

REPORT OF IMPACT ASSESSMENT STUDY OF
“Provision of Ambulance Vans in Faridabad, Alwar, Jammu and Srinagar”
CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS FOR FY 2012 – 13

TISS – NBCC CSR Project

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List of Abbreviations

CSR	Corporate Social Responsibility
CPSEs	Central Public Sector Enterprises
NBCC	National Buildings Construction Corporation Limited
NCSR Hub	National Corporate Social Responsibility Hub
TISS	Tata Institute of Social Sciences
DPE	Department of Public Enterprises
U.N.	United Nations
JSY	Janani Suraksha Yojna

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CHAPTER 1: CORPORATE SOCIAL RESPONSIBILITY: *Charting the Progress*

1.1. Corporate Social Responsibility: Changing Trends in India

“Everything is connected to everything else” is often called the First Law of Ecology. In the context of corporations, this law implies maintaining the balance with our physical environment includes the natural environment, the communities and just business practices¹. Corporate Social Responsibility (CSR) is not a new concept today. Since many years, companies are performing CSR activities in a variety of ways under different names like Social Welfare, Community Development and so on. There is a shift from philanthropy to social development and empowerment of people particularly since the 1980s². The focus of the activities is shifting from providing mere doles to enabling people to earn their livelihood. This is seen as the way to ensure sustainable solutions. In fact, the Indian polity is also able to witness the interest and involvement of the government in ensuring planned CSR activities by corporations in keeping with the U.N. Global Compact’s Principles. We are also witnessing a number of initiatives taken by the Indian corporate – both public and private to make services available to the people living in deprived conditions and to build their capacities to achieve dignity and equality. Majority of the CPSEs have their establishments in the remotest parts of the country and are required to run their operations utilizing the available natural resources. These resources like land, water, mineral extracts, and so on are common property for the communities residing in these areas since decades. Thereby, the corporations have a responsibility in the development and upliftment of people in and around the establishment.

For this the Department of Public Enterprises (DPE) under Ministry of Heavy Industries & Public Enterprises has introduced the CSR Guidelines in March, 2010 for the Central Public Sector Enterprises (CPSEs). The guidelines give a view about the concept of CSR and how a

¹www.zerowaste.ca

² ‘Corporate Social and Environmental Responsibility in India: Assessing the UN Global Compact’s Role’ by Chahoud, Tatjana et al, German Development Institute (DIE), 2007

corporate needs to conceptualise its CSR interventions prior to their implementation. Earlier the trend was more of charity or philanthropy which was considered as CSR but in recent times a shift has taken place with focus on the participation of people with the employees in implementing CSR initiatives. The interventions are required to be thoroughly researched on the basis of that the programmes have to be formulated which is a new and phenomenal development in the past few years. This interest and initiative is seen on part of the CPSEs as they gradually realise their responsibility towards the environment, people and the potential of such a corporate in affecting change. The Guidelines on Corporate Social Responsibility by the DPE define CSR as “...a concept whereby organizations serve the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations”.

1.2. About National Building Constructions Corporation Limited³

NBCC was incorporated in November 1960 as a wholly owned Government of India undertaking under the erstwhile Ministry of Works, Housing & Supply ("MoWHS"), which is now known as the Ministry of Urban Development ("MoUD").

On October 14, 2008, the Government granted NBCC Schedule "A" PSU status. NBCC has also been awarded ISO 9001:2008 from the Bureau of Indian Standards in respect of their consultancy and project management division. NBCC has also received "Excellent" rating from MoUD for each of the Fiscal years from 2004 to 2010 and Ministry of Heavy Industries & Public Enterprises has awarded them with an "Excellence Award". MoUD grants them "Excellent" rating if all the targets set out in the MoU with MoUD for the respective Fiscal year are achieved. Further, in 2011, for one of their PMC projects, they were awarded an "Appreciation Shield" for quality and timely completion of NSEZ Noida Project by the Ministry of Commerce & Industry and the Development Commissioner, NSEZ.

NBCC is one of the few public sector companies engaged in the business of (i) project management consultancy services for civil construction projects ("PMC") (ii) civil infrastructure for power sector and (iii) real estate development. NBCC is headquartered in New Delhi and in addition has 10 regional / zonal offices across India. The projects undertaken by the Company

³http://nbccindia.gov.in/nbccindia/public/jsp_pub/thecompany.jsp

are spread across 23 states and 1 union territory in India. In addition, NBCC has also have also undertaken projects overseas.

