

HEALTH LAW AND CORPORATES: FLOURISHING TREND OF CSR IN INDIA

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ABSTRACT

Health is an issue of global importance. Governments around the globe, are trying their best to provide maximum health facilities for their country's population. But, the efforts of governments are not sufficient. They need external help from big organisations. Thus, the concept of Corporate Social Responsibility(CSR) is introduced so that companies or business entities are able to contribute in development of society. In today's era where development is at its peak, it is very important that the corporates understand their social responsibilities towards the society and contribute their share. This research paper aims to investigate how the Corporate Social Responsibility (CSR) can help in assisting and flourishing the health facilities all around the country. It is very important to promote the concept of CSR with view of promoting health care. With increasing trend of Corporate entities and their inclination towards philanthropy the helping hand of Corporates for promoting health care sector can go long way in flourishing health care industry of India and also helping the people in need.

Key Words: *Corporate Social Responsibility, Health care, Government, Corporate entities, Public welfare etc.*

1. INTRODUCTION

With development of recent technologies, globalisation, etc. have brought humongous changes in people's lifestyle. These developments have mostly contributed in making life comfortable but it had also increased health risks owing to unhealthy lifestyle. Today, India is ailing in health care department. Owing to factors such as lack of proper facilities, poverty, corruption, negligence of doctors and hospitals etc., had resulted in further more deterioration of this sector. Thus, it is imperative to not dwell on dreams and take necessary steps for, both, improving the health care facilities and taking proper measures so that even poor and needy people may be able to get benefit of these health facilities. The governments around the globe have taken many initiatives for eliminating this problem. One such initiative, taken by the Government of India is, The National Health Policy, 2017. This policy had tried to elevate these problems by introducing many solutions such as increasing total percentage of spending of GDP in health care department.

India, has signed many conventions such as UNHRC, ILO, etc. and had also introduced many policies like National Health Care Policy, 2017 with aim of improving health care facilities in our country. Similarly, associations like World Business Council for Sustainable Development (WBCSD) have also worked alongside the various governments of the world with aim of dealing exclusively with business and sustainable development. However, this is not sufficient and there is dire need to take more effective steps if we want to improve the continuous deteriorating condition of health care facilities in our country. One way of achieving this is by making corporations and other business entities realise how they can co-operate in promoting welfare of human beings, whether alongside the government or by working independently without any help from the government. This is where the concept of Corporate Social Responsibility or CSR comes in play. The concept of CSR can be defined as different types of actions, taken voluntarily by corporates, with positive intention to contribute in welfare of the society. It is corporate's contribution for sustainable development of society. The concept of CSR is fairly young. The concept of CSR is so engaging that people around the globe is embracing it gladly and many corporates are eager to contribute their share in sustainable development of world.

The main challenge behind implementing concept of Corporate Social Responsibility(CSR) is to;

1. find ways to ensure the welfare of the general people and
2. to promote proper distribution of health care facilities.

This can be done only if the corporates prioritise and improve their contribution in health care rather than indulging in profit making.

2. CORPORATE SOCIAL RESPONSIBILITY

2.1 History

The concept of CSR is very old, however, extensive study on the subject is done during last four decades of the 20th century. Later in 1960s the notion of CSR was widely spread to such extent that many studies were made on the CSR with primary motive of including it in mainstream corporate line. At first it was only presumed that businesses had social responsibility and they must fulfil them for better business prospective. At first it was planned that the employees must be given accommodation and other primary facilities. At first this concept included only environmental responsibilities of Corporations but now it also includes things such as health care, conservation of human rights, contributing in other primary facilities etc.

In other words, CSR can be related to philanthropy, it talks about the contribution of corporates for the welfare of society along with completing their own benefits. However, this must be kept in mind that corporates can only fulfil this aim only if the corporate management seriously practises it.

