

**Internship
At
GVK EMRI, Hyderabad**

**Submitted By
Himani Bishnoi**

**Post Graduate Diploma in Hospital & Health Management
2012-2014**


**Institute of Health Management Research,
Jaipur
2014**

1. INTRODUCTION

1.1 Company Profile

The GVK Foundation represents the overall corporate social responsibility of the GVK group. GVK's vision looks well beyond the bottom line and forays into the initiatives that touch lives and add value to the society. GVK Emergency Management and Research Institute (GVK EMRI) is the major corporate social responsibility arm of GVK group, was established in April, 2005. It provides Integrated Emergency Response services in Public Private Partnership, with a vision to support and build capabilities to save 1 Million lives per annum nationally and establish GVK EMRI as a premier Research and Training Institute.

Dr. GVK Reddy, Chairman of GVK is committed to provide services surpassing global standards with improved transparency, following the modern principles of management and leadership to serve the nation and work towards taking the organization across the country. GVK is a diversified business entity with a predominant focus on Energy, Urban Infrastructure, Life Sciences, Transportation, Hospitality and Manufacturing.

1.1 AREAS OF OPERATIONS:

Table1.1

S.No	State	Date of Launch	Ambulances as on Feb' 2014
1	Andhra Pradesh	15th Aug 2005	802
2	Gujarat	29th Aug 2007	525
3	Uttarakhand	15th May 2008	140
4	Goa	5th Sep 2008	33
5	Tamilnadu	15th Sep 2008	638
6	Karnataka	1st Nov 2008	517
7	Assam	6th Nov 2008	385
8	Meghalaya	2nd Feb 2009	47
9	Madhya Pradesh	16th July 2009	604
10	Himachal Pradesh	25th Dec 2010	172
11	Chhattisgarh	25th Jan 2011	240
12	Dadra & Nagar Haveli	10th April 2012	13
13	Daman and Diu	10th April 2012	13
14	Uttar Pradesh	14th Sep 2012	988
15	Rajasthan	4th June 2013	509
16	Kerala	16th Nov 2013	43
National			5,656

1.2 GVK EMRI is based on the following Standard Practices:

- **Process of Emergency Management which involves the following primary functions:**
 - **Sense:** Emergency victim/ attendant dial 108. Communication Officer (CO) Screen helps facilitate collect facts, Dispatch Officer (DO) Screen helps facilitate and scope emergency, assign strategically located vehicle (Ambulance/ Police/ Fire).
 - **Reach:** Vehicle(s) to reach the site/scene
 - **Care:** Emergency Medical Technician (EMT) to provide passionate pre-hospital care while transporting patient/ victim to appropriate hospital for stabilization. Emergency Response Centre Physician (ERCP) advises patient care with the support of ERO, EMT to ensure optimal pre-hospital care.
- **Employees:** Employees here are known to be **Energetic, Modest, Reliable** and **Inquisitive** and exhibit high levels of **Commitment, Ability, Resourcefulness and Empathy** while performing their respective roles - Communication and Dispatch Officer, Emergency Medical Technician, Pilot, Physicians and support staff.
- **Infrastructure:** GVK EMRI Head Quarters is **housed** in 39 acres **campus** at Hyderabad with modern facilities for Emergency Management, Research and Training.

➤ **Technology:** State of the art integrated technology is deployed in Emergency Response Centers in 14 States & 2 Union Territories which enables to provide world class services.

➤ **Alliances and partnership-**

A. Governments: GVK EMRI recognizes critical role of Governments for the success of the projects undertaken under PPP framework. Our ongoing and uninterrupted services since inception in 14 States & 2 Union Territories speak for itself about healthy relationship with respective Governments. GVK EMRI in collaboration with Govt. of Goa for runs Emergency rooms in Community Health Centers (CHC) also.

An agreement with 14 states (Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh, Chhattisgarh, Uttar Pradesh, Rajasthan, Kerala & 2 Union Territories (Daman & Diu, Dadra & Nagar Haveli).

750 M population covered in 14 States (increased reach of health care in rural, hilly & tribal areas) and 2 Union Territories

Till date 2.6 crore beneficiaries had availed these services, 2.97 lakh deliveries were assisted and 9.61 lakh lives were saved since inception.

B. Global Institutions:

GVK EMRI is having partnership with global organizations like Stanford School of Medicine, Carnegie Mellon University, 9-1-1, Shock Trauma Centre, Baltimore,

USA; American Association of Physicians of India; GEOMED etc., in order to strengthen its competencies, skills and to adopt the best international practices.