NBCC's PMC business segment includes providing management and consultancy services for a range of civil construction projects including residential and commercial complexes, redevelopment of buildings and colonies, hospitals, educational institutions; infrastructure works for security personnel, border fencing as well as infrastructure projects such as roads, water supply systems, storm water systems and water storage solutions.

NBCC's civil infrastructure for power sector segment includes providing engineering and construction services for power projects, including design and execution of (i) civil and structural works for power projects (ii) Cooling towers (iii) Chimneys.

NBCC's real estate development segment focuses on principally two types of projects, namely, (i) residential projects, such as apartments and townships and (ii) commercial projects, such as corporate office buildings and shopping malls.

1.3. CSR Approach of NBCC⁴

NBCC has a pro-people CSR Policy in place aimed at focused development of the backward and disadvantaged communities in the country. NBCC aims, *“to establish itself and remain as a responsible corporate entity conscious of its social responsibilities to all stakeholders including the Govt., clientele, share holders, employees, local community and society at large.”*

Corporate Social Responsibility of NBCC is broadly framed taking into account the following measures:-

- a) Welfare measures for the community at large.
- b) Contribution to the society at large by way of educational & socio-economic and cultural development, imparting education, training and social awareness specially with regard to the rural populace, the disadvantaged, backward class, minority communities etc.
- c) NBCC will act as a good Corporate Citizen, subscribing to the principles of Global Impact for implementation.

⁴ CSR Policy of NBCC: http://nbccindia.gov.in/nbccindia/public/jsp_pub/csrpolicy.jsp

The approach of NBCC towards CSR will be oriented to identify and formulate projects in response to the need of society and to implement them with full involvement and commitment in a time bound manner. CSR Policy and initiatives/activities there under will be based on Social Commitment and necessarily community oriented with focus on an integrated, overall, inclusive, equitable and collective approach. The CSR Policy will aim at socio-economic development schemes with the primary goal of ensuring that benefits reach the targeted beneficiaries. CSR will also place emphasis on dissemination of information & knowledge and counseling amongst rural populace to empower them to avail benefits of Govt. Schemes. CSR activities/programmes to be undertaken shall be in line with approved guidelines of the Government.

1.4. About National Corporate Social Responsibility Hub

National Corporate Social Responsibility Hub (NCSRH) was created by the DPE under the guidelines for CSR in Tata Institute of Social Sciences (TISS), Mumbai. TISS, a pioneer educational institution in social sciences, was chosen to establish NCSRH by the DPE for its 75 years of experience and expertise of teaching, research, advocacy, capacity building, publications, documentation, and field interventions. The Hub is created to carry out the following tasks:

- Preparation of panels of Agencies for CSR Activity
- Nation-wide compilation, documentation, and creation of database;
- Training and Competency building
- Advocacy; and Research;
- Think Tank; Conferences and Seminars
- Promotional Activities and Dissemination

The NCSRH comprises of a dedicated team working closely and dealing with CPSEs approaching the Hub for the shelf of activities as per the DPE Guidelines on CSR. The major activities are related to Research in which the Hub conducts Need Assessment Studies and recommends the possible areas of interventions to the CPSEs based on the findings thereof. After receiving recommendations from the Hub, the CPSEs choose from the possible areas of interventions and implement those activities in accordance with their CSR policy and CSR budget allotted for the year. For implementation of the activities, the CPSEs require credible

partners in the form of Non-governmental Organisations (NGOs), Trusts, Community-based Organisations etc. For this task, the hub is engaged in a continuous process of empanelling organisations from different states spread across the country. For the purpose, the Hub has an independent team consisting of the faculty from TISS, engaged in scrutinizing the applications of these implementing organisations and shortlist credible organisations on the basis of designed parameters. The Hub also undertakes the Impact Assessment and Evaluation studies for the CPSEs' CSR activities that are undergoing or have been completed even prior to the DPE Guidelines being implemented. The Hub then scrutinizes on-field implementation, effect, benefits and gaps in the programmes and recommends improvements thereof for effectively achieving the programme objectives.

1.5. MoU between NCSR Hub and NBCC

NBCC has signed a MoU with National CSR Hub, TISS on 30th November, 2012 for the FY 2012 – 13. In this MoU under section 5 it is mentioned that *“TISS will evaluate all the upcoming CSR Projects that would be undertaken by NBCC based on which such Mid-terms will be placed before NBCC's CSR Committee for deliberation. For the FY 2012-13, TISS will specifically take up the following tasks for NBCC: Impact Assessment Study of Providing Ambulances”*.