Now-a-days, CSR is used as a profitable business strategy and companies create their own core business plans and strategies around it. This implies that CSR has become a basic part of Corporate's management. Thus, now the concept of CSR is widely followed and it is seen as a way of improving both the society and company's business practises, which in turn made it a crucial part of today's business era.

2.2 What is CSR?

Corporate Social Responsibility, hereinafter referred as CSR, revolves around the concept of Philanthropy. It aims to the contribution of the corporates towards the society along with completing their regular goals of profit making and increasing their business.

It is well understood that Ethical Behaviour and Social Responsibility are very important for proper functioning of Corporate Entities. When we talk about Ethical Behaviour it refers to the moral duties of corporates, while Social Responsibility means that a Corporate must work for completing its fundamental responsibilities such as increasing profits but it must also work for completing important objectives like benefiting society. Thus, it can be concluded that Corporates must work simultaneously for its own benefit and along with benefiting society.

Thus, the concept of CSR revolves around Social Responsibility and Ethical Behaviour of the Corporates. It demands that the corporates must act ethically and work responsibly. They must simultaneously work for strengthening financially and then work for the benefit of their employees and society as a whole.

In today's era the number of corporates who are actually working towards socially responsible behaviour is increasing. By this we can understand that people are becoming aware of their ethical and social responsibilities. If each and every person try and embrace such conduct, then it will not only help in developing the society but will also contribute towards making a positive image of the corporate world in our society.

At first, CSR was primarily concerned with environmental protection at first but now the ambit is increased to include other sensitive subjects such as health care sector, social responsibility etc.

Thus, it can be concluded that by following the concept of CSR the corporates must not only work for accomplishing its legal and economic burdens but it must also contribute for the benefit of the society. Thus, we can conclude that CSR is defined as a business approach that generates long-term shareholder value by taking up opportunities and managing risks originating from socially responsible decisions.¹

The concept of CSR demands that organisations must work ethically and for the benefit of society. It is very important that these corporates remember their social responsibility and social ethics. Social responsibility means that the corporates work hard for increasing the benefit of their stakeholders and at the same time they also work for the interest of society as whole. The concept of CSR is mostly used in non-health corporate fields but now its high time to expand the ambit of CSR to Health care organisations. It is often considered as the social responsibility of the corporate organisations to uphold social values. Organisations also have realised the benefit of investing in social welfare and development of society. Now, their proper focus is shifted towards growth of health care facilities. It can be seen in that the rising cost of important medicines is because of the Pharmaceutical companies. These companies are mostly indulged in profit making

¹ Kashyap, Rajiv & Mir, Raza & Mir, Ali. (2011). Corporate Social Responsibility: A Call for Multidisciplinary Inquiry. *Journal of Business & Economics Research*. 2. 51-58.

rather than benefiting society. Thus, it is important that these companies realise their social responsibilities and work towards the benefit of the society.

Various theories support the concept of CSR by saying that the decisions of successful Corporates also influence more persons than mere stakeholders. This perspective believes that the duty of a manager goes beyond making wealth; it also includes guarding the welfare of the environment, the community, and society as a whole in which the organization operates.² Similarly, Carroll suggested a Pyramid of Corporate Responsibilities that had economic duties at the bottom of the pyramid, then legal responsibilities, then moral responsibilities, which meant doing what is right, just, and fair, and avoiding or minimizing harm to stakeholders, and finally, on the peak, philanthropic responsibilities, which refers to contributing to refining the quality of life in a community.³

2.3 CSR & Health

During olden times the concept of CSR mostly deals with the social responsibility of Corporates towards sustainable environment but today its ambit is increased to include other sensitive sectors such as poverty related health challenges. Now the society has higher expectations from various organisations because of increasing burden of social and economic problems. It is expected that corporates become responsible towards everyone. These expectations are high and, thus, it is high time that corporates realise their duties and work hard for completing their responsibility towards whole society. This can be done only if the corporates work in such way that they satisfy their stakeholders and also complete their responsibility towards society and future generations.

