



RURAL HEALTH CARE FOUNDATION

To formulate a sustainable, affordable, replicable and scalable strategy for expansion of Primary Healthcare Centres

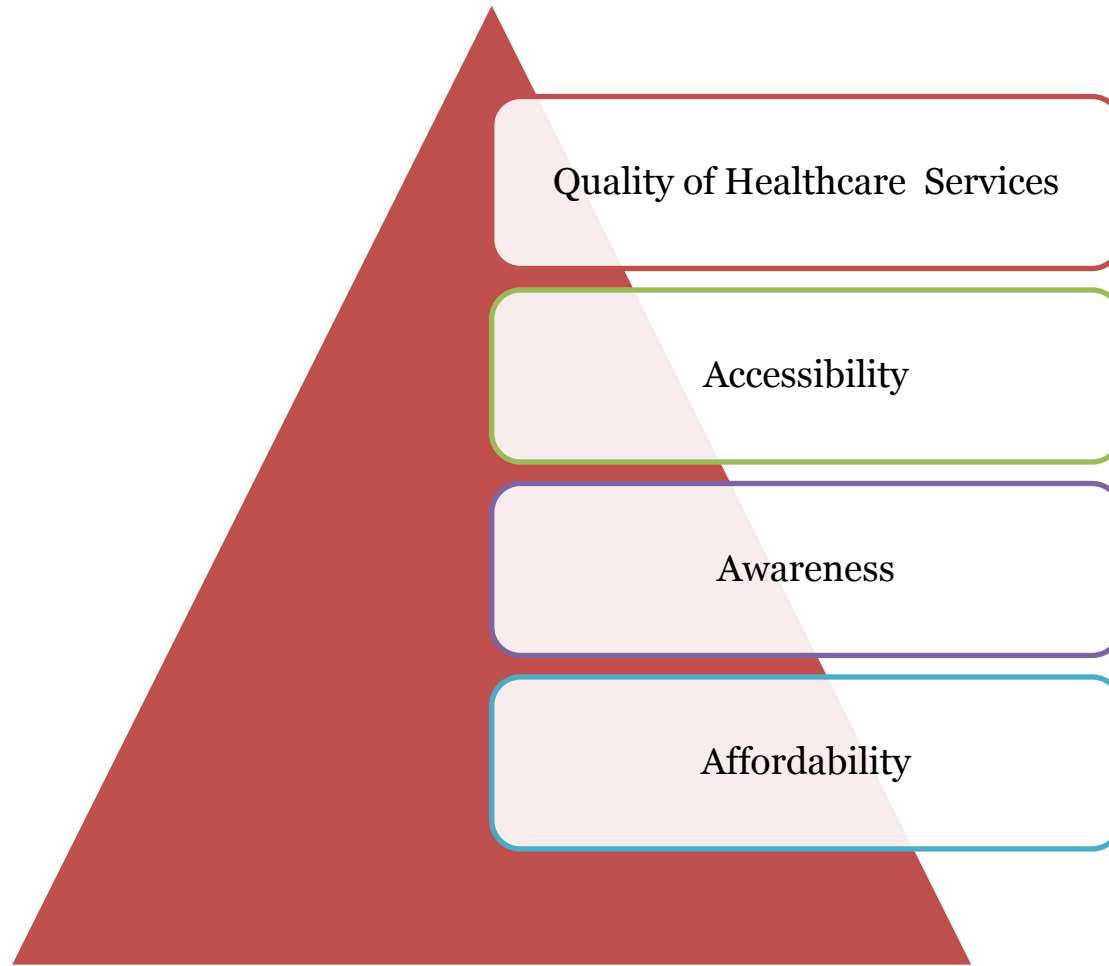


Indian Rural Healthcare – Harsh Realities

- **78%** of Indians stay in rural areas with only **2%** of human resources deployed in healthcare
- **80%** of health care expenses is beyond the reach of villagers.
- **1,75,00,000** – Number of hospital beds required in rural India by 2025
- **\$ 80 billion** – Required total Capital expenditure