CHAPTER 2: METHODOLOGY OF THE STUDY

This is an Impact Assessment Study report conducted by a team of research professionals, Programme Managers from the Hub to evaluate the projects undertaken under CSR for FY 2012 – 13 of NBCC.

2.1. Objectives

The study objectives were –

1. To understand and assess the impact of the projects on the beneficiaries
2. To examine the implementation and monitoring model
3. To find out the possible avenues of strengthening the projects

2.2. Research Design

A research design is used to give structure to a research. It provides a blueprint for the entire study, from its inception to the end, to maximize control over factors thereby reducing random error, controlling systematic error and enhancing the overall validity of the research.

A research design, by answering the four major questions; *which* questions are to be asked, *what* data is relevant, *best way to obtain* the data and how to *analyse* it; helps streamline the process of research and bring it in line with its given objectives.

Considering the open nature of the study, to get the most effective results, it was made to be *Qualitative Research*. The current study adopts an *exploratory research design*. An exploratory design, as the name suggests, is used when not much prior information is available about the research question. It helps look at the problem in isolation without forming preconceived notions in the mind of a researcher. An exploratory design is, in fact, made use of to determine the nature of the problem. It does not provide any conclusive results but is used to gain a better understanding of the problem at hand.

2.4. Methods and Tools of Data Collection

Being an Impact Assessment Study and given the nature of the projects, the researchers used the method of **Formal Discussions** and **Site Visits** for getting a real picture and multi-stakeholder views. At every project site location, the multiple stakeholders like company officials, implementing agency in-charge, beneficiaries were involved so as to get the technical and social aspects of the project from the proposing, implementing and benefactor agencies.

The discussions were to cull out primary data, and for secondary data, verification of documentation and relevant letters was taken into consideration. It gave clarity whether the company has the relevant documentation in place, if there is proposal/ government directives to undertake the project, if monitoring mechanism is in place and whether the rationale of the project is clear and if the desired impact was being achieved. This is also reflective of the company's involvement and ownership towards the project.

CHAPTER 3: PROJECT: PROVISION OF AMBULANCE VANS

3.1. Background of the Project⁵

Ambulance is a lifeline vehicle, which is not only used for transportation of sick or injured people to and fro or between places of treatment but also provides immediate hospital medical care/first aid to the patient. However, in our country, a large number of persons still die due to lack of well-equipped health care services under emergency situation.



Figure 1: Ambulance provided by NBCC Ltd. to DRCS, Faridabad

The CSR Committee of NBCC accorded its approval to provide fully built-up BS-IV, Air-conditioned, BLS Ambulances for patients including women beneficiaries and sanctioned an amount of Rs.99.00 lacs for procurement of Ambulances. Especially, in backward areas still a large number of persons die due to lack of access to well equipped health care services. For

⁵ Page 18, Providing....Ambulance. 'CSR Initiatives Reaching out to the Needy'. Booklet by NBCC.

immediate treatment, fatal illness, accidents and complications in child birth ambulances are lifeline for treatment.

3.2. Location of the Project⁶

To overcome the situation, NBCC under its CSR initiative, has taken up the task of providing fully built-up BS-IV, Air-conditioned, BLS Ambulances in the following States:

- 3 Ambulances to DC, Jammu & Kashmir
- 1 Ambulance to DC Faridabad, Haryana for Red Cross Society, Faridabad
- 1 Ambulance for DC, Alwar, Rajasthan

⁶ Page 18-19, Providing....Ambulance. '*CSR Initiatives Reaching out to the Needy*'. Booklet by NBCC.

CHAPTER 4: AMBULANCE VAN IN FARIDABAD, HARYANA



Figure 2 Ambulance provided by NBCC - 'on-call' 102 Emergency Van at Red Cross Society, Faridabad

4.1. About Indian Red Cross Society

The Indian Red Cross Society is a voluntary humanitarian organization having a network of over 700 branches throughout the country, providing relief in times of disasters/emergencies and promotes health & care of the vulnerable people and communities. It is a leading member of the largest independent humanitarian organization in the world, the International Red Cross & Red Crescent Movement. The movement has three main components, the International Committee of Red Cross (ICRC), 187 National Societies and International Federation of Red Cross and Red Crescent Societies. The Mission of the Indian Red Cross is to inspire, encourage and initiate at

all times all forms of humanitarian activities so that human suffering can be minimized and even prevented and thus contribute to creating more congenial climate for peace⁷.

