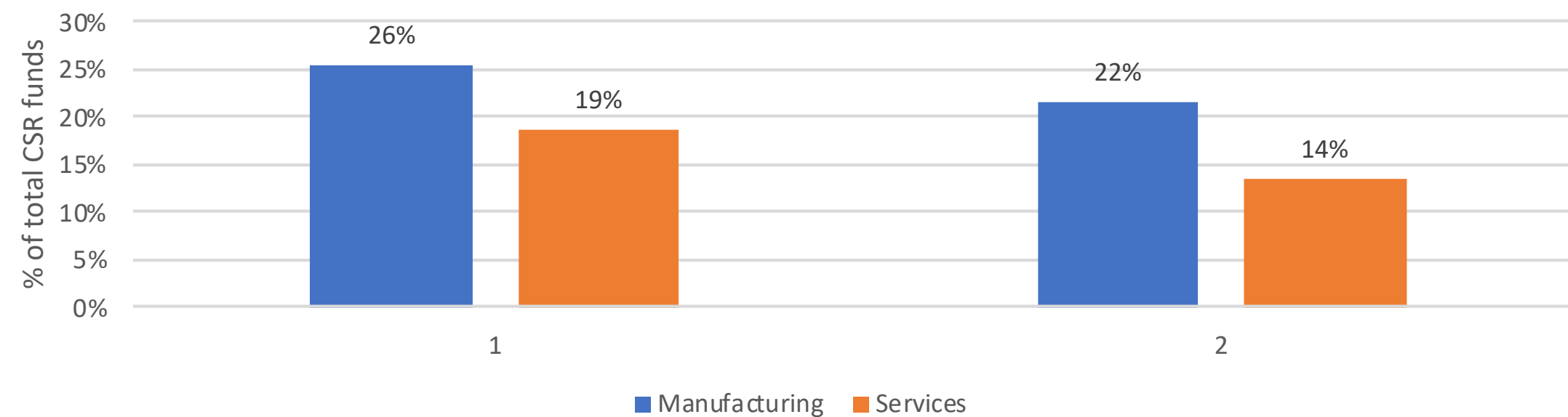


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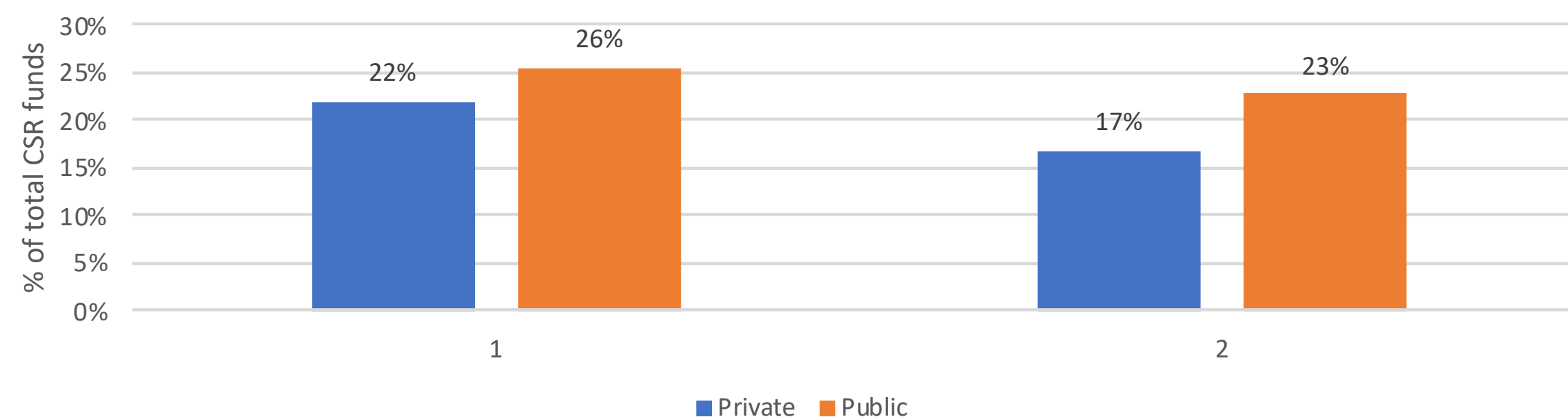
02

More manufacturing companies have health projects than service companies

Manufacturing spends more than services on health & wellness



Public companies allocate more funds to health & wellness



All companies in telecom, utilities, healthcare, energy and capital goods participate in health and wellness projects for the community.

