

Impact Evaluation of Cochlear Implant Surgeries Conducted Under CSR Initiative of Power Finance Corporation.



Submitted to

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Submitted by

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About ASCI

Administrative Staff College of India (ASCI) is an institution of national importance established in Hyderabad in 1956 at the initiative of the government of India and Indian Industry. ASCI has pioneered post-experience management training in India. ASCI's research activities commenced in 1973 with support from Ford Foundation. Over the years ASCI has carved a niche for itself on the strength of its domain expertise, well-researched inputs and management expertise. ASCI regularly assists corporates in several management and sectoral areas through research and consulting activities.

About PFC

Power Finance Corporation Ltd. (PFC), a 'Navratna CPSE' is an Indian financial institution established in the year 1986. It was classified as an Infrastructure Finance Company by the RBI on 28th July, 2010. PFC is a leading Non-Banking Financial Corporation in the Country and forms the financial back bone of Indian Power Sector. PFC is India's largest NBFC and also India's largest Infrastructure Finance Company. Despite the hardships played by the power and financial sectors, PFC continues to maintain a healthy loan book, as well as low levels of NPAs based on its robust evaluation and appraisal processes

PFC has contributed significantly to sectors such as health, skill development and providing services to the differently-abled people. In fact PFC has played a proactive role towards supporting differently-abled people - eradicating hearing impairment of children through cochlear implant is one such initiative supported by the organisation.

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Chapter 1

Introduction

Corporate Social Responsibility: An Overview

The notion of Corporate Social Responsibility (hereafter CSR) has gained a lot of prominence and significance in the last decade. While the traditional roots of CSR lie in philanthropic activities (such as donations, charities, relief work etc.) of organisations, globally the concept of CSR has evolved and encompasses a range of concepts such as corporate philanthropy, shared value, corporate citizenship, corporate sustainability and business responsibility. The principle objective of CSR is to address the concerns of the stakeholders and create higher standards of living for them while preserving the profitability of the corporation. To quote United Nations Industrial Development Organisations (UNIDO): CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. According to UNIDO, CSR can bring improved productivity and quality, efficient human resource base, improved brand image, enhanced customer loyalty, better decision making and risk management processes.¹ The current landscape of CSR initiatives are diverse in terms of their objectives, origin, areas covered and implementation mechanisms.

Role of CSR in Achieving Agenda 2030

In 2015 a new vision of universally agreed upon sustainable development was signed by all global actors (2015-2030). Sustainable Development Goals or SDGs are a set of 17 goals pertaining to social, economic, environmental and governance issues. The new development framework recognize the interrelated nature of issues such as poverty, inequality, decent work, gender equality and ecosystem conservation and the necessity for all societal actors to jointly tackle them.²

Although we have achieved a lot along social, economic and governance parameters; still there is much left to be done in order to tackle poverty, inequality, violence and environmental stress. In this light, CSR presents a unique opportunity to companies

¹ <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>

² https://unctad.org/en/PublicationChapters/diaeia2017d4a3_en.pdf

across the globe to contribute towards SDGs. Agenda 2030 has provided companies a window to leverage their expertise, management proficiency and resources to address social and environmental challenges.

Corporate Social Responsibility in India

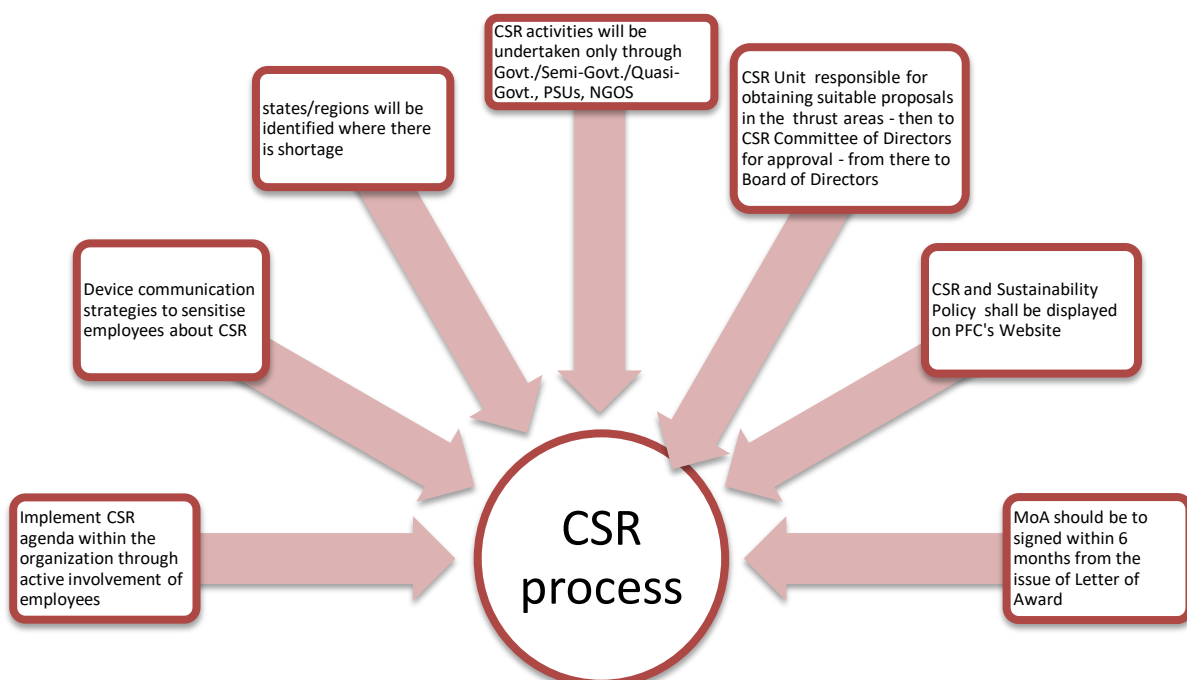
In India, CSR was traditionally perceived as philanthropic activity. Today CSR has moved beyond institutional building to community development through various projects. The Department of Public Enterprises (DPE) under Ministry of Heavy Industries & Public Enterprises has introduced the Guidelines for CSR in March, 2010 for the Central Public Sector Enterprises (CPSEs).

The new Companies Act 2013 has brought CSR to the forefront and also pushes for greater transparency and disclosure. The Companies Act, also suggest that CSR should go beyond the community and the concept of philanthropy. Further, SDGs and CSR activities share a lot of overlap in terms of their thematic areas. The Companies Act, 2013 sets a broad framework and gives direction for better sustainable future and SDGs set tangible well-defined targets to measure the outcome of activities.

Process of Implementation

The figure below enumerates the implementation procedure of the CSR and Sustainability activities of PFC.

Figure 1 CSR Process



Monitoring and Evaluation

The next section describes one of the significant contributions of PFC as part of its CSR activities.

➤ **Prevention of Hearing Impairment among Children: PFC and Artificial Limbs Manufacturing Corporation of India (ALIMCO)**

PFC has contributed significantly to sectors such as health, skill development and providing services to the differently-abled people. In fact PFC has played a proactive role towards supporting differently-abled people - eradicating hearing impairment of children through cochlear implant is one such initiative supported by the organisation.

PFC signed MoU with Artificial Limbs Manufacturing Corporation of India (hereafter ALIMCO) on 25th July 2016. ALIMCO is the nodal agency which conducts cochlear implants in India. The objective of the project was to provide Cochlear Implants to children with severe hearing loss and help them be part of mainstream society to lead a productive life. Further as per the MoU, project covered distribution and fitment of Cochlear Implants to 100 (Hundred) needy Hearing Impaired Children at government approved rates. ALIMCO with support from PFC and in collaboration with Ali Yavar Jung National Institute³ of Speech and Hearing Disabilities carried out the Cochlear Implant surgeries as mandated in the MoU.

The purpose of this report is to highlight the salient findings from the **Impact Evaluation of Cochlear Implant Surgeries Conducted Under CSR Initiative of Power Finance Corporation**. The study was undertaken by Administrative Staff College of India (hereafter ASCI) to understand the output and outcome of the cochlear implant surgeries carried out by ALIMCO with financial assistance from PFC under its CSR policy.

³ Ali Yavar Jung National Institute (**AYJNIHH**) is an autonomous organization under Ministry of Social Justice and Nodal Agency for Cochlear Implantations under ADIP scheme of Govt. of India.

Chapter 2

The Study

The Administrative Staff College of India (hereafter ASCI) had undertaken a study to assess the efficacy of the Fitment Cochlear Implants carried out by ALIMCO for hearing impaired children in the year 2018-2019.

➤ Objectives

- ✓ To assess the nature and execution of the partnership between PFC and ALIMCO
- ✓ To analyse the CSR initiative conducted by ALIMCO supported by PFC
- ✓ To determine whether the initiative produced the intended output and outcome.
- ✓ To document the views of beneficiaries and other stakeholders

➤ Methodology

The study was descriptive in nature. A descriptive study essentially reviews whether the project has been operating as planned, determines whether the project has able to achieve the desired objective, and finally analyses the outcome of the project.