The team visited had an in-depth interaction with Mr. D. R. Sharma, Secretary, District Red Cross Society (DRCS) in Faridabad.

4.2. Health Services by District Red Cross Society (DRCS)⁸:

- Handicapped Rehabilitation Center: To provide artificial limbs and physical and medical facility to the handicapped.
- Nasha Upchaar Kendra (Drug Addicts Treatment Center): To treat any type of Drug addicts to quit the addiction.
- Arogya Dispensaries: To provide free medical facilities to the patients of slum areas.
- Wheelchair and Tricycle: To provide wheel-chairs and tricycles to the persons whose feet are cut and hands are in working condition.
- *Ambulance Services*
- First Aid and Home Nursing Course: First Aid and Home Nursing classes are organised from the first day of every month.
- Looking after the Leprosy Patients: To distribute ration to leprosy patients.
- Working Women Hostel
- Blood Group Testing, Colour Photograph Facility, File/Form Sale Counter

4.3. Observations & Recommendations of the Research Team

In the three hospitals of the district namely B.K.Hospital, Faridabad; Civil Hospital, Ballabgarh and Palwal, Red Cross Ambulance Services are available, which provide transport facility to the patients at 'No Profit No Loss' basis. For providing this service efficiently, the DRCS, Faridabad proposed to NBCC for



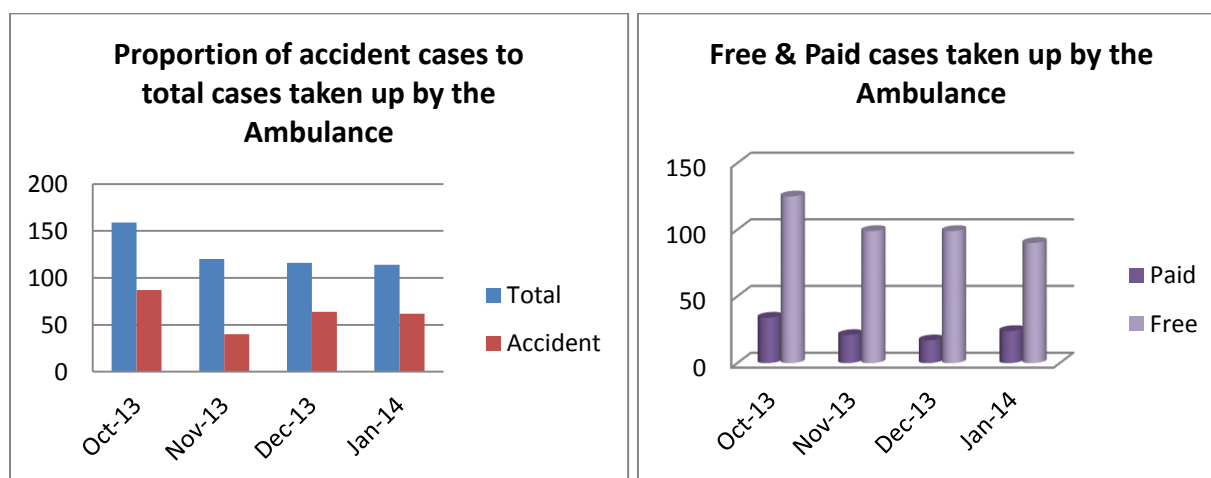
Figure 3 Interaction with Ambulance driver and DRCS official about response of the service

⁷<http://www.indianredcross.org/weare.htm>

⁸<http://faridabad.nic.in/Administration/district.htm>

providing the Ambulance Van. Thus, NBCC provided fully built-up BS-IV, Air-conditioned, Basic Life Support (BLS) Ambulances that can reach the patients in times of emergencies, beginning from October 2013.

From October, 2013 to 7th February, 2014, the total number of cases has been 534, with on an average 127 cases in the first four months as reported by DRCS officials. The data shows that the maximum cases are of accidents, more so, on the Faridabad highway and the Ambulance proves to be highly beneficial during such incidents (*See Graphs below*).



The Ambulance was observed to be well-equipped with water, lights, fans, stretcher, first aid kit, other paramedic stock as required and was also well-maintained and clean. The drivers of the ambulance van work in two shifts and the on-duty driver reported that as soon as they are notified of an incident, they reach the destination. The van has a paramedic staff present at all times and they pick up the patient with utmost care and give first aid treatment, on the way to one of the three hospitals they have a tie-up with. They also maintain a register where all the cases are noted and a record is maintained to be provided to the DRCS office.