Although India's economy grew by 50% from 2001–2006, its child-malnutrition rate dropped only by 1%,

Rural People Challenges



Poor quality of healthcare in the public sector was cited by 57% of households as the reason for preferring private health care

Rural Healthcare Foundation – About Us



RHCF is an NGO providing primary medical care to the downtrodden in rural India through a model which is Reliable, Affordable, Accessible, Scalable and Sustainable



Mission

- Eradicate the lack of quality health care facilities in rural India
- Provide affordable health care to the poor by opening PHC units
- Focus on remote villages where public health care delivery system is non-existent



Achievements

Currently operating 6 Primary healthcare centres across West Bengal

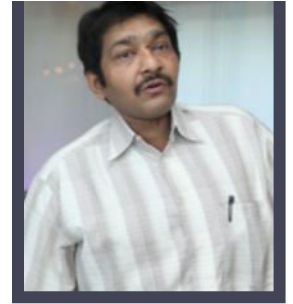
Has treated nearly 6,00,000 patients since inception

Provides medical treatment to the deprived and shy

Our Raison D'être – Late Arun Nevatia

Genesis

- Arun Nevatia diagnosed with cancer at the age of 10, life has always been a battle with his own self.



Motivation

- Doing business for 20 years gave Arun monetary satisfaction but no mental peace.

Inspiration

- Availability and Affordability of good doctors and best medicines for cancer- a resource unavailable to several Indians

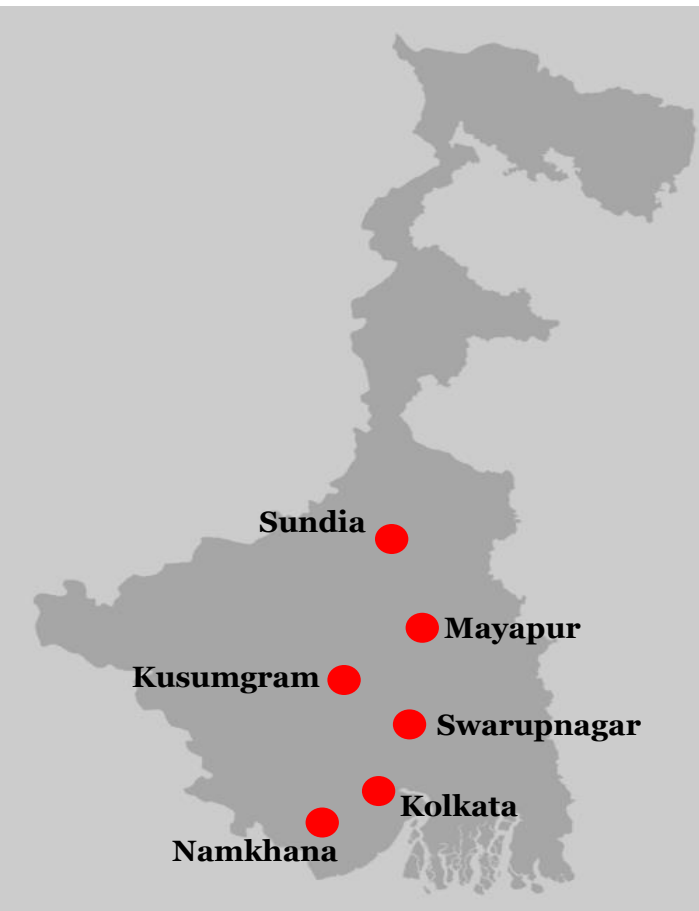
Action

- Founded Rural Health Care Foundation in 2007 to solve the issues plaguing rural healthcare in India



Our Locations – West Bengal, India

- Located in semi-rural areas with no modern clinic within 50km radius,
- Easily accessible by roads and railways
- Each center is rented for 9 years