It is the responsibility of the corporates who have sufficient resources to complete their responsibility of benefiting the society. They must try to analyse their position and simultaneously work for the benefit of the society as well as profiting their business. They must work out a realistic approach for completing their responsibility while promoting the economy.

It must be understood that various problems faced globally are related to Social, Health and environmental hazards. All of them are intermingled with each other and it is the ethical responsibility of each and every person and organisation to complete these responsibilities. It is seen that the pharmaceutical Companies are mainly responsible for high prices of many life-saving medicines as they are adamant on generating profit rather than benefiting the society. Thus, it is their responsibility that they benefit society rather than practising such unfair practises. Every health care organisations and pharmaceutical companies must understand that they have particular objectives and some very important duties towards the society. They must consider these duties along with managing the interests of their stakeholder. Through this tactic, the business enterprise or organization will have a practical and defined social responsibility that is based on corporate values, resources, technical know-how, and enlightened leadership.⁴

3. POSITION OF HEALTH CARE SERVICES IN INDIA

In India, the health care system is ailing. The situation is far worse than in rural areas as compared to urban areas. As per the World Health Organisation's Regional office for South East Asia's 2017 Health SDG Profile: India, the total health care expenditure as a share of GDP is 4.7% only, which is, though almost equal in the South East Asia Region, while if we compare it globally then India stands in far lower position. Similarly, around 5.5% of the GDP is being invested in 2015 in infrastructure sector as per Asian Development Bank's Report – "Meeting Asia's Infrastructure needs", while around 53.4% is spent on Roads and 20.1% on urban development⁵ which is far less than the percentage of money spent on Health care. This tells us how much crucial the current situation is and how much we need to focus, as a country, in improving the ailing health care in India.

New data from the National Health Accounts (NHA) published by the Union health ministry reveals that medicines are the biggest financial burden on Indian households. Of more than three lakh crore rupees that households spent on health

² Collins, S. K., "Corporate Social Responsibility and the Future Health Care Manager,"

³ Lee, M., J., Kohler., "Benchmarking and Transparency: Incentives for the Pharmaceutical Industry's Corporate Social Responsibility," 641.

⁴ Leisinger, Klaus M., "The Corporate Social Responsibility of the Pharmaceutical Industry: Idealism Without Illusion and Realism Without Resignation."

⁵ Sigamani Panneer, Shradha Mathur, Corporate Social Responsibility in Healthcare Service Delivery in India - A Review, Journal of Economic & Social Development, Vol. - XII, No. 1, June 2016 , 109 (July 3, 2018, 10.54 PM)

in 2014-15, around 42% of the total out-of-pocket spending (OOP) went in buying medicines. In private hospitals, households spent around 28% of the OOP spending.⁶

With aim to solve this problem, the Government of India had also introduced the National Health Policy, 2017 for achieving highest level of health care for the country, by following an approach of preventing and promoting of health care in their developmental policies and to provide health care facilities for every person without any financial discrimination. Total government spending on health care in India was 1.5% of the total GDP but the National Health policy aims to increase it to 2.5% of the GDP by 2025, while it had been made mandatory for the Corporations to spend around 2.5% of their total spending for supporting health care systems. In India, around 2.4% of total Budget was held in 2017-18 but it is decreased to 2.1 this year, while the aim which is set up is to raise this percent to 2.5% of total GDP by 2025. Following table shows us the estimated spending done under the NDA Government during past four years and an estimate is calculated for the year 2018-19.

Table 1 : Health spending under NDA government⁷

Year	Ministry of Health & Family Welfare Budget (In Rs. crore)	Total Central Budget (In Rs. crore)	Share of total Central Budget (In percent)
2014 - 15	33121.42	1794891.96	1.8
2015-16	30626.39	1777477.04	1.7
2016-17	37671.3	1978060.45	1.9
2017-18*	51550.85	2146734.78	2.4
2018 - 19**	52800	2442213.3	2.1

*Revised estimate, **Budget estimate

By this we can assume that the government has increased its funding significantly in year 2017-18 but then they decreased it in year 2018-19. Thus, the government must try to complete its goal of achieving 2.5% investment by the year 2025. Another problem which is faced by the health care industry is that health facilities in rural areas is in far worse condition that in urban areas.