GVK EMRI is recognized as international training organization by AHA (American heart Association) and ITLS (International Trauma Life Support) to conduct training programs on their behalf. GVK EMRI also in collaboration with Stanford School of Medicine, USA is conducting training programs in Emergency care for physicians & Paramedical staffs of Government hospitals. Mahindra Satyam is the technology partner of GVK EMRI in providing free IT solutions.

➤ **PPP (Public Private Partnership) framework**

- Operational expenses and Infrastructure borne by Government (Public)
- GVK EMRI bears costs of Leadership, Technology, Innovation, Research & Training

➤ **Values** of GVK EMRI are:

- Involving people
- Applying Knowledge
- Making this happen

➤ **Vision:**

- To provide Free emergency response services for Medical, Police and Fire emergencies across India in PPP (Public Private Partnership) framework
- To respond to 30 million emergencies and save 1 million lives annually
- To deliver services at global standards through Leadership, Innovation, Research & Training and Technology

-

1.3 Emergency Management at GVK EMRI

The Emergency Management system at GVK EMRI has been successfully providing most comprehensive & efficient Emergency Response Services (Medical, Police and Fire) under PPP framework for the past 7 years.

Today Emergency Management wing of GVK EMRI has:

- An agreement with 14 states (Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh, Chhattisgarh, Uttar Pradesh & 2 Union Territories (Daman and Diu, Dadra and Nagar Haveli).
- 4,701 ambulances, covering over > 600 million population
- 23,566+ GVK EMRI Associates.
- An agreement with 6,700 + Private Hospitals/ Nursing homes
- Networked with 2,000 Police/ Fire Stations

With contribution of all the stakeholders listed above, GVK EMRI is:

- Taking 90% calls in first ring
- Attending 16,682+ emergencies per day (19.3 Million Cumulative)
- Pregnancy related – 33%, Vehicular Trauma – 17%, Acute Abdomen – 12%, Cardiac – 5%, Respiratory – 4%, Suicidal – 4%, Animal Bites -2% (Jun'12)

1.4 Key Components of Emergency Management at GVK EMRI:

- **Integrated and comprehensive ERS, Village Outreach Services provider:**

The emergency management system at GVK EMRI aims at providing most comprehensive & efficient Emergency Response Services in medical, police or fire, using a single 3 digit toll free number 108. GVK EMRI has the expertise and is fully equipped to respond to medical emergencies including complex ones like cardiac arrests, strokes, neonatal, maternal, snake bites and emergencies like natural calamities, accidents, fire break-outs, industrial hazards, rioting, terrorist attacks etc. GVK EMRI also provides MMU Services in Andhra Pradesh and Uttarakhand. GVK EMRI also supports the Andhra Pradesh, Assam, Uttarakhand and Gujarat Population under JSSK Scheme for drop back facilities for the mother and neonate after initial 48 hour hospitalization.

➤ **Public and Private Partnerships (PPP):**

GVK EMRI has been successfully providing ERS under PPP framework. Operational and Capital expenditure of running the service in each state is met by the respective State Governments (Public) while GVK EMRI (Private) contributes to costs of Leadership, Management, Innovation (Process, Medical & Research) and Mahindra Satyam provides IT solutions.

➤ **Ambulances:**

GVK EMRI has developed its own ambulance design specifications with unique features meeting ergonomic and safety requirements. Ambulances are fully equipped with modern day medical and communication equipment and categorized as Advanced Life Support, Basic Life Support and Rural Life Support depending on the facilities and pre-hospital care services available.

➤ **Processes: S-R-C model**

At every level in GVK EMRI, integration is the keyword. Not only it works as a single response centre for all emergencies – Medical, Police and Fire, but also, it has developed

the Sense-Reach-Care paradigm that integrates the critical areas of emergency response system (call taking, processing and ambulance dispatching, reaching the victim in time and transportation to a hospital, Pre-Hospital medical care rendered through Medical Directions by Physicians).

➤ **Technology**

GVK EMRI is managing Emergency Response Service with own ERS application software. Presently, it has 24 x 7 Centralized Emergency Response Center for each State, having following key technological components:

- Telecom Switch / PBX with automatic call distribution features & IVR facility
- Computer Telephony Integration
- Voice Loggers
- Call Center Server (CCS)
- ERS Applications
- GIS and GPS Software
- Automatic Vehicle Location and Tracking
- GIS Maps

1.5 Services provided:-

108:

1-0-8 Emergency Response Service is a 24X7 emergency service for medical, police and fire emergencies. The service is available for all the 16 operational areas mentioned earlier.

The main highlights of this service are:

- It is a 24x7 emergency service.
- Toll Free number accessible from landline or mobile Emergency help will reach you in an average of 18 minutes.