ASCI undertook the descriptive study to examine - a) whether the fund allocated by PFC (as part of its CSR activities) to ALIMCO for cochlear implants among children with hearing impairment was judiciously utilised and b) how far ALIMCO had been successful in achieving the desired output and outcome with support from PFC.

Both quantitative and qualitative data were collected to establish the process and extent of the project.

➤ Tools for Data Collection

- ✓ Interview Schedule for officials of PFC
- ✓ Interview Schedule for the Implementing Partner (ALIMCO)
- ✓ Interview schedule for doctors
- ✓ Questionnaire for beneficiaries of the project

Objectives	Sources	Tools
To understand the background of the project, objectives and expected output	PFC ALIMCO	-Secondary Data -Interview Schedule with PFC -Interview Schedule - ALIMCO
To evaluate whether benefits reached targeted population	ALIMCO Beneficiaries	Questionnaire for beneficiaries (children and their parents)
To assess the effectiveness of the programme in terms of the changes	PFC ALIMCO Beneficiaries Doctors	-Interview Schedule - PFC -Interview Schedule- ALIMCO -Questionnaire for beneficiaries -Interview schedule

➤ **Research Instruments**

Interview schedule developed for PFC and ALIMCO aimed at eliciting secondary information about the background, objectives, output and intended changes through the initiative. The questionnaire developed for the beneficiaries focused on their awareness about ALIMCO, services received pre and post surgery, their level of satisfaction and suggestions for improvement. In addition, interview schedules were prepared for doctors for collecting their views on the initiative undertaken by ALIMCO and how to further strengthen the current intervention carried out for children suffering from hearing impairment.

➤ **Geographical Coverage of the Study**

The impact assessment study was carried out keeping in mind the number of surgeries carried out in respective states. Hence, the study was carried out in the states of Andhra Pradesh, Maharashtra, Madhya Pradesh and Telangana.

➤ **Sample of the Study**

For the purpose of the study a 40 per cent sample was chosen from the states of Andhra Pradesh, Maharashtra, Madhya Pradesh and Telangana. The respondents for the study were selected using random sampling method. This method of sampling will ensure an unbiased representation of the group.

➤ **Implementation Partner- ALIMCO**

Artificial Limbs Manufacturing Corporation of India (ALIMCO)⁴ is a Schedule 'C' Miniratna Category II Central Public Sector Enterprises under the administrative control of Ministry of Social Justice & Empowerment, Department of Empowerment of Persons with Disabilities established to manufacture, supply and distribute rehabilitation aids for people with disabilities in the country. ALIMCO is the only company which manufactures various types of assistive devices under one roof to serve all types of disabilities across the country.

⁴ The Corporation produces 355 different types of quality aids and appliances for impairment.

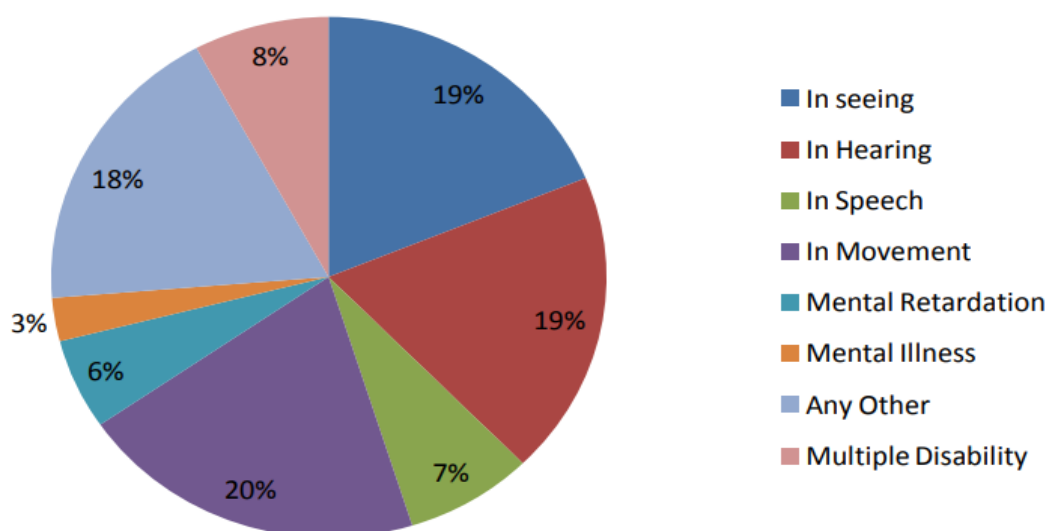
Chapter 3

Gift of Sound: Disability and Implants

Disability and Hearing Impaired

As per Census 2011, in India, about 2.68 Cr persons are 'disabled' comprising 2.21% of the total population. The Census 2011 revealed that, in India, 19 % of the disabled persons are having disability in hearing.

Figure 2: Disabled population by type of Disability in India -Census, 2011



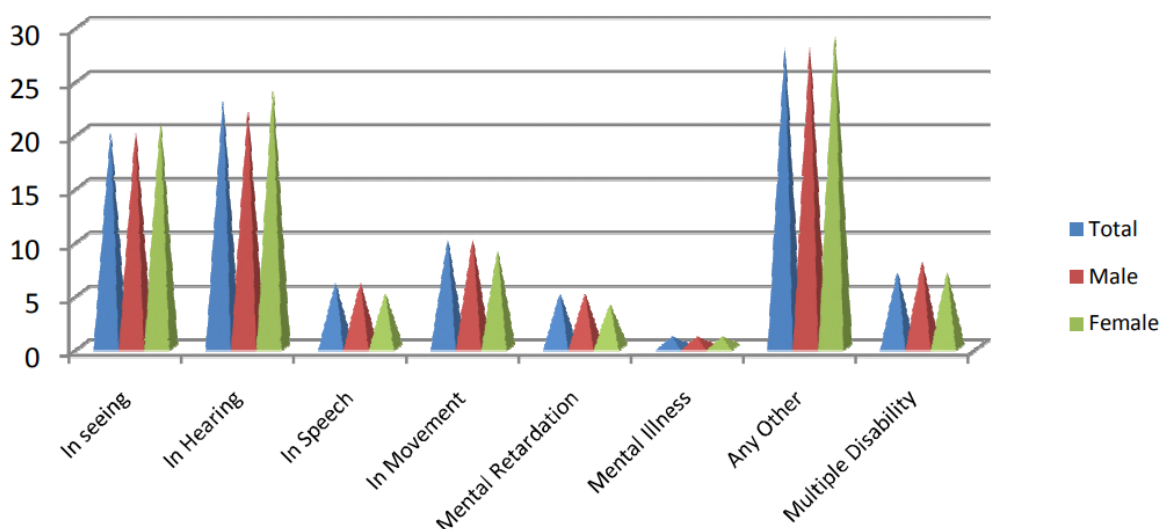
Disabilities among Children (0-6 years)

The disability among children is a matter of serious concern as it has wider implications. The Census 2011 showed that, in India, 20.42 lakhs children aged 0-6 years are disabled. Thus, one in every 100 children in the age group 0-6 years suffered from some type of disability. 23% of the disabled children (0-6 years) are having disability in hearing which is next to 30% in seeing.

In an era where 'inclusive development' is being emphasised as the right path towards sustainable development, focussed initiatives for the welfare of disabled persons are essential. This emphasises the need for strengthening disability statistics in the Country.⁵

⁵ http://mospi.nic.in/sites/default/files/publication_reports/Disabled_persons_in_India_2016.pdf.

Figure 3: Type of disability (%) among children (0-6 yrs) in India - Census, 20 11



Government Initiatives

Government of India has taken various initiatives create barrier free environment for persons with disabilities, it includes flagship programmes, campaigns, target projects, creation of statutory bodies, establishment of national level institutes and regional Centres.