The data published by the Union Health Ministry under National Health Accounts (NHA) tells us that the biggest financial issue faced by Indian families are medicines.

Table 2 shows us about how much money is spent as Out of Pocket Spending (OOP) by a regular Indian Household. Out of Pocket Spending or OOP spending is the money which an individual person spends from his own pocket, rather than by the money covered by insurance etc. the total number of OOP Spending is around 62.6% of total money spent in India on health sector as per NHA Data.

According to the data, 42% of OOP spending is done on buying medicines. Money spent in Private Hospitals is 28.50%, while, comparatively money spent in Government hospitals is far less, i.e.; of 7.42% only.

⁶ Alison Saldanha, Prachi Salve & Vipul Vivek, [Budget 2018: Health, education, sanitation allocation appears to be most in 3 years but it isn't](https://www.firstpost.com/business/budget-2018-health-education-sanitation-allocation-appears-to-be-most-in-3-years-but-it-isnt-4332137.html), Firstpost, June 30, 2018, 4.30 PM, <https://www.firstpost.com/business/budget-2018-health-education-sanitation-allocation-appears-to-be-most-in-3-years-but-it-isnt-4332137.html>

⁷ Alison Saldanha, Prachi Salve & Vipul Vivek, [Budget 2018: Health, education, sanitation allocation appears to be most in 3 years but it isn't](https://www.firstpost.com/business/budget-2018-health-education-sanitation-allocation-appears-to-be-most-in-3-years-but-it-isnt-4332137.html), Firstpost June 30, 2018, 4.30 PM, <https://www.firstpost.com/business/budget-2018-health-education-sanitation-allocation-appears-to-be-most-in-3-years-but-it-isnt-4332137.html>

Table 2 : How much India spends on health care⁸

S.No.	SECTORS	% OF SPENDING	HOUSEHOLD OOP SPENDING (RS CRORES)
1.	Pharmacies	43%	130,451
2.	General hospitals – private	28.50%	86,186
3.	General hospitals - Government	7.42%	22,429
4.	Medical and diagnostic laboratories	6.81%	20,610
5.	Providers of patient transportation and emergency rescue	6.26%	18,934
6.	Offices of general medical practitioners	5.21%	15,760
7.	Providers of preventive care	1.40%	4,225
8.	All Other ambulatory centres	0.54%	1,645
9.	Other health care providers not elsewhere classified	0.40%	1,210
10.	Retail sellers and Other suppliers of durable medical goods and medical appliances	0.18%	559
11.	Other health care practitioners	0.14%	412

It can be easily concluded that high percentage of OOP spending puts unnecessary financial burden on households. It is also one reason why people tend to ignore their health issues, that too, to the extent when it is unbearable to for suffer them from their health condition. One study claims that India has highest percentage of OOP Spending on health care around the world. this does nothing but increases the financial burden of families, which in turn leads to overall underdevelopment of the family.

The government must try to reduce this spending by making people aware of the benefits of insurances and mediclaims. Similarly, a list of free medicines and important diagnosis must also be provided to general public for free. Government's aim of introducing Generic Drugs, which are cheaper and can contribute in decreasing cost of money spent on health by general household.

4. CSR INITIATIVES BY CORPORATES IN INDIA

Indian health care sector needs a number of improvements. It needs proper financial help along with technological advancements. The government of India has taken a number of initiatives for improving the health care industry and services of the country. However, it is not only government's duty to do everything for benefit of the society. In this very aspect, the corporates can intervene and help the government in achieving idle health care industry in India. The CSR is one such concept which says that it is the social responsibility of the Corporates to contribute for the social benefit. CSR can play an important role in this sector by funding them and providing other such important needs. This will also help them by creating a positive public image of the Corporates and by increasing more and more investors to invest in these corporations.