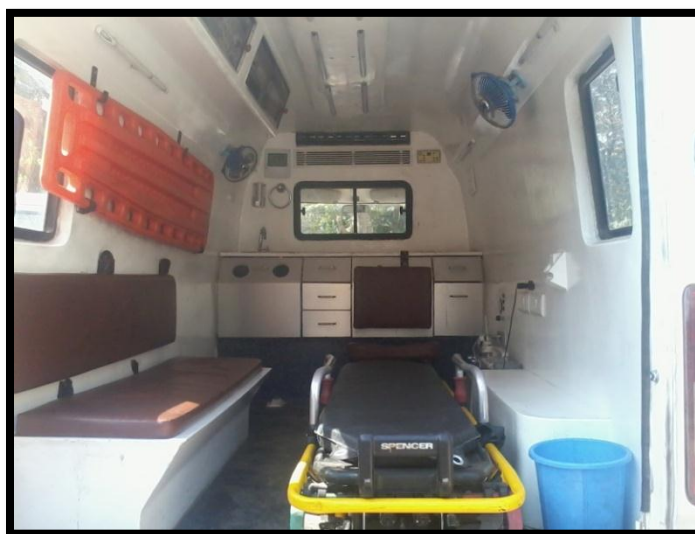


Figure 4 The fully built-up BS-IV, Air-conditioned, BLS Ambulance in Faridabad

The team observed the van to be in use and the data by DRCS shows high accessibility of the van by accident victims each month. Moreover, DRCS is found to be an able partner in implementing this service with its experience and is functioning efficiently, thereby fulfilling the purpose of NBCC in taking up this CSR activity in this particular location.

CHAPTER 5: AMBULANCE VAN IN ALWAR, RAJASTHAN

NBCC provided Fully Built-Up BS-IV, Air-conditioned, Basic Life Support (BLS) Ambulances that can reach the patients in times of emergencies on request from DC, Alwar. The vehicle was then allotted by DC, Alwar to Community Health Centre (CHC), Barrod. The van was received and inaugurated in July 2013 at the said CHC. The status of the van as on 01st May, 2014 when the NCSR Hub, TISS team visited the site was '*Non Functional*'.

5.1. Status of the Van

The reasons found on deeper probing and discussion with all concerned authorities were mainly as follows:

- It is the responsibility of Gram Panchayat, Barrod to complete the formalities as well as assign a driver and pay his salary, maintenance of vehicle, fuel etc., which has not taken place till the date of visit.
- In September, the issue communicated by Panchayat via Community Health Centre (CHC) was of the Transfer R.C. and Authority letter of donation required from NBCC as per RTO requirement, as the official said the Purchase Order should be on the name of DC, Alwar. NBCC provided the Transfer R.C. by coordinating with the supplier of the vehicle in this matter promptly.
- CHC has been found to be complying in all the aspects to make the van functional by getting insurance done, visiting RTO for registration, coordinating with Panchayat and NBCC etc.
- Even after this the registration was not done, and during the Research Team's visit it was found that now the RTO official has been replaced and the new official said that Sales Tax is not paid so they need an N.O.C. for the same as also communicated to CHC by the Sarpanch, Gram Panchyat, Barrod. However, the Research Team scrutinised all the documents and the Sales Tax has been paid at the time of purchase of the vehicle.

5.2. Observations and Findings

The team found on its visit that the CHC had got two more ambulances immediately after receiving the NBCC Ambulance Van; however these two are basic vans and not life support vehicles. One of these vans is given to CHC for transferring pregnant women for delivery from home to CHC under the Janani Suraksha Yojana and this is highly accessed 5-6 times daily as this is a free service under the Central Government welfare scheme. The third van (non-NBCC) is barely in use, at times once in three months as it is a paid service.

NBCC van is much advanced and better equipped as it is Basic Life Support vehicle with all equipments necessary to save a life in emergencies. However, due to these issues it is not in use since 10 months now. The team has observed lack of willingness on part of the Panchayat of Barrod to register the vehicle, appoint a driver, maintain the vehicle, and its records. Moreover, the need for an emergency vehicle was not found at the CHC as per the team's independent assessment of the location.

