

Baseline Survey and Location Identification of ONGC-HelpAge India Collaborative Project on Providing Healthcare Services to Elderly Persons

During the first quarter of 2010 HelpAge India (HI) and Oil and Natural Gas Corporation (ONGC) of India have entered into an agreement to jointly implement the flagship ONGC-HelpAge India Corporate Social Responsibility (CSR) Project - Varisthajana Swasthya Sewa Abhiyan (VSSA), in twenty locations across nine States for five years. The project aimed at providing dedicated healthcare services to the elderly (those above 55 years) without any caste, creed or class barriers, bringing qualitative changes to their lives. Upon signing the project agreement with ONGC, HI entrusted FourX4 with the responsibility to help ONGC and HI operationalize the project. The assignment would help ONGC and HI primarily to roll out the project in the selected twenty locations without loss of time.

The assignment also included conducting a baseline study of the elderly population in the identified areas/habitats. Participatory processes were adopted to identify the locations and habitats, including community spaces for parking the MMU and offering clinical services. ONGC officials and important citizens from all locations were consulted and taken into confidence before household survey was conducted. Panchyat members were requested to examine and report on the coverage of survey. All human resources identified for the project are drawn from the local area and have adequate knowledge on the social, economic and health status of people.

Now the project is running successfully in reaching out to the elderly persons across the country.