⁸ Samarth Bansal, [How India spends on health](https://www.hindustantimes.com/india-news/how-india-spends-on-health/story.html), Hindustan times, July 2, 2018, 7.10 PM, <https://www.hindustantimes.com/india-news/how-india-spends-on-health/story.html>

There are a number of challenges which are face by health care industry which cannot be fulfilled by general public. Issues such as stringent regulatory compliance, intense labour shortages in nursing, increased and costly technological advancements, implementation of international quality standards and substantial community dependence make this industry one of the most operationally difficult.⁹ Thus, they have to work harder for gaining public trust.

The healthcare industry stands on four pillars – Services and staffing (health services), Pharmaceuticals, Health Financials and Devices.¹⁰

Hospitals have working staff such as doctors, nurses and other medical staff, their main aim is to become a single place where one can get all medical care and help for their better health. Then comes Pharmaceutical Companies, which provide medicines and other drugs which are beneficial for ailing people. Insurances such as Mediclaim which gives financial support to needed patients and cover all their expensive medical treatments. Then finally comes Devices, they are mechanical technologies which help in both diagnosing and treatments of various maladies faced by humans.

This industry plays a vital role in improving the health are of people. Therefore, it is very important that they work for the benefit of society and betterment of all humans, rich and poor alike, and not only to make money. As, this industry is solely committed to benefiting the society, every person has a number of expectations from them.

Leading pharmaceutical companies in Indian healthcare industry such as Ranbaxy Laboratories Limited, GlaxoSmithKline Pharmaceuticals Limited, Cipla Limited and Novartis India Limited have their individual service providers who cater to the diverse and specific needs of the beneficiaries by covering critically relevant areas of services, donations and accountability.¹¹

Following, Table 3 reveals CSR initiatives undertaken by pharmaceutical companies in the Indian health industry. Ranbaxy has collaborated with Daiichi Sankyo to save rural population in Devas, a district in Madhya Pradesh, to reduce child mortality, introduce improvements in the level of maternal health, fight against HIV-AIDS and reduce malaria incidence including several others¹²

Table 3- CSR initiatives undertaken by pharmaceutical companies in the Indian health industry.¹³

Name of funding organization	Name of service providers	Nature of services covered	Beneficiaries
Ranbaxy Laboratories Limited	India Daiichi Sankyo Maternal health,	HIVAIDS, malaria	Mothers, children and infected patients
GlaxoSmithKline Pharmaceuticals Limited	Niramaya Health Foundation	Financial support, medicines and equipment to service providers	Health services and health education to ragpickers, particularly children and poor families who work in dumping grounds
	ISKCON Food Relief Foundation	Mid-day meal program	Nutritive meals for school students

⁹ Sherif Zaki Tehemar, Corporate Social Responsibility in Healthcare, health works collective, June 30, 2018, 5.17 PM, <https://www.healthworkscollective.com/corporate-social-responsibility-healthcare-sectors/>

¹⁰ N. Rana & U. Majmudar, CSR: What the healthcare industry should really focus on, the economic times, (June 30, 2018, 3.45 pm) <https://blogs.economictimes.indiatimes.com/ResponsibleFuture/csr-what-the-healthcare-industry-should-really-focus-on/>

¹¹ Sigamani Panneer, Shradha Mathur, Corporate Social Responsibility in Healthcare Service Delivery in India - A Review, Journal of Economic & Social Development, Vol. - XII, No. 1, 111, July 2, 2018, 7.15 PM

¹² Sigamani Panneer, Shradha Mathur, Corporate Social Responsibility in Healthcare Service Delivery in India - A Review, Journal of Economic & Social Development, Vol. - XII, No. 1, 111 (July 2, 2018, 7.16 PM)

¹³ Sigamani Panneer, Shradha Mathur, Corporate Social Responsibility in Healthcare Service Delivery in India - A Review, Journal of Economic & Social Development, Vol. - XII, No. 1, 112 (July 2, 2018, 7.32 PM)