Across most healthcare projects, more manufacturing companies participate than service companies. This could be because the former has operations in various remote areas where healthcare services are not easily available. However, in “Provision for aids and appliances to the differently-abled people”, more service companies have projects.

03

Health camps are the most common initiative

PARTICIPATION IN HEALTHCARE PROJECTS (2016-17)

	Energy	Pharma + Health	Utilities	Telecom	Others
Health camps	70%	70%			Materials: 63%
Swachch Bharat Abhiyan	90%		58%	60%	
Funding hospitals	50%		83%		Other Financials: 58%
Health awareness campaigns		60%	50%	80%	
Mobile hospitals	70%	60%			Materials: 50%
Promoting health care including preventive healthcare			58%	40%	Other industrials: 43%
Free treatments		60%			Other financials: 32% Cons. Staples: 27%
Provision for aids and appliances for differently-abled people				20%	Other industrials: 29% Other financials: 21%

Healthcare projects are largely wide in scope rather than deep. The healthcare project where most companies reported participation is health camps (regular check-up or ailment specific).

Almost a-third of the companies studied participate in other key healthcare projects of Sanitation and preventive healthcare (Swachch Bharat Abhiyan), funding hospitals, health awareness campaigns and mobile hospitals.

A look at some health based CSR projects

Dr. Reddy's

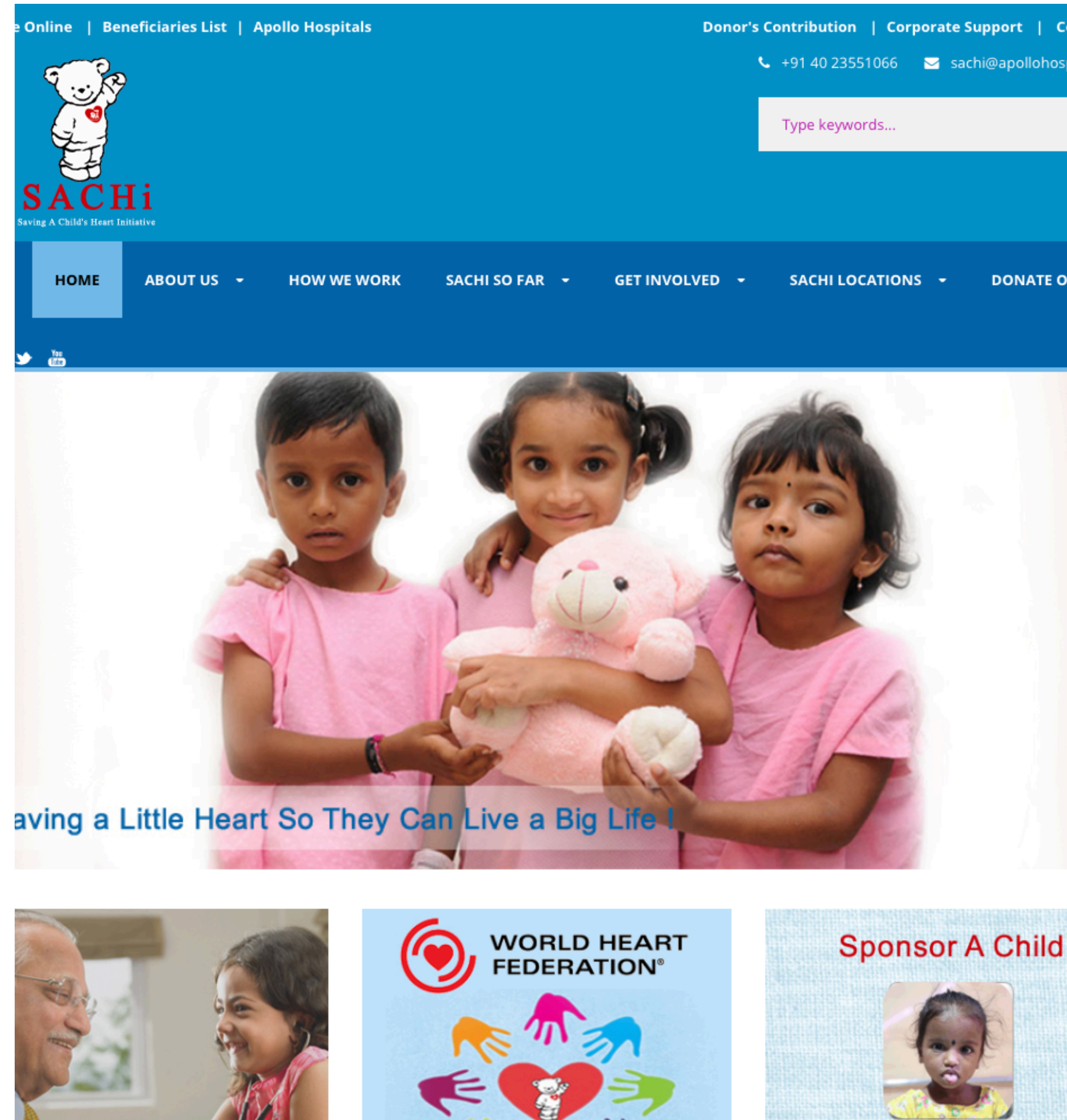


A targeted population of 1,24,047 has received appropriate health information through IEC, BCC and PDG exclusive awareness programs.

One hundred percent of registered pregnant women (a total of 18,333) in the areas of concern have appropriate knowledge on potential risks associated with pregnancy, the new-born, and post-natal period.

SOURCE: [HTTP://WWW.DRREDDYS.COM/MEDIA/904090/SUSTAINABILITY-REPORT-2016-17_INTERACTIVE_NOV-14.PDF](http://www.drreddys.com/media/904090/sustainability-report-2016-17_interactive_nov-14.pdf)