Campaigns/Schemes/Projects

- a) **Accessibility India campaign:**Creation of Physical and virtual infrastructure.
- b) **UDID Project:** "Unique ID for Persons with Disabilities."
- c) **National Action Plan for Skill Development.**
- d) **Deen Dayal Disabled Rehabilitation Scheme (DDRS).**
- e) **Assistance to Disabled Persons (Purchase /Fitting Aids / Appliances (ADIP)**
- f) **Scheme for Implementation of Persons with Disability Act, 1995 (SIPDA)**
- g) **District Disability Rehabilitation Centres (DDRCs)**
- h) **Scheme for Awareness Generation and Publicity**
- i) **National Fund for persons with disabilities**

Statutory Bodies

- a) Rehabilitation Council of India
- b) Chief Commission for persons with Disability

National Level Institutions and Central Public Sector Enterprises (CPSE)

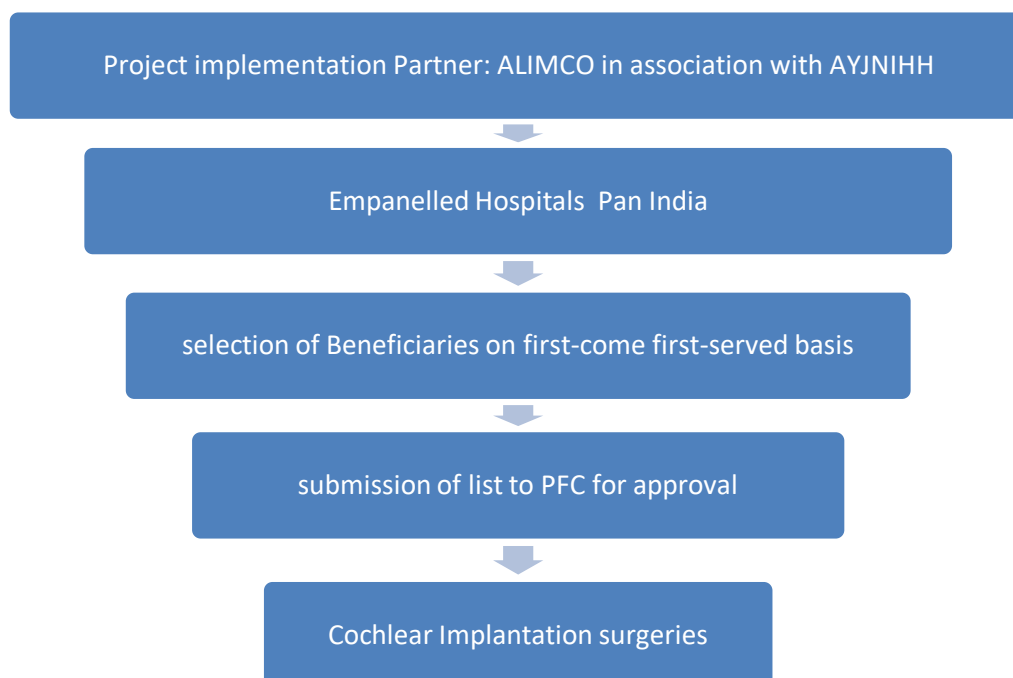
- a) National Handicapped Finance and Development Corporation (NHFDC)
- b) Artificial Limbs Manufacturing Corporation of India (ALIMCO)

Cochlear Implant

Cochlear Implant is relatively advanced surgically implanted device for children with severe and profound loss of hearing who are receiving little or no benefit from hearing aid technology. Cochlear implants are essentially neural stimulators, which, when implanted into the cochlea of inner ear, bypass the function of the sensory receptors. Cochlear Implants for Hearing Impaired children can be life-changing. The benefits includes -

- a) Hear speech at a normal level
- b) Understand speech without lip reading
- c) Talk and control their voice
- d) Hear and pick up all types of sounds including soft, medium and loud ones.

Figure 4: Implementation Plan as per MoA



Interaction with ALIMCO Officials

As part of the evaluation interaction with team at ALIMCO, Kanpur was conducted. Mr. Ajay Chaudhary, Deputy General Manager (CSR), ALIMCO and Mr. Mrinal Kumar, Assistant Manager (CSR), ALIMCO were interviewed. It was informed that although as per Assistance to Disabled Persons (ADIP) scheme (of Ministry of Social Justice and Empowerment) cochlear implant surgeries are restricted to 500 children per year; no restrictions are there when such surgeries are taken up under CSR initiatives. Hence ALIMCO mobilised funds from various corporate under their CSR scheme to carry out cochlear implant surgeries of more than 325 children since 2016.

Table 1 Number of surgeries Performed (ALIMCO)

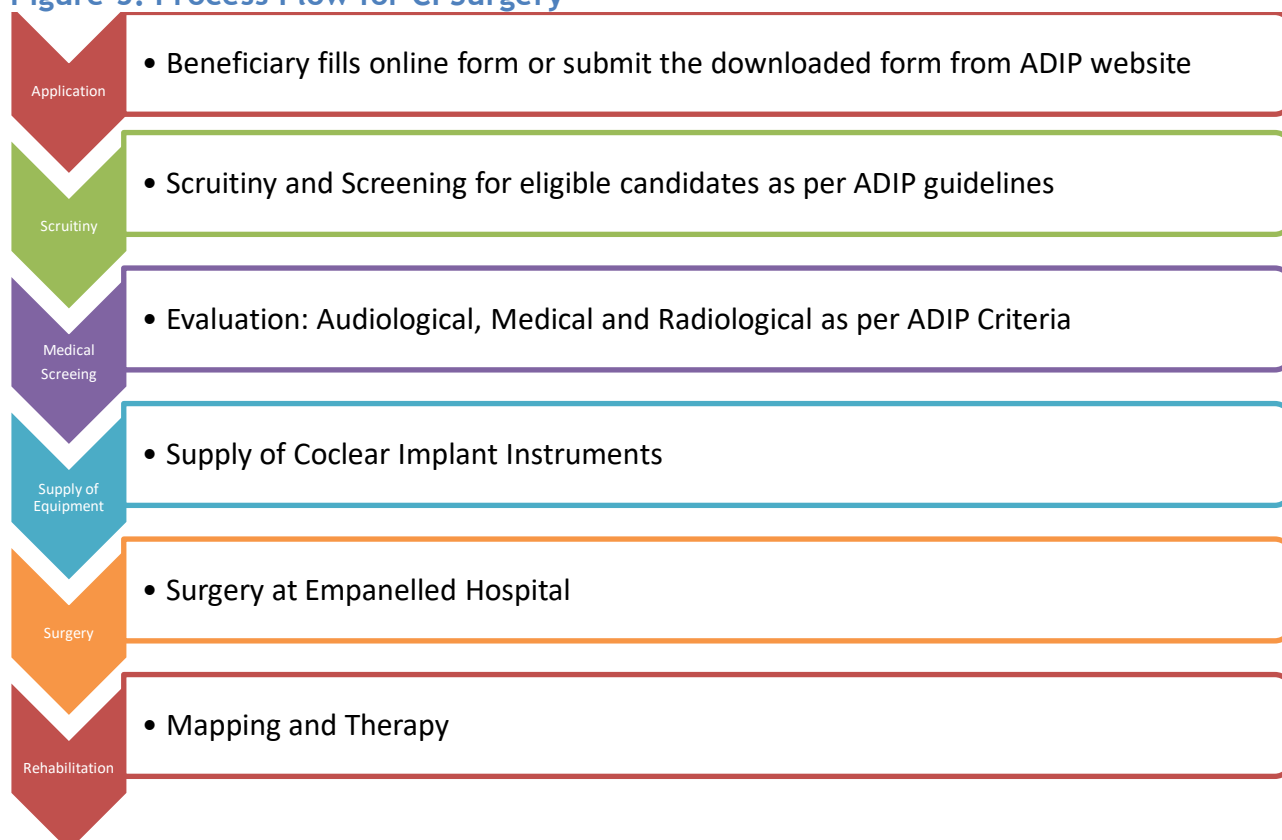
The table below highlights the number of surgeries ALIMCO has supported in the last three years -

Scheme	2016-2017	2017-2018	2018- 2019
ADIP	357	369	763
CSR	110	180	129

Since 2016 with support from PFC under its CSR scheme, ALIMCO has arranged for cochlear implant surgery of 100 children staying in different parts of the country. Fund allocated by PFC for cochlear implant surgery in 2016-2017 was Rs. 630 lakhs.

Children from states of Andhra Pradesh, Chhattisgarh, Karnataka, Maharashtra, Rajasthan, Telangana and Uttar Pradesh were covered.

Empanelment of hospitals for cochlear implant surgeries is done by AYJNISHD, Mumbai following the guidelines prescribed by the Ministry. Shortlisted hospitals sign an MoU with AYJNISHD after screening by a core group of officials from Ministry of Social Justice and Empowerment, Department for Empowerment of Persons with Disabilities and surgeons from AYJNISHD.

Figure 5: Process Flow for CI Surgery

✓ **Eligible candidate for surgery**

Table 2 The Eligibility Criteria for Surgery

The eligibility criteria of the beneficiary is determined in accordance with the guidelines of the ADIP scheme -

Citizenship	Indian
Age of the child	Child with congenital deafness (since birth) upto 5 years since December 31 st of the current year Child upto 12 years with post lingual deafness (after development of speech and language)
Degree of hearing loss	Severe to profound sensory- neural hearing loss in both ears
Family income	100 percent subsidy for income not exceeding Rs. 15,000/month and 50 percent subsidy not exceeding Rs. 20,000 per month
Others	Child should not have any associated development delay or mental retardation or cognitive deficit Hearing disability certificate Child is eligible for single implantation Child should have used hearing aid for atleast last 3 months with no significant improvement in speech or language development.

