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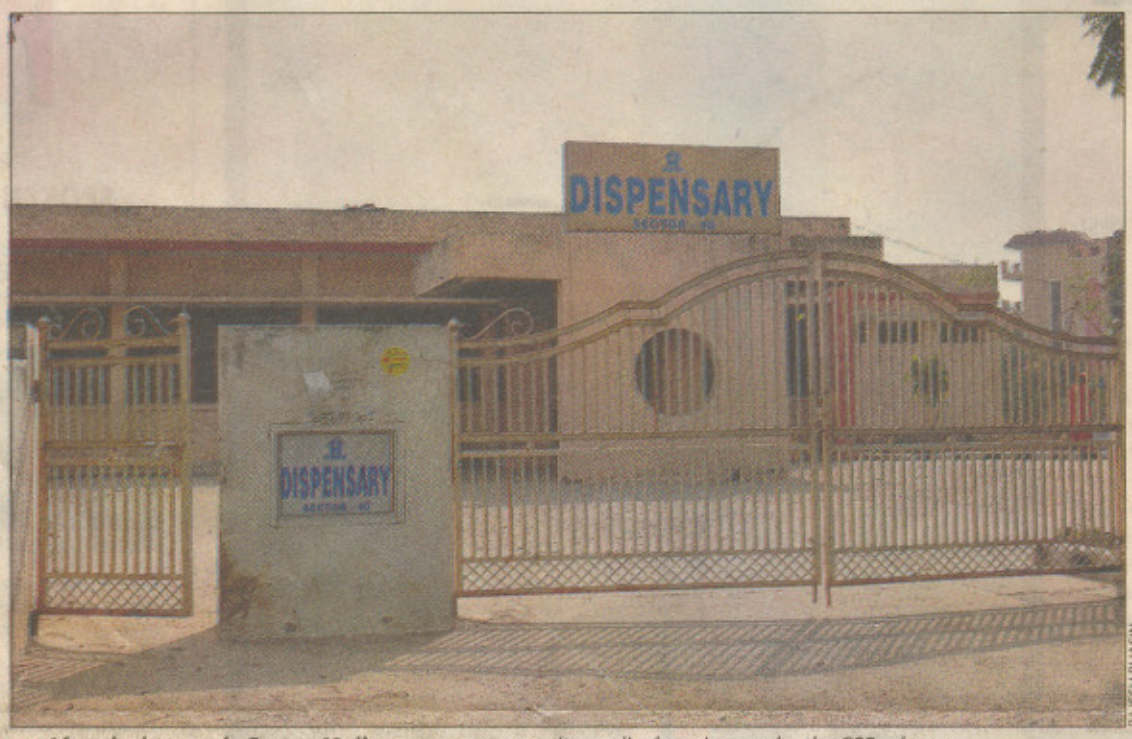
PUBLIC-PRIVATE-PARTNERSHIP

Hand-in-hand, now they stand

THE DISTRICT FAMILY AND HEALTH WELFARE SOCIETY GAVE RESPONSIBILITY OF EIGHT DISPENSARIES TO CORPORATE HOUSES AS PART OF THEIR CORPORATE SOCIAL RESPONSIBILITY



RAJESH BHASIN

>> **After the long wait, Sector 40 dispensary now** *awaits medical services under the CSR scheme*

Rakesh Malik *Gurgaon*

The Public-Private-Partnership model is gaining momentum in Haryana, especially in Gurgaon District where the state government has allotted eight dispensaries to the corporate houses and other private organisations to run them as part of their corporate social responsibility.

The dispensaries were constructed by the Haryana Urban Development Authority and handed over to the Health Department almost four years back after which they were abandoned for various reasons including shortage of staff and inadequate amenities in the Health Department. As a result, a large number of residents were deprived of health facilities.

When the pressure mounted, the state government decided to give one such dispensary located at Sector 45 to a leading liquor brand and invited it to run the dispensary on public-private partnership basis.

The experiment proved successful, thus encouraging the state government to allot eight other abandoned dispensaries to corporate houses and other organisations. They invited applications for the same through welfare societies and after scrutiny of applications and interviews by a committee constituted for the purpose, private corporate houses were chosen to manage and run the dispensaries.

According to the government sources, Sector 49 dispensary would be managed by Global Cancer Concern India and the dispensaries at Sector 54 and 39 would be run by a leading real estate company on PPP basis. The Palam Vihar dispensary would be run by National Thalasemia Welfare Society, while the Sector 57 dispensary will be looked after by Ch Vedram Charitable Trust. The dispensary at Sector 40 would be managed by Chikitsa Society and the dispensaries at Sector 55 and 43 would be managed by leading BPO.

The District Family and Health Welfare Society has asked these corporate houses to focus on preventive aspects of diseases and to promote maternal and child health care. These corporate houses would provide best health services to all sections of society and will take a token amount for these services. Health services provided at the dispensaries would include consultancy, treatment and will also have provision of free medicines. The costly diagnostic tests would also be carried out free of cost. The dispensaries would also have mobile vans which will go to villages to provide free treatment.

A Memorandum of Understanding has also been signed between the District Family and Health Welfare Society and the respective corporate houses to provide quality services to the poor.

The corporate houses have also been asked to concentrate on safe motherhood by conducting institutional deliveries and promoting antenatal care besides post natal care. The chairman of the District Family and Health Welfare Society and DC Rakesh Gupta opines that if the mother-child health is taken care of, 70 percent of the population would be covered in a short term.

The PPP model is acceptable and successful at the district level, the welfare society plans to give community health centres and primary health centres also to the corporate houses in the rural and urbanized villages as well and are expected to be a hit.