Centres	Established
Mayapur	2007
Swarupnagar	2009
Namkhana	2010
Kusumgram	2012
Zakaria Street (Kolkata)	2013
Jyotish Roy Road (Kolkata)	2013
Sundia	2014

Our Modus Operandi



Doctors

- Each RHCF center has a General Physician, a Dentist, an Optometrist and a Homeopath

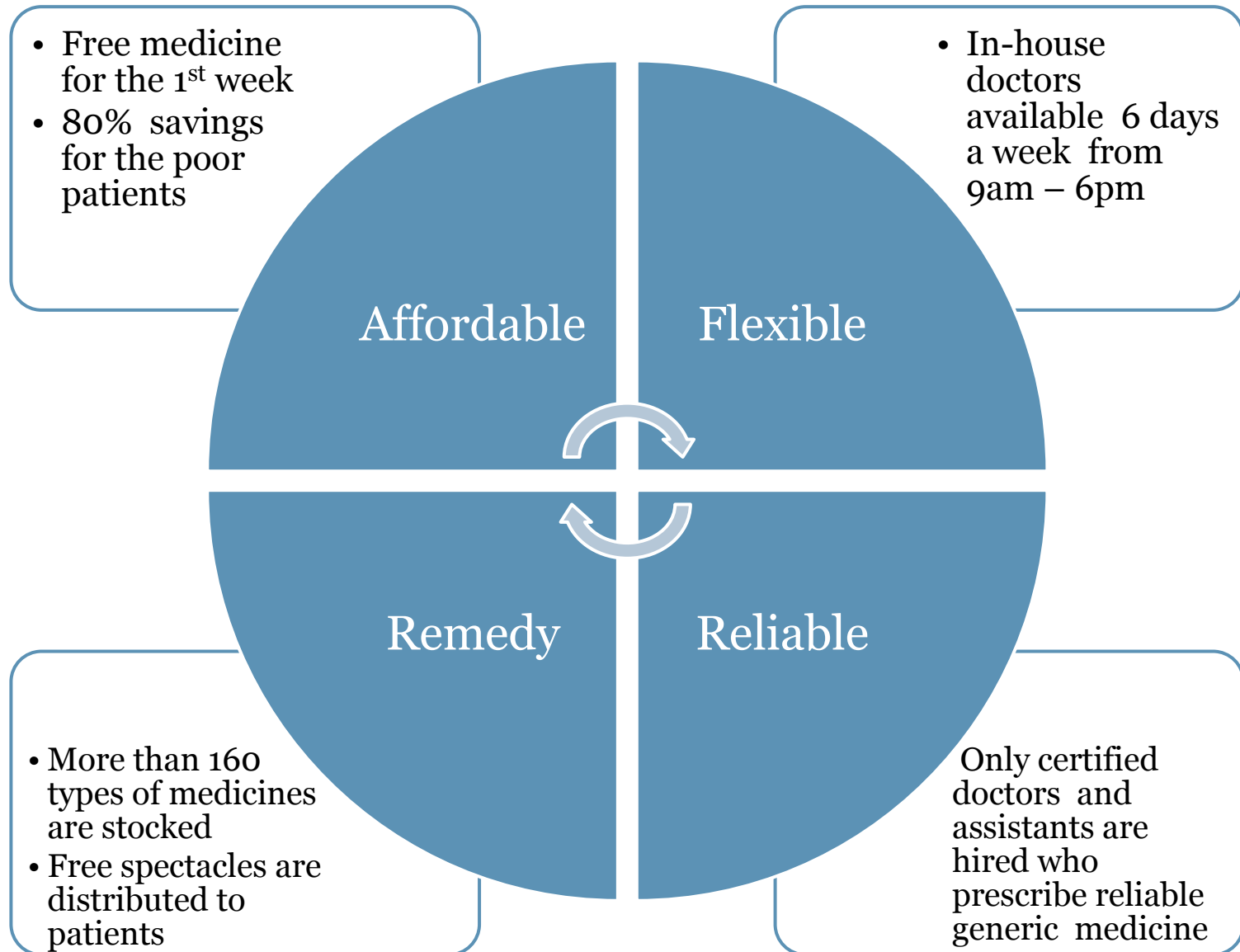
Departments

- 4 departments run simultaneously in each centres namely General Medicine, Eye, Dental and Homoeopathy