Cipla Limited	Cipla Palliative Care and Training Centre, Pune	Health, education, social equality, rural development	Cancer patients
Novartis India Limited	Novartis Comprehensive Leprosy Care Association Novartis Institutes for BioMedical Research (NIBR) and Novartis Pharmaceuticals Development	Health: Eradication of diseases including malaria and leprosy Environment: Ensuring environmental protection, control over harmful emissions, and judicious use of energy Conducts research on the lesser known and attended diseases	Disability prevention, correction, care and rehabilitation Slum children, women students Source: Developed from Sun Pharma CSR; GlaxoSmithKline Pharmaceuticals Limited, CSR

Many pharmaceutical companies, by following principles of CSR, works in different parts of India. Innovation, awareness creation, psycho-social education and community empowerment, the objectives of CSR activities are distinct and action oriented.¹⁴ For achieving the Millennium Development Goals (MDGs), these leading Pharmaceutical Companies have targeted to reduce communicable and non-communicable diseases. In addition to this, all the pharmaceutical companies also aim to improve their overall image and position in India.

5. TOP CSR INITIATIVES IN INDIA

Recent 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.¹⁵ It has been long since the corporates have understood that it would be beneficial for them on even economic stance if they work for benefit of the society. However, the main issue over their initiatives is that they are location or class centric and generally focus on expenses are done over building hospital infrastructure and conducting health camps only while important initiatives such as running and setting up hospital are being ignored. Thus, it is of utmost importance that they divert their help over other issues which are of graver importance than mere providing infrastructure.

Many organisations are taking initiatives for contributing in development of Health care facilities in India. There are thousands of companies working in India which have good potential to spend money over philanthropic areas such as development of health care. Even their small contributions may help in development of the health care sector up to a great extent. There are a number of initiatives in health sector by the corporates which are still at large. Generally, the initiatives taken by the corporates are location-centric and are supposed to benefit a particular area or a particular class of people. At initial stage they work only for betterment of a particular class of people and then slowly expand their area if they area are successful in achieving their goals. These initiatives are, though, appear smaller but if we look at hindsight then they tend to help both the Government and general people.

¹⁴ Sigamani Panneer, Shradha Mathur, Corporate Social Responsibility in Healthcare Service Delivery in India - A Review, Journal of Economic & Social Development, Vol. - XII, No., 112 July 2, 2018, 7.54 PM

¹⁵ N. Rana & U. Majmudar, How CSR can help improve health care, the economic times, July 2, 2018, 8.40 pm, <https://blogs.economicstimes.indiatimes.com/ResponsibleFuture/how-csr-can-help-improve-healthcare/>

S. No.	Project By	Project details	Implemented by	Amount spent	Location	Impact
1.	Reliance Foundation	Rebuilding of Hurkisonadas Hospital	Reliance Foundation	Rs. 248.02	South Mumbai, Maharashtra	
2.	Coal India Limited	Establishment of Premashraya	Tata Medical Center	Rs. 24.11 Cr.	Kolkata, West Bengal	The Premasraya provides a clean and hygienic place for patients who cannot travel long distance for their treatment and thus helping in their treatments.
3.	Torrent Pharma	REACH healthcare programme	Tornascent Care Institute	Rs. 15.00 Cr	Gujarat	Paediatric program with Aim to REach EAch CHild. Around 1300+ children are examined in 6 years
4.	Cadila Healthcare Ltd.	Serving underprivileged cancer patients	Gujrat Cancer Society	Rs. 14.45 Cr.	Ahmadabad, Gujarat	Served a no. of no. of needy citizens. Treatment available at low prices.
5.	RB Infrastructure Developer	construction of multi-facility hospital	Ashoka Institute of Medical Sciences & Research	Rs. 5.00 Cr.	Nasik, Maharashtra	Providing basic health care facilities to underpriveleged

Table 4 : List of Top CSR Initiatives still working in India

Table no. 4 shows us a list of top 10 CSR health care initiatives which are taken in India.