✓ **Pre and Post Implant Counseling for beneficiary and his/her family members**

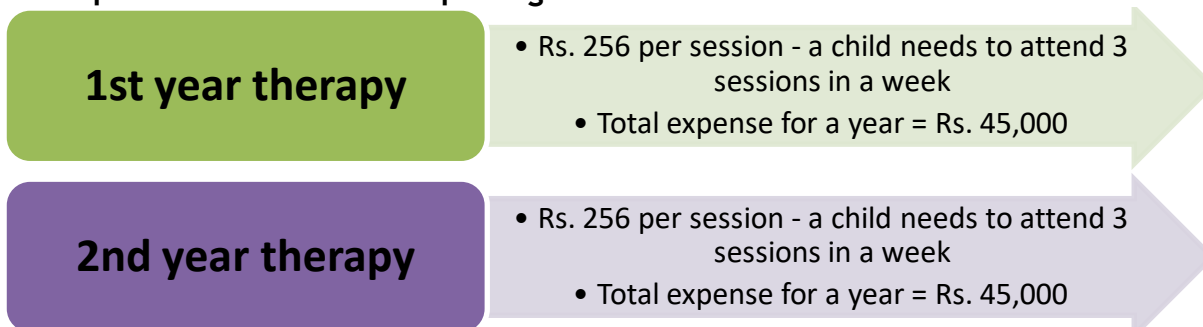
The officials from ALIMCO stated that pre surgery counselling is offered by the hospital where the child undergoes the cochlear implantation. Pre- surgery counselling is part of the MoU signed by the hospital during the process of empanelment with ALIMCO.

Topics discussed with parents during pre-surgery counselling include -

- What is cochlear implant, ways in which it will benefit the child
- The surgical process and post surgery rehabilitation process
- Possible expenses to be borne by the parents
- Precautions to be taken, long term costs and final outcome from this surgery

Post surgery also counselling is provided to the family members by the hospital where the surgery is carried out. The parents are made aware about - use of the device, its maintenance, long term costs, warranty and significance of therapy.

Post-operative rehabilitative package



While children covered under this initiative do not have to pay for the surgery and post operative rehabilitative care; they do however have to pay for certain test in order to be eligible for the surgery. Expenditure prior to the surgery (audiological, radiological and medical tests) ranges between Rs.2000-Rs.8000. In addition there is vaccination cost and expenses involved for maintaining the device.

1st year mapping	2nd year mapping	3rd year mapping
• Rs. 8000	• Rs. 4000	• Rs. 4000

The official remarked that expenses involved prior to the surgery have been an impediment towards parents coming forward for their child's surgery. The families are from the lower income group. Informal feedback from the parents have highlighted that in a majority of the cases the parents of the beneficiaries are not in a position to pay out of their pocket for pre surgery tests. Hence, although convinced of the positive outcome from cochlear implantation; more often than not many parents back out from the initiative. In order to encourage greater number of parents to avail of this service, it is essential to address these bottlenecks and work out ways to reduce the financial burden on families belonging to lower income groups.

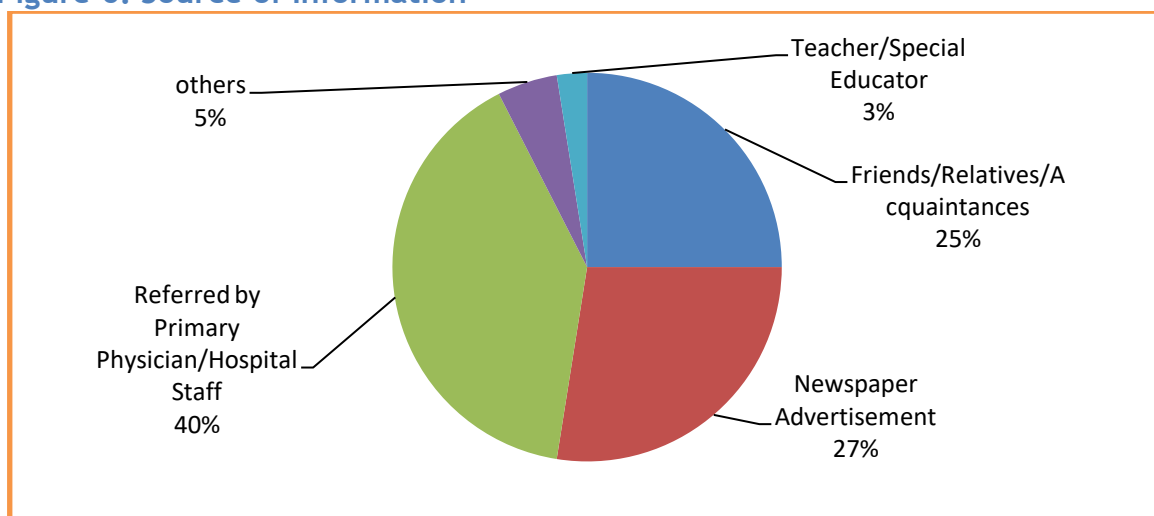
PFC has extended full support to ALIMCO for the successful completion of the project. The financial assistance from PFC has positively impacted the lives of 100 children. They now have the gift of sound and are currently leading better lives. The ASCI team also interviewed doctors who are associated with the cochlear implant surgeries. The doctors lauded the contributions of PFC and ALIMCO and pointed out that such surgeries can help many children, especially from lower economic backgrounds to lead normal lives

Chapter 4

Voice of the Beneficiaries

As described in the chapter on methodology, the ASCI team interviewed 40 percent of the total set of beneficiaries (n=100). Hence, the total number of respondents for the study was 40. A research instrument was developed for the interview which gathered information on how respondents came to know about cochlear implant, expenses they have to incur as part of the surgery, support received from doctor and hospital post operation, and their suggestions for improvement.

Figure 6: Source of Information

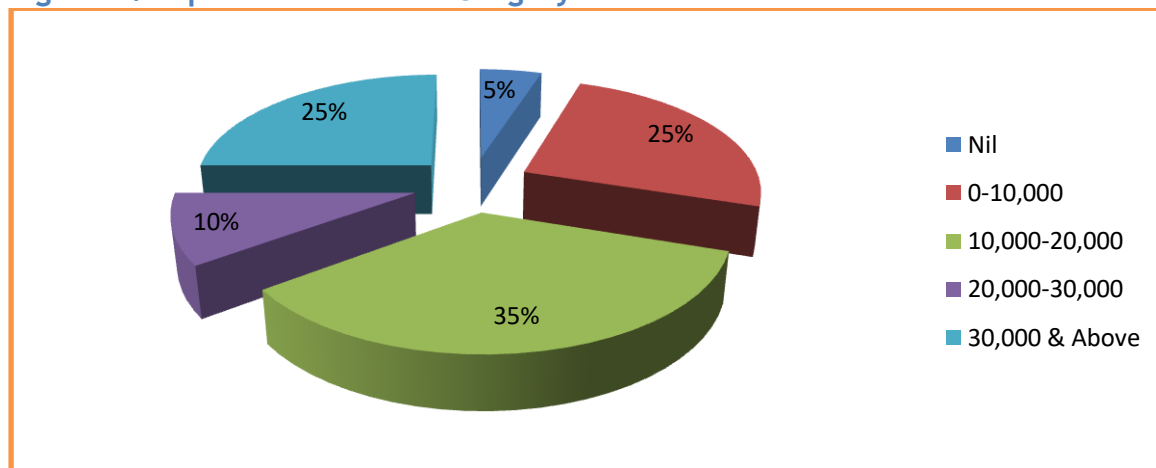


Majority of the families came to know about cochlear implant surgery through the doctor they visited for consultation and government hospital. 27 percent respondents said their source of information has been newspaper advertisement; while 25 percent mentioned that their relatives and friends had told them about benefits of cochlear implant for children suffering from hearing impairment.

Dr. Subhranshu Sekhar, MBBS, MS (ENT) said the toughest part of this initiative is persuading parents. Surgeries scare many parents. Hence, pre operative counselling is essential and most important for persuading parents for cochlear implant surgeries. Parents also need to be made aware post surgery therapy and proper child care.

Currently there is lack of awareness about government initiatives and support regarding cochlear implant surgeries. To ensure children from lower income backgrounds can avail of these services, greater awareness among communities is essential.

There is scope for improvement in terms of awareness, counselling and other services offered to the families.

Figure 7: Expenditure for the Surgery

As highlighted in chapter 2, ALIMCO bears the expenses of the beneficiary during and after surgery. However, children need to undergo certain tests in order to be eligible for the surgery. Expenditure for these tests are borne by the respective families. Majority of the families stated their pre-surgery expenses range between Rs.10,000-20,000. While 25 percent said they have spent less than Rs. 10,000. The variation in out of pocket expenditure depends on factors such as money spent on travel, accommodation and the distance of the hospital from the place of residence, availability of the doctor also determines the expenses incurred during these tests. For most of the families, these expenses are a huge burden because of their poor economic status.

Surgery and Post Operative Care

All the respondents univocally stated they have received full support and care from the doctor and hospital. After the surgery all patients were given counselling wherein they were explained future treatment, dosage of medicine and how to use the machine. The children also underwent therapy for two years or more to help them lead normal lives. All these services were provided to the beneficiaries and their families free of cost as the expenses were borne by ALIMCO with support from PFC.