Apollo



Special initiatives such as **Saving a Child Heart Initiative (SACHI)** (for pediatric cardiac care and child heart surgery), and SAHI for the hearing challenged children.

SOURCE: [HTTPS://WWW.APOLLOHOSPITALS.COM/APOLLO_PDF/BUSINRESS-RESPONBILITY-REPORT-2017.PDF](https://www.apollohospitals.com/apollo_pdf/BUSINRESS-RESPONBILITY-REPORT-2017.PDF)

Glenmark Pharma



CHILD HEALTH INTERVENTIONS



CUSTOMIZED IMMUNIZATION CALENDARS for tracking vaccination schedules



HEALTH LIBRARIES for making health related literature available to local communities



BACKYARD NUTRITION GARDENS & POULTRY to ensure better nutritious diet for children in tribal families



NUTRITIONAL STATUS BEADS for visual identification of the nutritional status of children



PEER EDUCATORS PROGRAM for training women from within the community to act as peer educators, equipping them with basic knowledge, which they share with the members of their communities



TRANSFORMING EXISTING ANGANWADIS into child friendly ones with toys, recreational materials and pre-school learning materials in the local language



BEHAVIOR CHANGE COMMUNICATION through exhibitions, sensitization and awareness programs, poster displays, focus group discussions & street plays



MOBILE HEALTH CARE UNITS to provide access to healthcare facilities to mothers and children in remote areas



HEALTH CAMPS to address the immediate healthcare needs and ensure prevention of illness in the local communities



HOME VISITS to provide counselling on various health related topics and to increase the reach of our interventions



COUPLE COUNSELLING to provide a platform for young couples to gain the right information on reproductive health, safe pregnancy, use of contraceptives, and parenthood



TRAININGS AND WORKSHOPS for Panchayati Raj Institution members, frontline health workers, paramedical staff, medical officials, anganwadi workers and skilled birth attendants