Cost

- Registration cost is Rs.50/patient for a single visit
- Rs. 40 for Homeopathy treatment

Our Unique Value Proposition



Our Impact

A photograph of four women standing outdoors in a row, facing slightly to the right. They are wearing colorful saris: red, light purple, light pink, and red. They are all wearing headscarves. The background shows trees and a parked car.

- Around **9,00,000** patients treated so far
- Medical treatment for the shy and deprived female sex;
- Creating job opportunities for locals

Our Impact

- Improved quality of life for the poor
- Early diagnosis and treatment of diseases (especially for children).



Our Reasons For Success

Innovation

- For patients who cannot afford waiver of Rs. 10 for every hour they wait
- Incentive Based scheme for doctors

Collaboration

- Rotary Eye Hospitals – Free/Subsidised Eye Operations
- Smile Train Foundation – Free Cleft lip/palate operations for children

Human Capital

- Certified doctors available 6 days a week
- Doctors are provided board and lodging at the center along with 4-5 support staff

Medical Care

- Free spectacles provided to eye patients
- Blood Sugar and ECG tests done onsite

Operative and Administrative Costs/Centre

	Required No.	Days/week	INR/month
Doctors			
MBBS Doctor	1	6	23,000
Dentist	1	6	11,000
Eye doctor	1	6	11,000
Homeopathy Doctor	1	6	11,000
			56,000
Supporting Staff			
Male staff	3		10,500
Lady attendants	2		7,000
			17,500
Administrative cost			15,000
Incentive			6,500
Cost of Food			10,000
Misc. Costs (prescriptions, bottles, envelopes etc)			10,000
Rent			10,000
		Total	1,25,000

Breakeven Calculations

Service	Revenue (Rs.)	Cost (Rs.)	Contribution Margin (Rs.)	Use of patients (%)	Contribution /Patient (Rs.)
Medicine	50	25	25	100	25
Eye Surgery	500	300	200	0.6	1.2
Dental Extraction	50	20	30	0.25	0.075
Dental Scaling	100	40	60	0.1	0.06
Dental Filling	150	80	70	0.05	0.035
Total					26.37

Cost/Center

Initial set up cost Rs. 6,00,000/- (Funded)