5.3. Recommendation

In view of the fact that the Panchayat has been unable to put to use this BLS van of NBCC in ten months, despite the initial urgency by the Panchayat to receive and inaugurate it; and also in view of the lack of need of the vehicle in the area of the CHC, Barrod, it is recommended to withdraw the vehicle and put it to use in a **more needy location after in-depth inquiry** based on need and willingness of the Government authorities within the needy state/ district. In all likelihood, the vehicle may start facing problems in functioning properly as being not in use and stationed at one place for a long time, as its parts like the battery life, tyres, equipment, etc. may get adversely affected. Thus, it is of utmost importance and urgency to withdraw and shift the vehicle to a location with need and willingness to use this fully-equipped emergency ambulance van regularly.

Secondly, as in the case of Faridabad, there should be **credible implementing partner/** organisation that should be involved so there is complete and productive use of the resources and fulfill NBCC's CSR objectives in a fruitful manner. Also, **stringent monitoring and follow-up** by NBCC is required to tackle these issues in a speedy manner for ownership as a CSR project.

CHAPTER 6: AMBULANCE VAN IN JAMMU

NBCC provided Fully Built-Up BS-IV, Air-conditioned, Basic Life Support (BLS) Ambulances that can reach the patients in times of emergencies to Jammu. The status of the van as on 03rd May, 2014 when the NCSR Hub, TISS team visited the site was '*Non Functional*'.

6.1. Status of the Van

The reasons found on deeper probing and discussion with all concerned authorities were mainly as follows:

- The vehicle was found to be in repair workshop of Directorate of Health, Jammu on site visit.
- The vehicle was not allotted to Directorate of Health, Jammu for 1.5-2 months as the decision was pending on the two Ambulance Vans provided by NBCC whether to keep both in Jammu or send one of them to Srinagar. After nearly two months, it was decided by DC that one vehicle will stay in Jammu and one will go to Srinagar.
- After allotment by DC, Jammu to Directorate of Health it has been with them for one month. The staff is not trained in use of the BLS and incidentally left the main switch on that is to be switched off if vehicle is going to be idle, so the department had to repair the fuse. Prior information of this switch was given by NBCC driver to Health department staff.
- When the team visited the Directorate of Health and met the Deputy Director, the Director communicated that next day the allotment will be done to the Chief Medical Officer (CMO), Jammu.

6.2. Observations and Findings

After three months of provision of the van by NBCC, it is not in use as on date of team visit. It is observed and found that after the provision of the vans by NBCC, the government authorities took a considerable amount of time in decision-making and allotment of both the vans. In the

absence of any follow-up and only on visit of the team for impact assessment, the Directorate of Health committed to expediting the process of further allotment to CMO. However, it would take further more time for the van to be actually operationalised by the CMO to the field area where its services will be required. It is further assessed that these delays in decision-making are mainly given to the fact that the service has not been preceded by any preliminary need identification of an area of implementation. Allotment to an apex government body is bound to consume time when the service is allotted without a specific needy location/ villages in focus, as the decision-making follows channels of communication and red-tapism.

6.3. Recommendation

Thus, based on the assessment and observations, it is recommended to henceforth plan projects and implement with **prior identification of villages within the needy state/ district**, after in-depth inquiry/proposals based on need. In all likelihood, the vehicle may start facing problems in functioning properly as being not in use and stationed at one place for a long time, as its parts like the battery life, tyres, equipment, etc. may get adversely affected. Thus, it is of utmost importance to implement the vehicle to a location with need and willingness to use an emergency ambulance van regularly. For this, **stringent monitoring and follow-up** by NBCC is required to tackle these issues and expedite the implementation by the government authorities in a speedy manner for ownership as a CSR project.

CHAPTER 7: AMBULANCE VAN IN SRINAGAR

NBCC provided Fully Built-Up BS-IV, Air-conditioned, Basic Life Support (BLS) Ambulances that can reach the patients in times of emergencies to Srinagar. The status of the one van as on 05th May, 2014 when the NCSR Hub, TISS team visited the site was '*Non Functional*'. But later on after the visit it was communicated over phone that ambulance has started to give its services. The documents showing the utilization of the ambulance for the needy and sick patients was also submitted by CMO, Ganderbal. The van is operating from Primary Health centre, Babanagri.

7.1. Status of the Van

The reasons found on deeper probing and discussion with all concerned authorities were mainly as follows:

- The issues for the vehicle to not be in use were similar to that of Jammu. The vehicle was not allotted to Srinagar for 1.5-2 months as the decision was pending on the two Ambulance Vans provided by NBCC whether to keep both in Jammu or send one of them to Srinagar. After nearly two months it was decided that one vehicle will be in Jammu and one in Srinagar.
- After allotment by DC to the CMO, Ganderbal it has been since 24th March, 2014 that is 41 days, more than one month.
- The reasons have been found to be that the inauguration is supposed to be done by MLA and they could not do this as from 30th March, 2014 the Election 2014 – Code of Conduct came into effect. They are awaiting the third and last phase of Elections to be completed in J&K and only then the inauguration will take place and then the Van will be implemented.