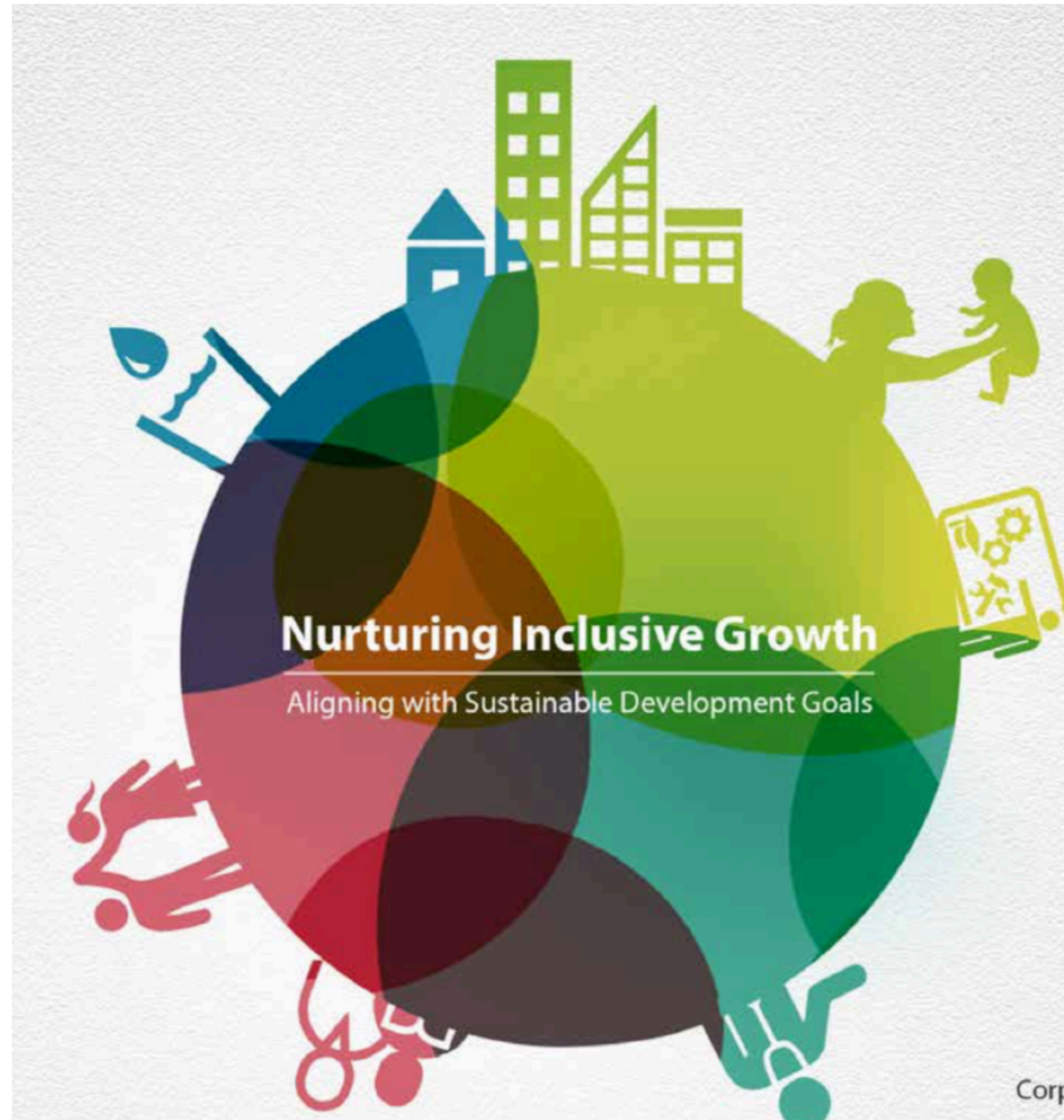


COMMUNITY CRÈCHES for infants of daily wage laborers



DIGITAL TECHNOLOGY to record and track key health indicators of the mother and child

Jubilant



Swasthya Prahari – Child and mother mortality project at Gajraula

Community Health Services

Integrated Counseling and Testing Centre (ICTC)
for HIV& DOTS at Gajraula.

SOURCE: [HTTP://WWW.JUBL.COM/UPLOADS/DOWNLOADS/135DOWN_JUBILANTSUSTAINABILITYAR_5OCT2017.PDF](http://www.jubl.com/uploads/downloads/135DOWN_JUBILANTSUSTAINABILITYAR_5OCT2017.PDF)

Lupin



Lupin Foundation is complementing governmental efforts to reduce IMR and MMR in the adopted areas. It is implementing partner of Integrated Child Development Scheme (ICDS) in one block and its performance has been validated. The concept of “Health Services at the doorstep” has been embraced by the organisation in its adopted areas, which has made health services available even in the remote parts.

Sanofi

Empowering Life

Reducing the gap in public health

Two out of three Indians die of Non-Communicable Diseases (NCD) like diabetes, heart disorders and cancer.

To reduce this burden, the India established NCD cells across the country and bring about a behavioral change of this magnitude to be truly effective from private sectors and civil society.

As a health journey partner, Sanofi has established a public-private partnership with the Government of Maharashtra and has extended its reach to train doctors, nurses and community health workers across all 35 districts of the State.