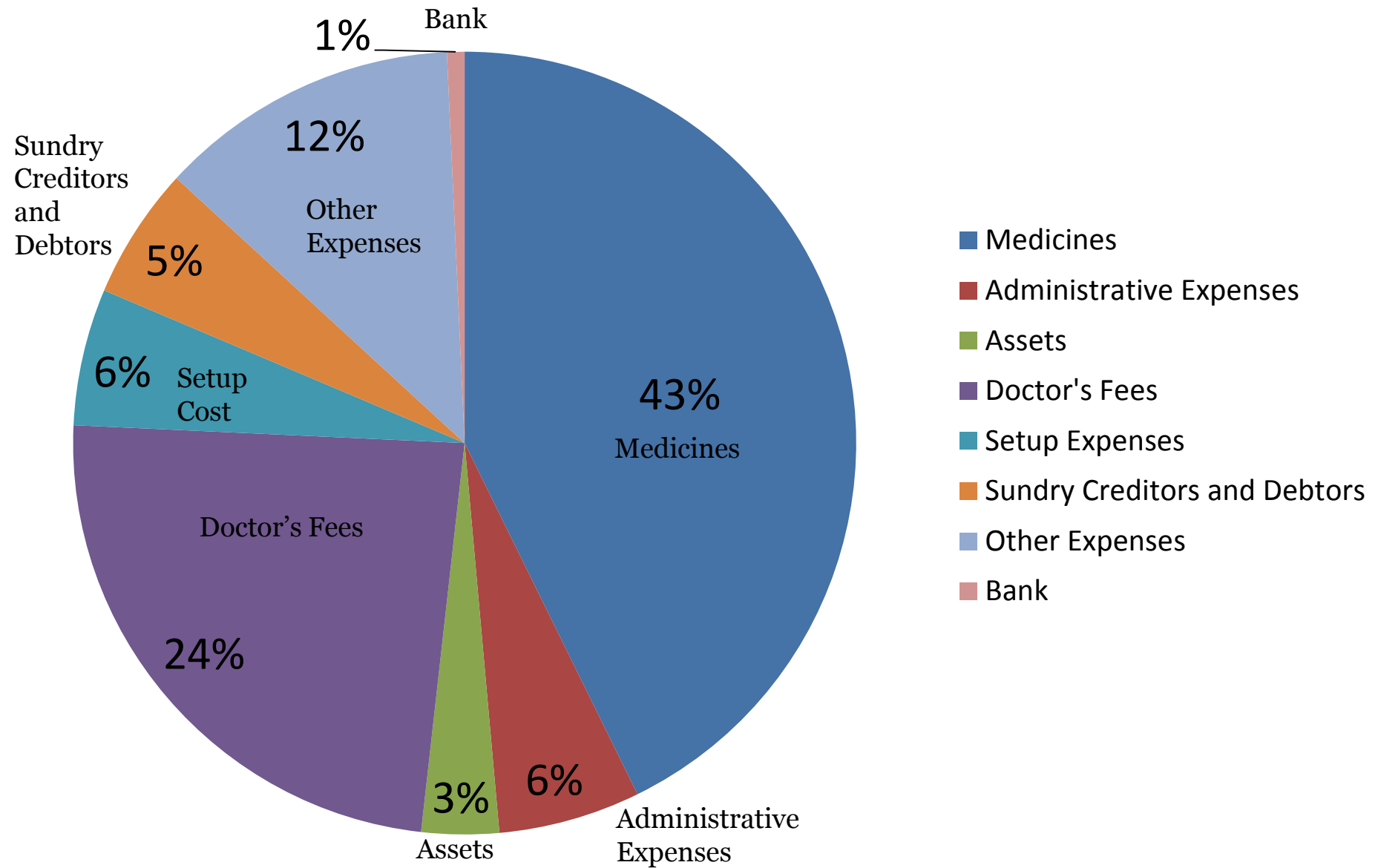
Operating costs Rs.1,25,000 / month

Break Even Volume (BEV) $\geq 125,000/26.37 = 4741$ tickets/month/center

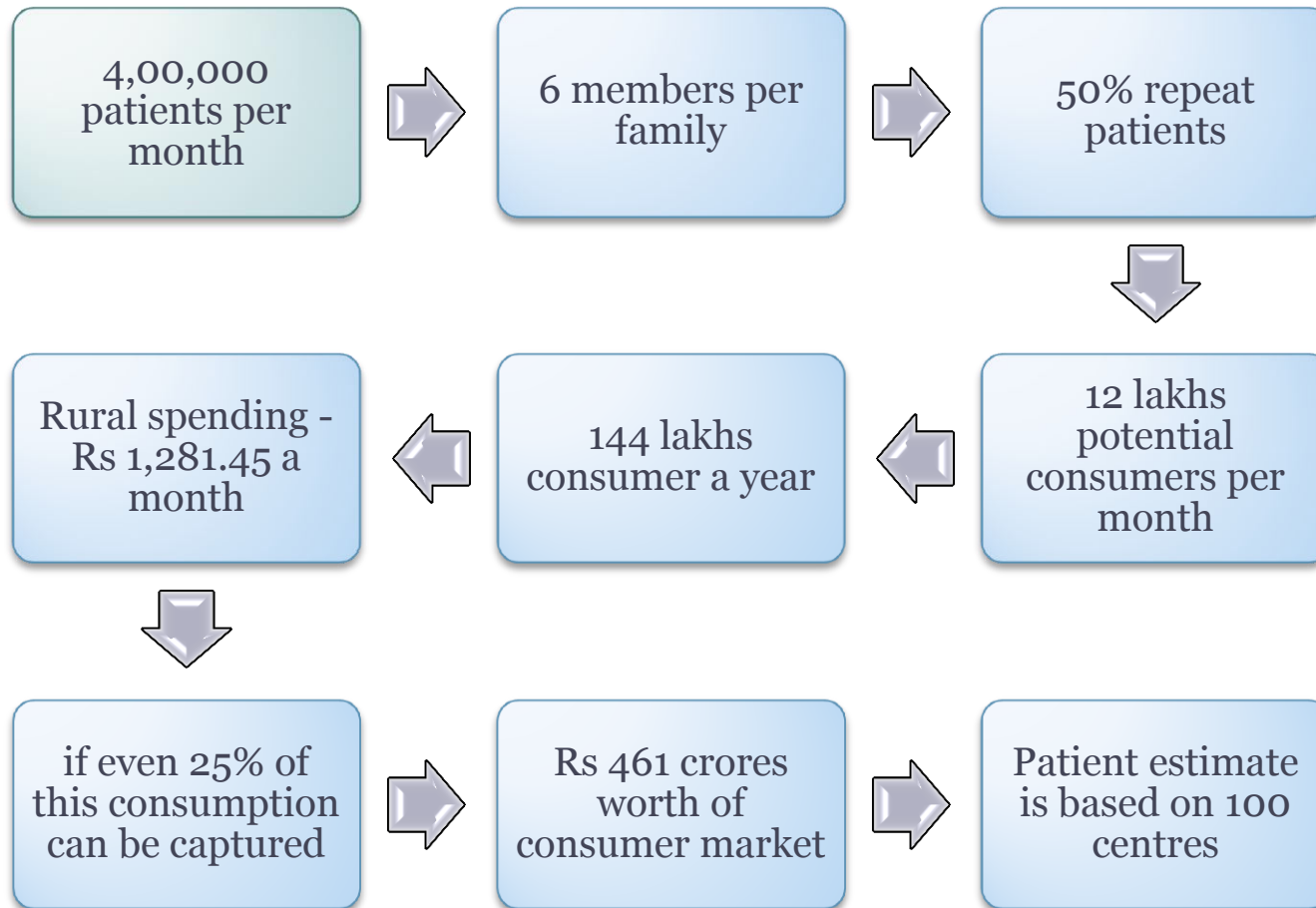
Financial Forecast

Number Of Centres	Capital Expenses	Operational Expenses	Number of Patients Benefited Each Year
1 ST year 2012 – 2013 3 new centres Total: 8 centres	Rs.18,00,000	Rs.30,00,000	3,20,000
2 nd year 2013 – 2014 3 new centres Total: 11 centres	Rs.20,00,000	Rs.30,00,000	4,40,000
3 rd year 2014 – 2015 3 new centres Total: 14 centres	Rs.22,00,000	Rs.30,00,000	5,60,000

Utilization of Funds



RURAL BRANDING AND MARKETING



Source: Crisil and NSSO

Our Challenges

Funds

- Funds required for setting up new centres
- Funds to meet operational expenditures

Human Capital

- Dearth of qualified medical practitioners and assistants
- Absence of willingness to work in rural areas.