- 1-0-8 can be dialed for the purpose of saving a life, to report a crime in progress and to report a fire

102:

GVK EMRI operates Vehicles/ Ambulance in Partnership with Andhra Pradesh, Assam, Uttarakhand, Gujarat and Chhattisgarh, Uttar Pradesh Governments JSSK Program (Reverse Transport/ Drop Back Services (AP), Adarani Services (Assam), Khushion Ki Sawari (Uttarakhand), Khilkhilat (Gujarat), Mahtari Express (Chhattisgarh), Uttar Pradesh (National Ambulance Services) to ensure wholesome support for the mother and child which provides for drop back facility for mother and child to curtail IMR, MMR. These services are offered to the mother and child if they have continued to stay in the Government Hospitals for 48 Hours after Child Birth. Mahtari Express in Chhattisgarh is also support pickup, Dropping and IFT for Mother and Child with 30 Minutes waiting in dropping point.

Till date 704640 beneficiaries have availed these services since Inception till date.

MMU:

GVK EMRI operates MMUs in Andhra Pradesh, Uttarakhand and Madhya Pradesh since Dec '10 and Jun '11 respectively with the aim to reach the underserved villages in the districts in organizing regular primary health services. The focus is on diagnostic, curative and preventive health services. Maternal and Child health services and treatment of common ailments are prioritized. MMU service has also started in Chhattisgarh (NTPC).

104 Medical Helpline Services: GVK EMRI launched integrated “104 Health Advice Helpline Services” in Partnership with the Government of India (in the Union Territories of

Daman & Diu and, Dadra & Nagar Haveli) and for the state of Tamil Nadu. 104442 calls were answered and 25101 advices have been given till date.

Dial-100: GVK EMRI has made Dial-100 project for the entire state of Andhra Pradesh operation within 30 days time period. The project was successfully launched Hon. Chief Minister on 11th April, 2013. 18340979 calls were answered with 98% call efficiency and 964238 various emergencies had been availed.

Mother and Child Tracking Facilitation Center (MCTFC): GVK EMRI launched MCTFC project in Partnership with MOHFW at Delhi which was inaugurated by Honorable Union Health Minister on 31st January, 2014. Currently it has started with 80 Seater Call center which will validate all MCTS data across nation. The project has a plan to scale up to 300 seats with multilingual capacity. 340755 calls were answered with 00:03:47 average Handling Time.

EMLC:

3rd fully established wing of GVK EMRI, established with an aim of creating new cadre of professionals across the country who are well trained to drive (Pilot), diagnose and impart pre hospital care (Emergency Medical Technicians), provide virtual handholding (Emergency Response Centre Physicians) and manage emergency centers (PGPEC).

There are different training modules such Paramedic-training, First Responder (FR) Training program, General-Practitioner's(GP's) Training, Emergency Room physician training/ Intensives Training and also Working with Communities and Community Workers (e.g., Anganwadi Workers, ASHA etc) in Health and other sectors

Emergency Stabilization centre

The Role and Mission of ECC is to provide stabilization to patients/victims in the Golden hour and ensure safe transport to the nearby tertiary hospital for definitive care. These ECCs will ideally be located closer to accident hotspots and also in geographies where facilities to treat medical emergencies are poor or don't exist. Choice of location is supported by authentic data, culled out from the databases of GVK-EMRI and Road Accident Data Management Systems (RADMS).

Women Help Line:

GVK EMRI in association with Gujarat government has launched 181 - the Abhayam Women Helpline for all women in Gujarat. The helpline launched in collaboration with the home and women and child welfare departments.

The free 24x7 helpline, 181, is a toll-free number to support women in distress and is accessible through any mobile or landline. Any women can access 181 "Abhayam" helpline for the purpose of counseling, guidance, information and also for the rescue in various threatening situations including domestic violence.

1272 calls have been received out of which 872 calls have been counseled.

Boat Ambulance:

Assam is operating 5 boat ambulances and 1 boat ambulance In Uttarakhand to respond to medical emergencies in riverine areas and during floods.

The ambulance is part of the "108 ambulance service" being provided under the National Rural Health Mission (NRHM) in the states.

IFT Project:

The objective of the project is to provide timely transportation to pregnant women and Sick New born by Inter facility transport Ambulances in the state of Assam which facilitate an integrated and comprehensive health care management providing high-end ambulatory transportation for appropriate care.

Neo Natal Ambulances:

Neo Natal Ambulances are launched in order to do emergency transfers for very sick babies who require more specialist treatment at another hospital and also for Elective or 'back' transfers to transport recovering babies back to the hospital nearest to their homes. It is primarily launched to reduce the Infant Mortality Rate as a part of Millennium Development Goals.