We have trained over 400 health workers to date. Additionally, Sanofi is committed to preventing NCDs through positive health practices in State hospitals.

*Saath7** India's one of the largest patient support programs*

Making life better for kids with diabetes

Imagine for a second, the life of a child with type-1 diabetes - multiple insulin injections every day, a restricted diet, and monitoring blood glucose levels - all to lead a normal life! Add to this, most people are unable to understand the child's distressing condition, be it teachers and friends in schools or society at large, leading to social exclusion and psychological impact.

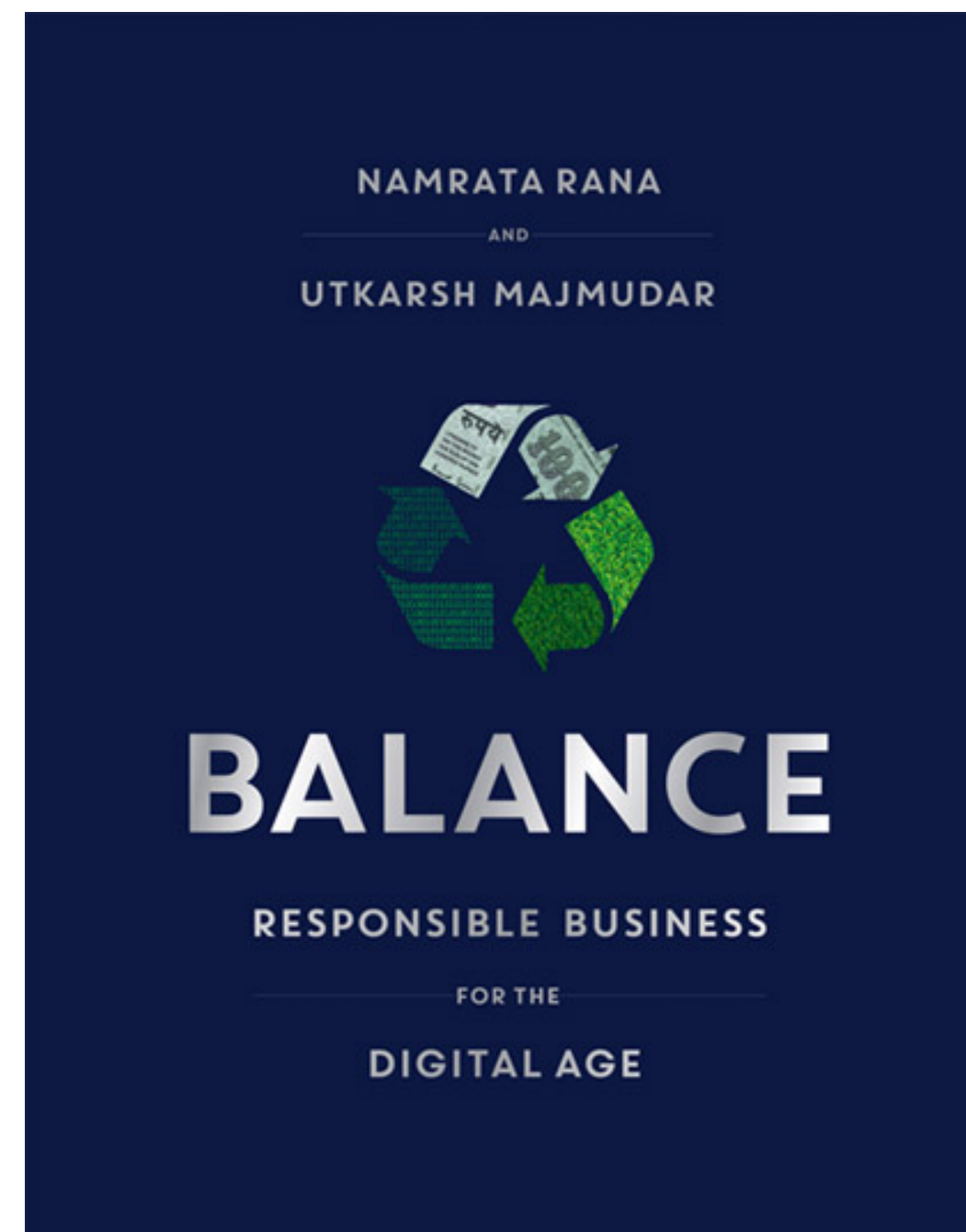
Today, India has over 149,000 children with type-1 diabetes.