Rating of Services

As part of the study the respondents were asked to rate the process of cochlear implant surgery along the following parameters -

- ✓ Timeliness of surgery
- ✓ Availability of Doctor
- ✓ Attitude of Doctor
- ✓ Treatment outcome

- ✓ Availability of medicines
- ✓ Attitude of paramedical/support staff
- ✓ Ease of availing services
- ✓ Convenience of location from home

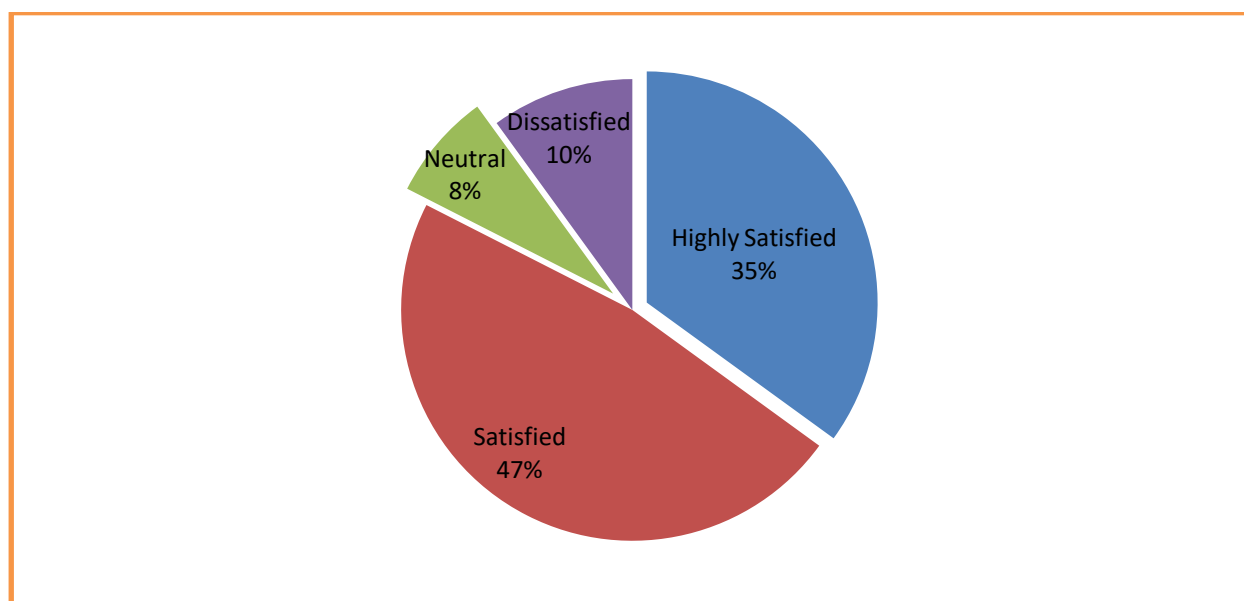
Rating on a Scale of 1-5.

1- Highly Dissatisfied, 2- Dissatisfied, 3-Neutral, 4-Satisfied, 5- Highly Satisfied

Table 3 : Rating of cochlear implant surgery

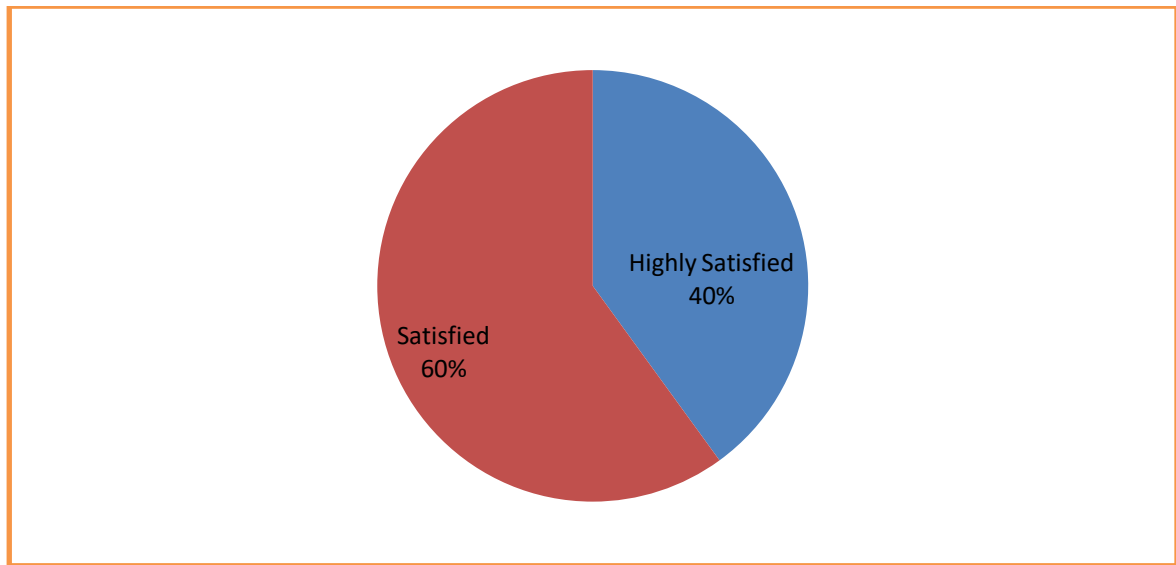
Parameters	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Timeliness of Surgery		4	3	19	14
Availability of Doctor				24	16
Attitude of Doctor			1	5	34
Treatment Outcomes		2	3	1	34
Availability of Medicines			1	3	36
Attitude of Para-medical /Support Staff		2			38
Ease of Availing Services		6	3	2	29

Figure 8: Timeliness of Surgery



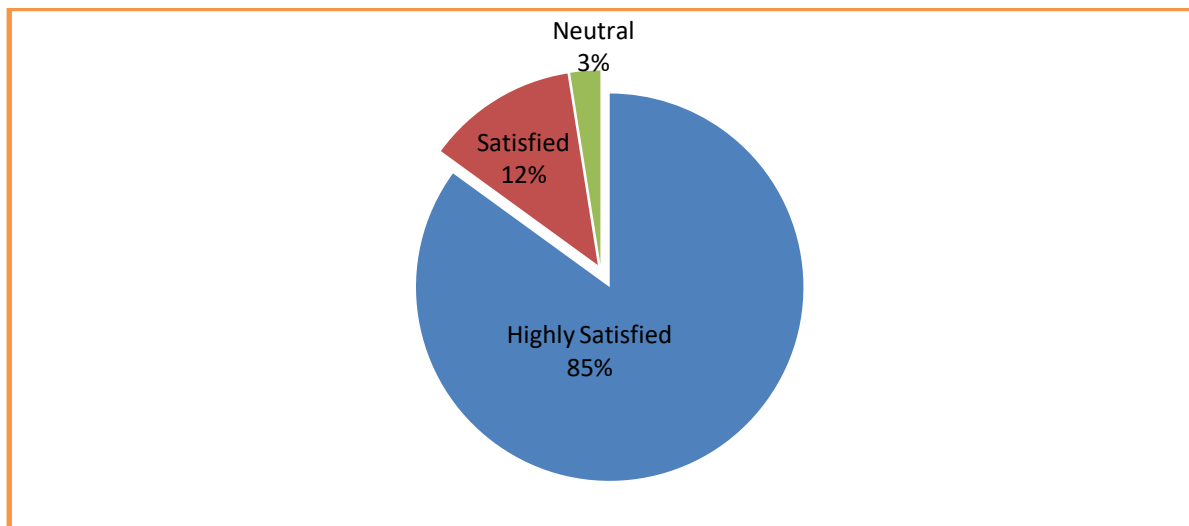
Timeliness of Surgery: A high majority (35%) of beneficiary are Highly Satisfied with the timeliness of surgery, followed by 47 percent of beneficiary rating the timeliness as satisfactory.

Figure 9: Availability of Doctor

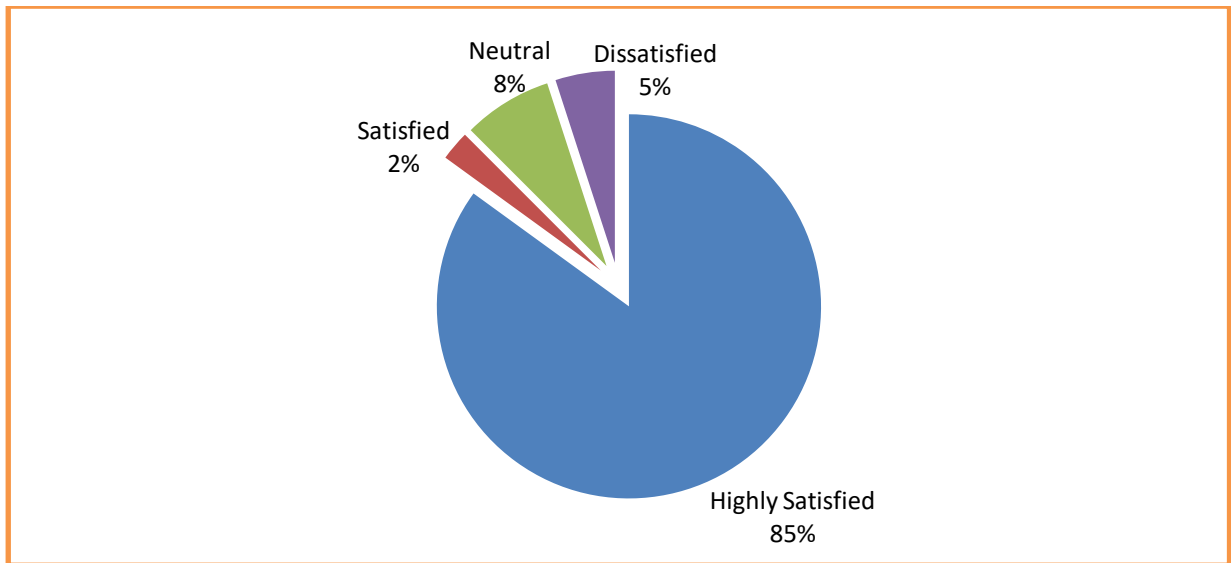


With 40 percent of beneficiary rating the availability of doctor as highly satisfactory and 60 percent as satisfactory reflects the high level of satisfaction in terms of availability.