7.2. Observations and Findings

- After three months of provision of the van by NBCC, it is not in use. It is observed and found that after the provision of the vans by NBCC the government authorities took a considerable amount of time in decision-making and allotment of both the vans. It is further assessed that

these delays in decision-making are mainly given to the fact that the service has not been preceded by any preliminary need assessment/ identification of an area. Allotment to an apex government body is bound to consume time when the service is allotted without a specific needy location in focus, as the decision-making follows channels of communication and red-tapism. The BMO and CMO of Ganderbal showed willingness to use the vehicle as it is highly advanced and they have only basic ambulances in every PHC. They lose many-lives in emergencies in the absence of a Basic Life Support (BLS) ambulance and time consumed to reach hospitals. They have basic ambulances with only stretcher, first-aid and oxygen in every PHC. Currently, they have 44 basic vans for the whole district. This is the first-of-its-kind vehicle that they have now, and are eager to put it to use. They have trained staff and also expressed need for atleast one or two more such specialized BLS vehicles for their department.

7.3. Recommendation

Thus, based on the assessment and observations, it is recommended to henceforth plan projects and implement with **prior identification of villages within the needy state/ district**, after in-depth inquiry/ proposals based on need. In all likelihood, the vehicle may start facing problems in functioning properly as being not in use and stationed at one place for a long time, as its parts like the battery life, tyres, equipment, etc. may get adversely affected. Thus, it is of utmost importance to implement the vehicle to a location with need and willingness to use an emergency ambulance van regularly. For this, **stringent monitoring and follow-up** by NBCC is required to tackle these issues and expedite the implementation by the government authorities in a speedy manner for ownership as a CSR project.

Additionally, it was found that NBCC is undertaking a major 1000-crore project of construction of Central University in Ganderbal. In view of this fact, the company can conduct an in-depth Needs Assessment/ Baseline Survey in the region with indicators of healthcare, livelihood, education, skill development and other areas of community development in focus. This will help the company to take up dedicated CSR projects in alignment with their vision and mission. Going forward, this will prove to be a sustainable long-term activity.

CHAPTER 8: AMBULANCE VAN IN SRINAGAR (Kangan)

NBCC provided Fully Built-Up BS-IV, Air-conditioned, Basic Life Support (BLS) Ambulances that can reach the patients in times of emergencies to Srinagar. The status of the one van as on 24th November, 2014 when the NCSR Hub, TISS team visited the site was '*Functional*'.

8.1. Status of the Van

The reasons found on deeper probing and discussion with all concerned authorities were mainly as follows:

- The ambulance was provided by NBCC to the Deputy Commissioner Ganderbal J&K and then Deputy Commissioner Ganderbal handed over Ambulance to CMO and then CMO handed over ambulance to Sub District Hospital/Trauma Hospital Kangan.
- The registration of the vehicle is pending because the time it was handed over to sub district hospital Kangan, only after some time floods hit Kashmir valley and followed by Muharram Processions(Holy month for Muslims) the ambulance got engaged with these processions and providing an immediate treatment to the injured persons in these processions.



Figure 5: Interaction with ambulance driver, Kashmir (Kangan)

8.2. Observations and Findings

- The ambulance started providing its services from 25th of May 2014. Initially the services which the ambulance provided were of referral services when it started functioning and this continued upto 8th of September 2014. But now, the ambulance provides services for both referral and drop back services i.e., dropping patients back to their villages.

- The referral services include referring patients to the main hospitals in Srinagar District like SMHS, SKIMS, LD, B&J hospitals. The ambulance provides transport facility to the patients in times of emergencies and on an average, everyday one drop back patient and one referral patient avails benefits from this service.
- The ambulance service proves to be highly beneficial for the patients. Pregnant women under Janani Suraksha Yojana (JSY) avail the benefits of this vehicle free of cost while as other patients have to pay to avail its services.
- The ambulance runs round the clock 24#7 and the driver gets one day as a holiday every week. The ambulance has a very vast catchment area and approximately it is about 70-80kms.
- The ambulance provided by NBCC was observed to be well equipped with water facility, lights and fans, stretcher, first aid kit, other paramedic stock as required and was also well maintained and clean. Log book was also found to be properly maintained.
- The research team observed that the ambulance is in use and is working efficiently. The van is fulfilling the purpose of NBCC in taking up this as CSR activity in this location.