Details are as follows;

1. Reliance industries limited

- **Project** – Rebuilding Hurkisonadas Hospital
- **Implemented by** – Reliance Foundation
- **Financial aid of:** Rs. 248.02 Cr
- **Location:** South Mumbai, Maharashtra
- **Details** – the Hurkisonadas Hospital was rebuilt by the reliance industries to provide quality health care services to underprivileged people. It is a modern state-of-the-art hospital and includes all necessary medical equipment, 345 beds, and other special units like neuro sciences, orthopaedics, women health wing, children health wing etc.
- **Impact** – the main principle behind this hospital is to provide same treatment of all classes of people without any discrimination. Similarly, high quality treatments are given at free of costs and with concessions.

2. Coal India limited

- **Project Details:** supporting establishment of Premashraya, for families and patients under treatment of TMC
- **Implemented by:** Tata Medical Centre
- **Financial Aid of:** 24.11 Cr
- **Location:** Kolkata, West Bengal

- **Details:** The Coal India Ltd. Has spent around 24.11 crore rupees for providing shelter to patients who are taking treatment in Tata Memorial Center (TMC) and also to their families. The Premashrta consists of around 525 beds for all those underprivileged people who are not able to continue their treatment because of lack of financial and residential facilities. This center is very close to the TMC campus and contains various facilities such as pharmacy, cafeteria, library, ATM, Rest room, Prayer Room, Ambulances etc.
- **Impact:** This facility helps those patients who are not able to travel to long distances for their treatment. It also helps them to be with their families comfortably and in a clean hygienic place.

3. Torrent Pharma

- **Project Details:** REACH healthcare programme
- **Implemented by:** Tornascent Care Institute
- **Financial Aid of:** INR 15.00 Cr
- **Location:** Gujarat
- **Details:** torrent Pharmaceuticals Ltd. have started a new healthcare program called as REACH – Reach EACh CHild. It is a Paediatric program which was started as a Pilot Project under name of SHAISHAV in four villages under the company's boundaries. More than 1300 children were medically examined in 6 years. Medical Help is provided to Malnourished and anaemic children. Special support is also provided by the company to these children on regular basis.
- **Impact:** The aim of this program is to REACH and positively change the life of 25,000 plus children across rural India. It has already achieved so much in past years.

4. Cadila Healthcare Ltd.

- **Project Details:** serving underprivileged cancer patients.
- **Implemented by:** Gujarat Cancer Society
- **Financial Aid of:** Rs. 14.45 Cr
- **Location:** Ahmadabad, Gujarat,
- **Details:** the company has contributed in providing care and treatment towards cancer treatment to less privileged and financially unstable patients. They made various other contributions such as;
 - a) Creating and renovating infrastructure,
 - b) Contribution in development of,
 - c) Concession to poor and underprivileged patients,
 - d) Subsidy on food,
 - e) Enabling purchasing of medical equipment, medicines. etc. at reasonable rate,
 - f) Reducing consultation fees etc.
- **Impact:** This hospital has served many needy citizens. Treatment is available at affordable rates.

5. IRB Infrastructure Developers

- **Project Details:** construction of multi-facility hospital
- **Implemented by:** Ashoka Institute of Medical Sciences & Research,
- **Financial aid of:** Rs. 5.00 Cr
- **Location:** Nasik, Maharashtra
- **Details:** the IRB Infrastructure Developers have contributed a lot at hospitals and provided both primary and advanced level health care facilities to people. Along with AIMSAR, the IRB had constructed separate hospitals for departments like neurology, cardiac. Orthopaedics etc.
- **Estimated Impact:** the main aim of this hospital is to complete basic health care facilities to unprivileged people.