Location

- Identification of right locations
- Building supply chains for distribution and reach

People

- Changing the mindset of the rural people - Syrup syndrome
- Tackling social issues and local beliefs (Self medication)
- Creating awareness among the rural consumers

Our Collaboration with Renowned Institutions



Case study based on our unique healthcare delivery model being created by IIM Bangalore and IIM Calcutta



International institutes such as Harvard School of Business, Yale Management School and Michigan University have expressed interest in sending students for internships and projects



The National University of Singapore, one of the world's leading institutes is in the process of creating a case study to be published by Ivey. This would be used for instructing B-School students across the world



3 students from SPJIMR have completed their social internships
NMIMS has leveraged our expertise to judge rural healthcare competitions
17 institutions including TAPMI, XIMB, IIM Indore have expressed interest to partner with us

Awards and Recognitions

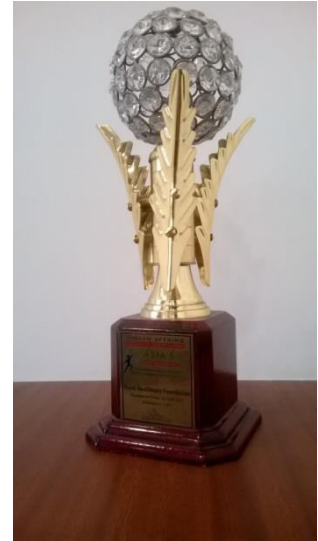
Won an award at the Bihar Innovation Forum held in January 2014 in Patna. It is an initiative to felicitate the different NGOs across India.

We have been given a Consultative Status with the ECOSOC at the United Nations

RHCF was invited by IPIHD (a forum founded by World Economic Forum, Mackenzie & Co. and Duke University) to give presentation on delivery of primary health care in rural area, held in Washington DC.

AmeriCares India Certificate Of Merit

Winner of India Volunteer Award and Salaam Bengal award



Awards and Recognitions

Rishabh Jain, Youth Brigade leader, received Youth Award from Govt. Of India for his extraordinary contribution to society from RHCF platform;



One of the winners of the 3rd iDiya Challenge 2011 competition conducted by Indian School of Business, Hyderabad

Awarded with the Apeejay India Volunteer Award for 2011
Winner of the Salaam Bengal Award 2011 conducted by ABP Group

Winner of Mahindra Spark The Rise Award (Season 2 Round 1)

Winner of Social Enterprise of the Year at the 3rd Annual India Leadership Conclave and Business Leadership Awards, 2012



Our Team

Anant Nevatia -President	MD, Shilpam Group of Companies, (Real Estate)
Arun Nevatia-Managing Trustee;	Director, Jeewanlal (1929) Ltd.
Vikash Agarwal -Treasurer	MD, Hitech System & Services Ltd. Power Sector
Dipankar Banerjee- Secretary	Project Consultant
Debashis Kundu-Legal Advisor	Advocate at the Calcutta High Court and Supreme Court of India, Associate of Institute of Chartered Accountants of India
Ashok Jhanwar-Trustee	Managing Partner of AMJEY Chemicals
Amit Dutta-Trustee	Managing Director, Luxury Hues Group
Bajaranglal Bamalwa - Trustee	Founder Partner, Nemichand Bamalwa Group

What People Say About Us



We have shortlisted your inspiring work to be shared at local, national and international levels. We are confident, it will motivate others to join a cause.

Amita Dahiya, UNV National Coordinator



I am only doing whatever little I can to help. You are the real heroes! Your commitment is amazing."

Venkat Krishnan, Director GiveIndia



It was very inspiring to see how a hardcore business oriented Marwari family has applied its entrepreneurial skills to such an important social cause and developed an effective model.

Dr. Nachiket Mor, SughaVazhvu.



THANK YOU!

<http://www.ruralhealthcarefoundation.com>
Rural Health Care Foundation
33, Alexandra Court
60/1, Chowringhee Road,
Kolkata – 700020.
Phone - 9830088218