As a health journey partner, Sanofi launched Kids and Diabetes in Schools (KiDS) through which more than 1,400 teachers and 10,000 students across India have been trained on ways to support children with type-1 diabetes.

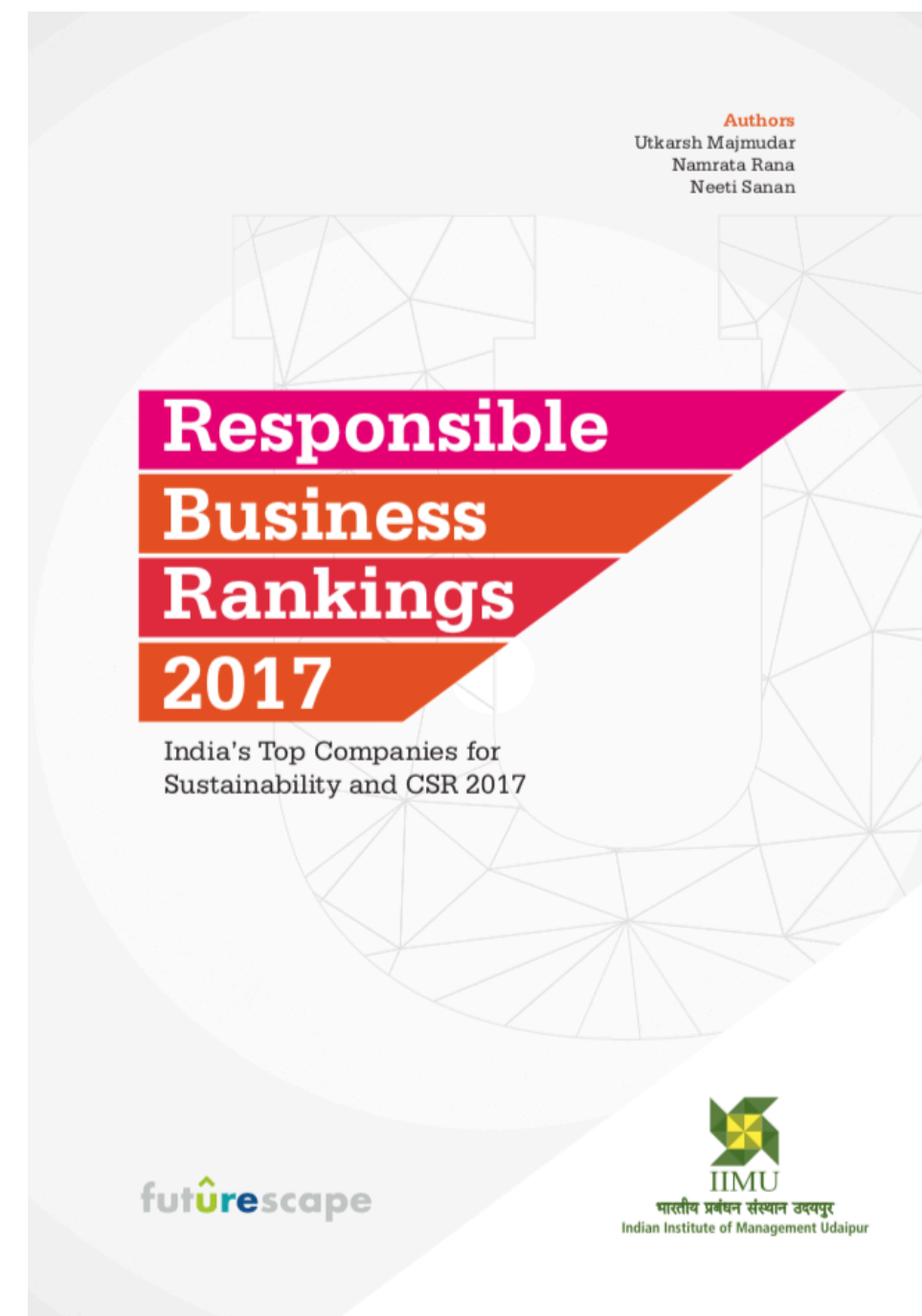
KiDS (Kids with Diabetes in Schools) was launched in 2014, with International Diabetes Federation and Public Health Foundation of India. 59,000 children, their parents and 5,000 teachers have been trained through the kit.

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