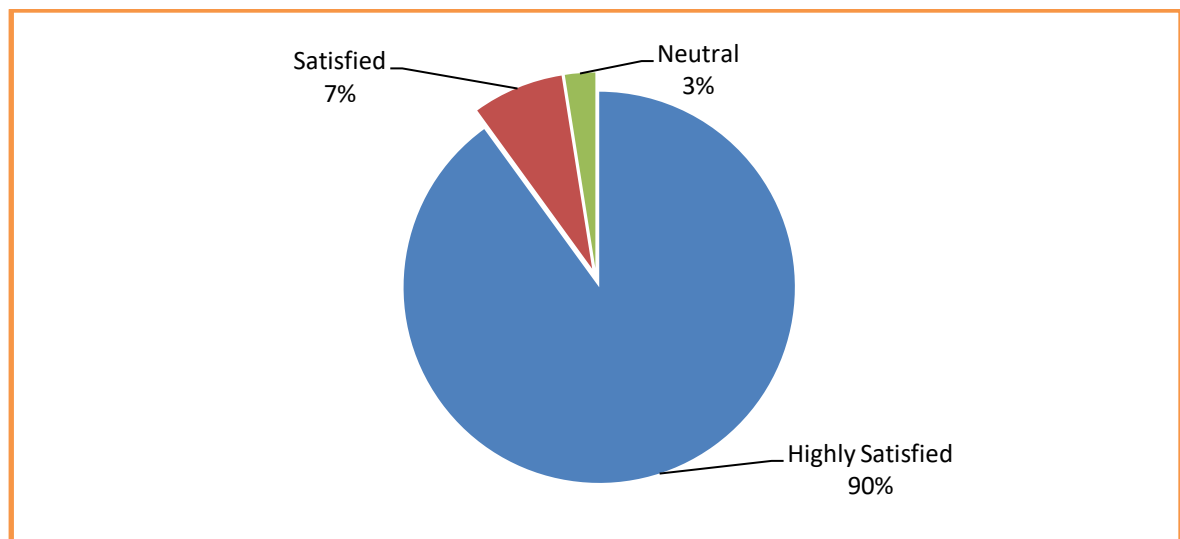
Figure 10: Attitude of Doctor



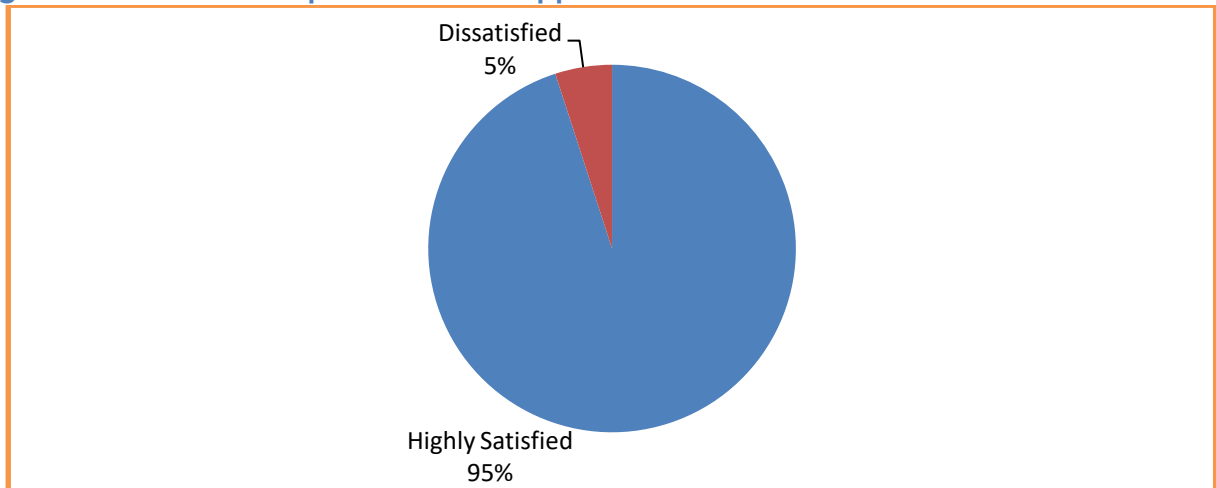
A high majority of beneficiaries (85%) have rated the attitude of Doctor as highly satisfied followed by satisfied (12%).

Figure 11: Treatment outcomes

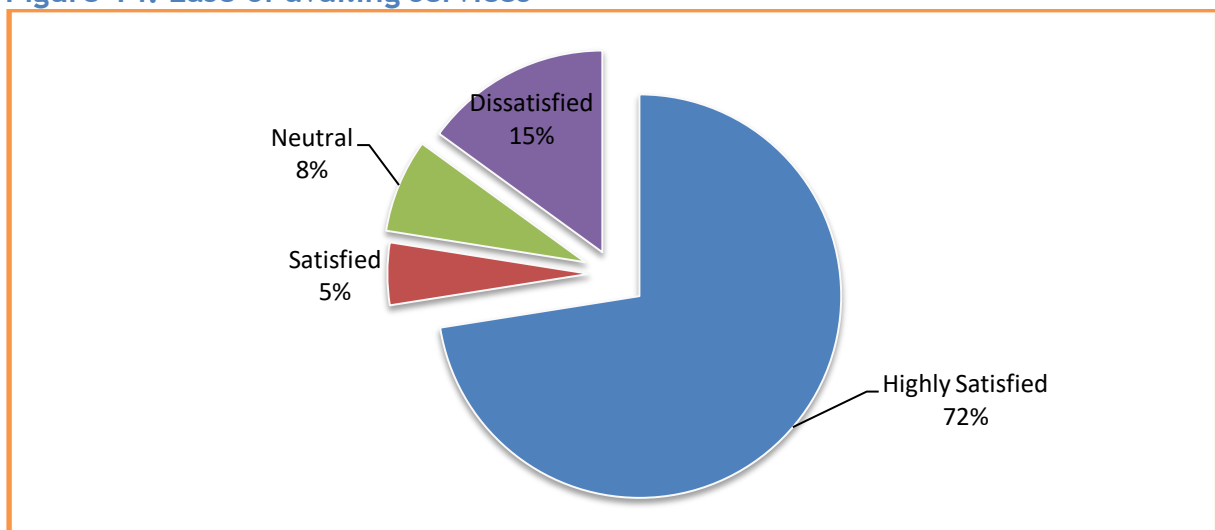
Treatment Outcomes: Beneficiaries perception towards outcome of treatment is very positive with a vast majority (85%) being highly satisfied.

Figure 12: Availability of medicines

Similar to response for outcome of treatment, majority of beneficiaries of the cochlear implant surgery expressed satisfaction over availability of medicine, 90 percent rated the availability as highly satisfactory.

Figure 13: Attitude of paramedical/support staff

Very high percentage (95%) of beneficiaries were highly satisfied with the Attitude of paramedical/support staff.

Figure 14: Ease of availing services

Overall ratings on all the parameters including Timeliness, Availability of doctors, Attitude of health care staff, Treatment outcome and ease of availing services are very positive. A majority of the beneficiaries have rated the services and other parameters as highly satisfactory.

In some cases beneficiaries felt the need to improve the efficiency of services and thereby reduce the lead time of waiting time for the surgery. On parameter “ease of availing services” few beneficiaries have shown discontent because of distance between the patient location and healthcare facility. As the location of health facility is away from their location it has huge cost implications and also makes it difficult for the beneficiaries to visit for regular followup and therapy.

Chapter 5

Conclusion and Way forward

According to the Census 2011, there were 2.68 people living with disabilities in India. Among them there are many children (3 percent) who suffer from delayed development and other forms of disabilities.⁶ In fact the census data highlighted that in India, 20.42 lakhs children aged 0-6 years are disabled. Thus, one in every 100 children in the age group 0-6 years suffered from some type of disability. 23% of the disabled children (0-6 years) are having disability in hearing which is next to 30% in seeing.