6. HOW CORPORATES CAN CONTRIBUTE MORE

At primary level corporates are contributing a lot in development of whole health care system. But still not everyone is getting benefits from it. Certain steps maybe taken for more productive and beneficial approach. Some of them are;

1. Improvement of primary care – It is needed that the more focus must be put on primary care. The main aim behind this must be that people can get cheap but efficient health care services. This can be done by training local youths about basic simple treatments for common ailments. They must be taught how to diagnose initial symptoms of serious diseases. Similarly, pharmacies be taught about common ailments and their treatments. Basic diagnostic facilities such as BP, pulse, sugar testing etc.

2. Bringing doctors in rural areas – Many companies have already set up hospitals in areas near their factories and plants. They have better resources than the ones which the government provides in rural area's government hospitals. However, the only issue faced by the is less number of doctors. Thus, these corporates can provide better incentives to qualified doctors and bring them to work in these areas, where their help is much needed.

3. Increasing doctors – There is high shortage of good qualified doctors in India. As a result of which the remaining doctors asks for high fees and are generally out of reach of Doctors as a result of which the general public resorts to hakeems and local witch doctors etc. as a result their health worsens and when as last resort they approach doctors then they are also not able to save them. Thus, there is dire need of having more and more qualified doctors. Companies must give help to youngsters for completing their education. They could make partnerships with medical colleges and give them funds to develop their research facilities, teaching facilities, infrastructures etc.

4. Increasing doctors – the concept of Barefoot doctors is being used in China. This concept has proved to be successful. In it the farmers are given basic medical training and they work within their local communities. Companies can initiate and help train barefoot doctors and then employ them and send them to rural areas.

5. Cheaper treatment – When the cost of treatment is high then the poor people are not able to get proper treatment. The Corporates can invest in various health care companies and can also promote the concept of Medical Insurance at cheap rates. This can help in contributing health care. Further they can also work with pharmaceutical companies and then help in reducing cost of medicines and medical treatment.

6. Traditional medicines – The Government had introduced AYUSH system which promotes traditional medicines and doctors. It can be helpful for complete healthcare system. Companies can promote this system and then introduce them to mainstream system. This will both promote the traditional medicinal system and also help in providing cheap and also an alternative medical system for general people.

7. Health camps – companies can also promote health camps and help in conducting them. The camps can also help in making people understand what are the benefits of regular check-ups.

8. Supporting other types of illnesses – at present the main focus of both Government and Corporates is over those only physical form of maladies. But it is high time that focus be put over other types of psychological diseases.

7. CONCLUSION

High Out of Pocket Spending and less number of Government initiatives take by the government of India has resulted in ailing health care sector of India. A recent study by the *IndiaSpent* in Jan 2018 reveals that around 39 million people of India goes deeper in the clutches of poverty every year because of money spent on health care. The initiatives which are taken by Government such as National Health Policy is made with an aim to improve the Health care sector of our country. However, no matter how many policies are made by the government, they still need helping hand for healing the degrading health care sector of India. The very basic fact is that the sheer size of our Country is so large that a single entity cannot alone bring change.

The initiative of Corporate Social Responsibility or CSR is introduced with this very aim that they realise their social responsibilities and contribute towards positive development of society. The Corporates must, likewise, understand their responsibilities and contribute their share in this very perspective. However, the Corporates must understand where they must invest their money. Such as instead of merely proving infrastructure, they must first work for providing basic amenities to people such as capable doctors, basic first aid knowledge, cheap medicines, promotion of generic medicines etc.

There are instances where it is seen that corporates have executed their CSR initiatives along with the partnership of the NGOs, who are well aware of many social problems and know well how to tackle them. This is good thinking and with the help of NGO's the corporations can contribute more for the betterment of society. It is such thinking which is needed for promoting this concept.

If the corporates uphold their social responsibility with proper care, then they can contribute in making significant changes in improving the lifestyle quality of many citizens of India. In this sense, the corporates such as Pharmaceutical Companies have, both, sufficient funds and manpower to contribute their share in this change. They also have sufficient links with the government and NGOs and thus, can hugely help in bringing India on healthy track.