Figure 6: Fully equipped ambulance, Kangan

8.3. Recommendation

- A stringent monitoring and follow up by NBCC is required. It was found that none of the NBCC officials had so far visited hospital for any follow up of the ambulance.
- An emergency toll free number may be associated with this ambulance so that it is utilized properly. Also mass and publicity for the same must be done so that people in the catchment area of this vehicle will get awareness about this ambulance and its services.

CHAPTER 8: CONCLUDING REMARKS

The CSR project of Basic Life Support vans was approved with the locations (State/ districts) being needy in special cases like Jammu & Kashmir. The vehicle is an advanced one fully-equipped to save a life in emergencies. The Impact Assessment study and Project objectives were met only in the case of Faridabad location where the van was in fully functional, in use and achieving NBCC's CSR and developmental goals. In other locations there is a need to look into the following considerations:

Monitoring of the Project: It is recommended that local NBCC officials and CSR team conduct a continuous follow-up with the respective government bodies in order to bring in a sense of urgency and seriousness to immediately implement the vans to a needy location. Even after implementation, stringent monitoring should be made so the services are implemented in a regular and proper manner. This will help to course correct, withdraw and re-allot the services/ intervene to implement and also bring in ownership of the CSR activity.

Identification of location based on needs prior to implementation: It is recommended to, henceforth, implement projects after receiving identification and justification of the exact location/ villages from the apex/ local government offices in the project proposals. The company also needs to further engage with the concerned local government officials prior to implementation to understand grassroot-level needs, willingness and cooperation, and finally discussion and formal communication with district and state-level authorities. After this is practiced, the allotment of the vehicle/ project should take place to ensure speedy implementation of the services directly to the intended villages/ cities. The need can be communicated by the local authorities through proposals on the basis of the data available for all these highly sensitive areas.

Following is the suggested framework to ensure sustainable CSR interventions:

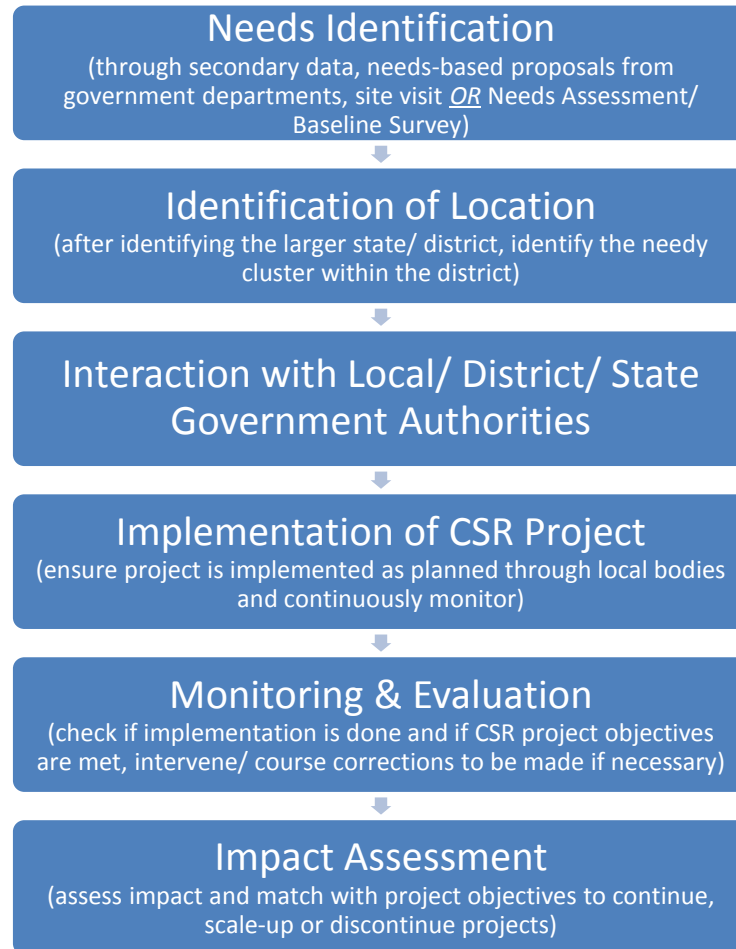


Figure 7 Framework for sustainable CSR interventions