Studies have highlighted that a number of differently-abled people belong to lower income bracket. As a consequence they are unable to avail of modern surgery or technology which can improve their living conditions and standard of lives

Acknowledging the concerns of the differently-abled people, the Department of Empowerment of Persons with Disabilities modified the ADIP scheme in 2014 in such a way that the differently-abled poor who are poor are most benefitted from the scheme. ALIMCO, as described earlier, following the mandate of the ADIP scheme among its various services tried to reach out to poor children who are in need of cochlear implant. ALIMCO's endeavour was to assist the poor families to avail of cochlear implant surgeries for their children for free so that the children can lead normal lives.

In this context, Power Finance Corporation played a major role. As part of its CSR activities, PFC provided financial assistance to ALIMCO to facilitate the organisation to reduce the problem of hearing impairment among children.

One of the thrust areas of CSR for PFC is to cater to the needs of the differently-abled people. By partnering with ALIMCO, PFC contributed in a major way towards the betterment of lives of many children across the country.

PFC's work in the area of disability also facilitated the organisation to respond to two major goals of sustainable development (SDG 3 and SDG 10).

⁶ <http://disabilityaffairs.gov.in/upload/uploadfiles/files/sipda/adiprevised010414.pdf>

Figure 15: SDG 3 and SDG 10



It is well documented globally that poor health constitutes suffering and deprivation of the most fundamental kind. Thus, PFC's financial assistance to ALIMCO for cochlear implant surgeries will help the organisation to -

- Contribute towards facilitating access to affordable healthcare, technologies and treatment
- Strengthen treatment and healthcare for the most marginalised population
- Reduce number of children suffering from hearing impairment
- Reduce inequalities in the provision of health care services
- Provide differently abled children from lower income groups a better life

While on one hand the initiative of ALIMCO in collaboration with PFC is commendable, there are challenges.

One of the biggest challenge as pointed out by the official of ALIMCO as well as medical practitioner is that children in order to eligible for the free surgery and the rehabilitation package post surgery have to undertake certain tests. Expenditure for these tests has to be borne by the respective families. This out of pocket expenditure is the biggest bottleneck towards convincing parents to bringing their children for treatment and surgery. Since most of these families belong to the lower income group, it is impossible for them to bear the expense of pre surgery screening tests. Both the ALIMCO official and the doctors interviewed were of the opinion that in order to expand the coverage of cochlear implant surgeries - families living below the poverty line should be provided financial assistance to cover the expenditure of the pre surgery tests. Such

incentives will encourage more parents to come forward for the surgeries for their children.

Table 4 : Challenges mentioned by beneficiaries -

<p>Distance between the patient location and healthcare facility is too far. Hence in most of the cases it is not feasible to travel to and fro every time. A large number of beneficiaries had to relocate near the hospital facility during the entire duration of treatment and therapy. This has huge cost implications for the patients' family.</p>	<p>Candidates are supposed to visit healthcare facility weekly 2-3 times on an average for therapy. It becomes practically not viable because of distance and education of the children. Most of the beneficiaries are not able to avail therapy/sessions regularly or as stipulated by the doctor.</p>
<p>As per the guidelines financial aid needs to be provided for therapy for 2 years. In most cases beneficiaries have received no money for travel towards attending the sessions.</p>	<p>Therapy usually continues for 2 years during which beneficiaries receive an amount per session. However, if the therapy continues for more than 2 years beneficiaries have to pay out of own pocket for therapy.</p>
<p>Cost of spares is very high, which has to be borne by the beneficiary</p>	

Way Forward

- Government hospitals should have complete set of screening facilities and screening should be done only in government hospitals as the charges for screening in private hospitals are too high and unaffordable.
- Enrolment of more government hospitals and medical practitioners in cochlear implant surgery so that beneficiary does not have to travel long distances for the entire process. This will also reduce the out of pocket expenditure towards travel, accommodation and food.
- Provision of financial assistance to families (atleast 50 percent) for undergoing the screening tests or such tests should be made free for people living below poverty line.
- Provision of financial assistance to families to buy spare hearing aid.

Executive Summary

Background

Power Finance Corporation (PFC) has undertaken numerous initiatives as part of Corporate Social Responsibility (CSR). Through CSR, PFC has contributed to areas such as health, skill development and providing services to the differently-abled people.

One of the major CSR initiatives of PFC has been to support eradication of hearing impairment of children through cochlear implant.

About the initiative

As part of its CSR initiative PFC has contributed extensively in the areas of health, skill development and providing services to the differently-abled people. PFC has supported the initiative of eradicating hearing impairment of children through cochlear implant.

PFC signed MoU with Artificial Limbs Manufacturing Corporation of India (ALIMCO) - nodal agency for conducting cochlear implants in India.

The objective of the project was to provide Cochlear Implants to children with severe hearing loss and help them be part of mainstream society to lead a productive life. Initiative as per MoU covered distribution and fitment of Cochlear Implants to 100 needy Hearing Impaired Children at government approved rates. ALIMCO with support from PFC and in collaboration with Ali Yavar Jung National Institute of Speech and Hearing Disabilities carried out the Cochlear Implant surgeries as mandated in the MoU.

Objectives as Per MoU

- Provide Cochlear Implants to children with severe hearing loss
- Facilitate children to lead productive lives

Intended Output

- Reduce incidence of hearing impairment among children
- Make cochlear implant surgeries affordable for families from low economic background

As per the MoU PFC covered the cost of distribution and fitment of Cochlear Implants (at government approved rates) to 100 children who are suffering from hearing impairment. ALIMCO with support from PFC and in collaboration with Ali Yavar Jung National Institute of Speech and Hearing Disabilities carried out the Cochlear Implant surgeries.

The Study

Administrative Staff College of India, Hyderabad conducted a study in 2019 to assess the impact of the Cochlear Implant Surgeries which were carried out by ALIMCO under CSR Initiative of Power Finance Corporation. The study examined whether the fund allocated were judiciously utilised and how far CSR initiative of PFC had been successful in achieving the desired output and outcome.

As part of the study data was collected from the states of Andhra Pradesh, Maharashtra, Madhya Pradesh and Telangana. A 40 per cent sample was chosen from the selected states. The data was collected using random sampling method in order to ensure an unbiased representation of the group

The following criteria were used to evaluate the impact of the initiative

Assessment Criteria	Assessment Questions
Efficiency	<ul style="list-style-type: none"> ✓ What outputs were achieved? ✓ Were the outputs according to the plan? ✓ Was the initiative implemented as per the plan?
Effectiveness & Uniqueness	<ul style="list-style-type: none"> ✓ Did the outputs help achieve the goal? ✓ Did the project have any unique feature?
Output	<ul style="list-style-type: none"> ✓ What were the short term outputs of the project?
Outcome	<ul style="list-style-type: none"> ✓ What was long term impact?
Sustainability	<ul style="list-style-type: none"> ✓ Will the impact created by the project sustain? ✓ Considering the present course of project, is the project sustainable?

Compliance with Objectives and Adherence to Terms and Condition of MoA

Objective of bringing hearing Impaired children into main stream of society by providing Cochlear Implants has been successfully achieved. Norms and guidelines for procurement, distribution, fitment of implants and eligibility criteria were strictly followed. As part of post surgery care aural rehabilitation services were provided in the form of speech therapy, auditory training, auditory verbal therapy, educational guidance and counseling.

All the General Compliances were also adhered to and required authorization, permission and clearances were followed. ALIMCO has fulfilled all its obligations as per MoA. The initiative is a successful model and suggested to be scaled up with sustainable component.

Highlights of the CSR Initiative

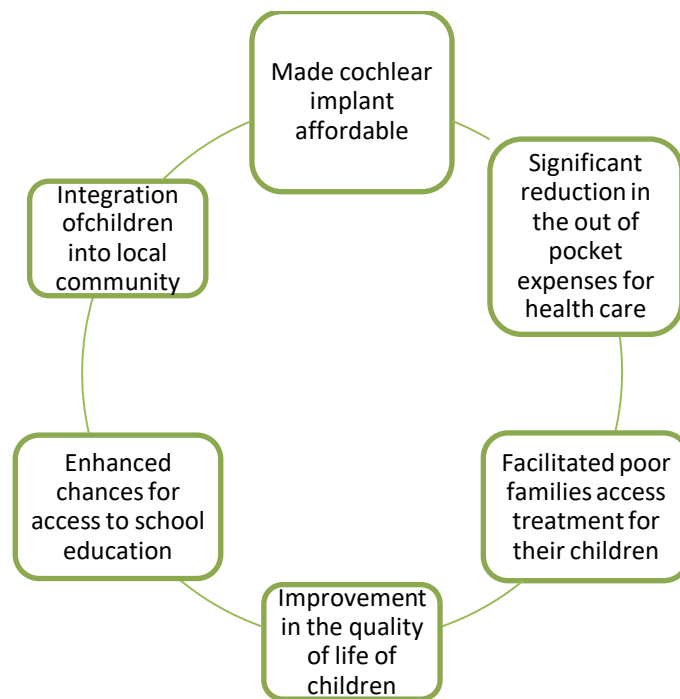
- ❖ 100 children with severe hearing impairment underwent cochlear implant surgeries (between 2016-2019) in the states of Andhra Pradesh, Chhattisgarh, Karnataka, Maharashtra, Rajasthan, Telangana and Uttar Pradesh.
- ❖ Cochlear implant surgeries involve a lot of expense. The CSR initiative of PFC made such surgeries affordable for many families who belong to lower income brackets.
- ❖ The expenses incurred during and after the surgery were borne by ALIMCO with support from PFC.
- ❖ After the surgery all patients were given counseling wherein they were explained future treatment, dosage of medicine and how to use the machine. The children also underwent therapy for two years or more to help them lead normal lives. All these services were provided to the beneficiaries and their families free of cost.
- ❖ As per the narratives of the beneficiaries this unique CSR initiative of PFC helped children to lead productive lives.
- ❖ As per the data the beneficiaries are extremely satisfied with timeliness of service, availability of doctors, attitude of health care staff, treatment outcome and ease of availing services are very positive.

Impact of Initiative

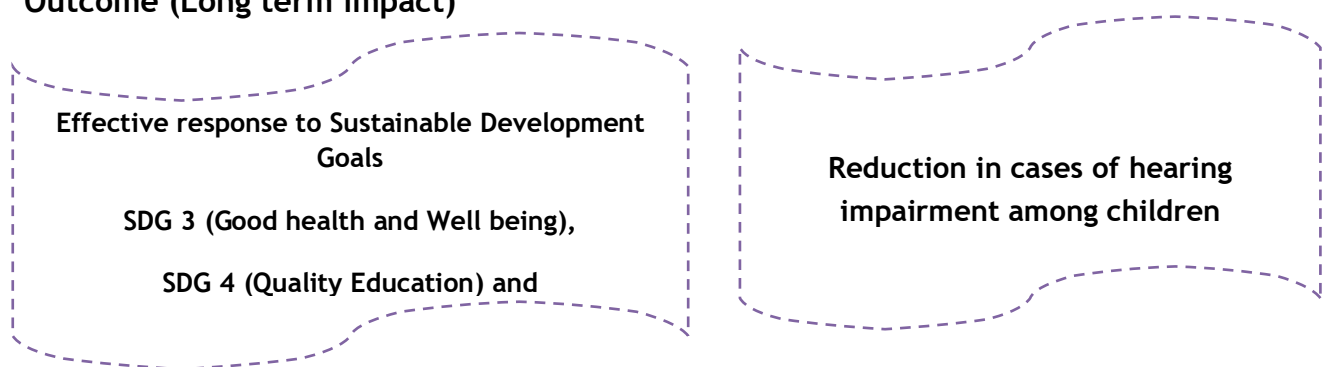
- ❖ Without the hearing ability majority of children face the issue that language is not developing in them. Young age is the critical juncture in the development of language in children. Initiative has served the purpose of timely intervention in mainstreaming these children.
- ❖ Cochlear implants have improved hearing among the beneficiaries. Speech perception of these children is materially enhanced as a result of implants.
- ❖ Hearing impaired children were earlier not able to socialize and participate in activities with their peers. Cochlear implants have provided opportunity to deaf children to perceive sound and become part of the hearing world.
- ❖ Hearing impaired children have continuous struggle for acceptance and recognition. This struggle is intimately linked with present education and communication systems. With the help of implants now beneficiaries are able to cope with this struggle and have better acceptance.
- ❖ Children's acceptance by hearing peers has improved a result of improved social skills and participation.
- ❖ Children with cochlear implants can now hear better in the classroom with the help of assistive technology.
- ❖ Children's ability to participate in regular classes and functioning independently has improved significantly.
- ❖ The access to sound afforded by cochlear implants has served as a gateway to communication, to spoken language and then to literacy.
- ❖ Expressive language and receptive language levels have taken significant rise because of implants.
- ❖ Families of these children reported higher levels of emotional control after the implants. Families also reported higher levels of support and lower levels of conflict.
- ❖ The children behaviour has remarkably improved during therapy sessions after cochlear implant.
- ❖ Cochlear implants have impacted the quality of life of the children, with more significant results on the increase of the social relations domain and the decrease of the family support domain.

- ❖ Having cochlear implants was beyond the reach of beneficiaries’ family, initiative from PFC has made it achievable and affordable.
- ❖ There has been significant reduction in the out of pocket expenses for health care needs of the beneficiaries as a result of the initiative.
- ❖ Initiative has facilitated poor families by providing access to treatment for their children

Output (Short term impact)



Outcome (Long term impact)



Initiative is unique in terms of bringing hearing impaired children into main stream of society, eliminating the disability and thereby giving an effective response to Sustainable Development Goals, particularly SDG 3 (Good health and Well being), SDG 4 (Quality Education) and SDG 10 (Reducing Inequality).

ANNEXURES

Annexure I

Questionnaire for Implementing Partner (ALIMCO)

Part A

1. Briefly describe your organisation (date of establishment, focus areas, geographical coverage, source of funding and future plans)
2. What motivated ALIMCO to undertake Cochlear Implant Surgeries?
3. Do you follow the guidelines for Cochlear Implantation and Procurement of Cochlear Implant (Dept. of Disability Affairs, Ministry of Social Justice and Empowerment, Govt. of India)? Yes/No
4. How do you empanel hospitals and surgeons?
5. How many Cochlear Implant surgeries does ALIMCO perform in a year?
6. How many Cochlear Implant Surgeries have been conducted in 2016-17, 2017-18 and 2018-19?

Part B

7. How do you identify potential beneficiaries?
8. What are the eligibility criteria for beneficiaries?
9. Do you provide pre-implant counseling? Y/N
 - 9a. If yes, what do you discuss
10. Do you provide post-implant family counseling? Y/N
 - 10a. If yes, what do you discuss
11. Describe the post-operative rehabilitation facilities provided to the beneficiaries?
12. Do beneficiary have to pay any amount out of pocket? Y/N
 - 12a. If yes, how much?
13. Do you collect feedback from beneficiaries regarding the surgery and rehabilitation package? Y/N
14. Whether the initiative produced the intended output and outcome?
15. Challenges involved in this kind of initiative.
16. Scope for improvement and intervention.

Part C

Year of MoU with PFC:	Nature of Partnership:
Funds allocated for – 2016-2017; 2017-2018; 2018-2019	

17. Do you receive payments on time from PFC?
18. Mention merits and demerits of working with PFC.

ANNEXURE II

Questionnaire for Funding Agency (Power Finance Corporation)

1. How are the CSR activities of PFC identified and shortlisted?
2. Describe PFC's contribution briefly in the area of health, skill development and disabled.
Which issues do you focus on?
3. What are PFC's new plans in the domain of health?
4. When did PFC sign the MoU with ALIMCO? For how many years?
5. Why did PFC choose ALIMCO?
6. Whether there is a mechanism for regular monitoring and review of the work of ALIMCO?
7. What are the challenges involved in this kind of initiative.
8. Scope for improvement and intervention.
9. Mention merits and demerits of working with ALIMCO.

ANNEXURE III

Questionnaire for Service Provider (Doctors)

1. Do you know about Artificial Limbs Manufacturing Corporation of India (ALIMCO) and Power Finance Corporation (PFC)?
2. How did you get empanelled for ALIMCO cochlear implant surgeries?
3. Do you do pre and post surgery surgery counselling?
4. Who takes the consent from patient/attendants?
5. Challenges involved in this kind of initiative
6. Scope for improvement and intervention.
7. Process flow (Start till end, follow up and all).
8. How many Cochlear Implant Surgeries have been conducted in 2016-17, 2017-18 and 2018-19?
9. Describe the post-operative rehabilitation facilities provided to the beneficiaries?
10. Do you collect feedback from beneficiaries regarding the surgery and rehabilitation package?Y/N
11. Mention merits and demerits of working with ALIMCO.

ANNEXURE IV

Questionnaire for the Cochlear Implant Beneficiary

a) Name: _____ b) Age at the time of surgery: _____

1. How did you come to know about these services?
2. What help did you get for your Cochlear Implant surgery?
- 3a. Did you get any help pre and post surgery? yes/no
- 3b. If yes, what help did you get post surgery?
4. How much money you had to spend for tests, screening etc. Give details.
- 5a. Are you satisfied with the services? yes/no
- 5 b. If no, why?
6. Rate the following:

S.No	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)
1 Timeliness of surgery					
2 Availability of Doctor					
3 Attitude of Doctor					
4 Treatment outcomes					
5 Availability of medicines					
6 Attitude of paramedical/support staff					
7 Ease of availing services					
8 Convenience of Location from your home					

7. How can the services be improved?



C S R

CORPORATE SOCIAL RESPONSIBILITY
INITIATIVE OF

POWER FINANCE CORPORATION

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