1.6 Integration of Emergency Management with Institute and Research**➤ Research and Analytics:**

Research wing of GVK EMRI is now recognized by Government of India. It is a fully established wing of GVK EMRI working in the following areas:

- **Medical Research** - Effectiveness of interventions and integration with hospital care
- **Systems Research** - Develop protocols for pre-hospital care, standing orders for EMTs, pre-arrival instructions, lives saved processes, medical direction and manuals for First Responder, Training of Trainers and First Responder Handbook.

- **Operations Research (Analytics)** - Predict future state of healthcare, disease incidence, better utilization of resources, reconfiguring processes

➤ **Training:**

3rd fully established wing of GVK EMRI, established with an aim of creating new cadre of professionals across the country who are well trained to drive (Pilot), diagnose and impart pre hospital care (Emergency Medical Technicians), provide virtual handholding (Emergency Response Centre Physicians) and manage emergency centers. With all these motives it has:

- Established in house state-of-the-art training facilities for rendering foundation and refresher training program to EMTs and Pilots, First Responder Training program, Skill Development programs for Doctors and Nurses.
- Initiated 2 years Post Graduate Program in Emergency Care (PGPEC) in collaboration with Stanford and affiliated to Osmania University.
- Received recognition by American Heart Association (AHA) as International Training Organization for BLS, ACLS & PALS programs.
- Recognition as a nodal training centre for imparting training in Trauma Management by International Trauma Life Support Society.
- Received recognition by American Academy of Family Physicians (AAFP) to conduct Advanced life Support in Obstetrics and Basic life Support in Obstetric programs
- Developed well equipped Training facilities with modern teaching aids including manikins and simulation lab.

- Received distinction of training more than 76,000 including First responders, EMTs, pilots, doctors, nurses etc.

a. American Heart Association (AHA), USA

All training programs offered by AHA are conducted at GVK EMRI. The programs are as follows

- Basic Life Support (BLS) Provider and Instructor
- Advanced Cardiac Life Support (ACLS) Provider and Instructor
- Pediatric Advanced Life Support (PALS) Provider and Instructor;

The courses offered at GVK EMRI have obtained recognition/ affiliation from international training bodies like American Heart Association (AHA), International Trauma Life Support (ITLS), and USA. GVK EMRI already has signed the Memorandum of understanding (MOU) with Academy of Emergency Medicine in India (AAEMI), American Association of Physicians of Indian Origin (AAPI).

b. AHA certified courses ACLS, BLS conducted by GVK EMRI.

AHA -The American Heart Association (AHA) is a national voluntary health agency whose mission is "Building healthier lives, free of cardiovascular diseases and stroke."

GVK EMRI received the ITO (International Training Organization) status in recognition to the large pool of qualified instructors and technologically advanced simulated laboratory facilities. A series of training programs for Doctors and other currently active healthcare providers is being launched who wish to undergo the AHA certified course.

The different courses offered by GVK EMRI and certified by AHA are

- 1) ACLS (Advanced Cardiac Life Support)
- 2) BLS (Basic Life Support)

BLS / ACLS Provider Course is designed to enhance survival by improving the quality of care provided to the adult victim of a cardiac arrest or other cardiopulmonary emergency. At the end of the course, you will enhance your knowledge and skills to perform cardiopulmonary resuscitation techniques in emergency cardiovascular care, as recommended by the recent ECC 2005 guidelines given by AHA and International Liaison Committee on Resuscitation (ILCOR).

Basic Life Support (BLS)

The Basic Life Support course will be a one day workshop that will impart basic life support training. The delegates will be trained to resuscitate a victim of cardiac arrest without the use of advanced equipment or drugs. The BLS Course will cover the following content.

1. CPR for adults/ children / infants
2. Adult and child bag mask technique
3. 2- rescuer CPR for adults / children
4. Use of Automated External Defibrillator (AED)
5. Relief of choking/ foreign body aspiration

Advanced Cardiac Life Support (ALS)

The BLS course will be followed by a two day workshop that imparts intensive training in advanced cardiopulmonary resuscitation. The delegates will be trained to resuscitate

a victim using advanced monitoring equipment and lifesaving drugs. They will also be trained in the resuscitation team concept.

1.7 GVK EMRI -Adherence to Essential Components:

GVK EMRI has fostered **partnerships** within and outside India. The fact that **Police help, ambulance help and Medical direction** is provided less than one roof, in PPP, is unheard of in India.

GVK EMRI has innovated on Emergency Management Service (EMS) models of the developed countries and has developed innovative, state of the art **technology**. The service is **NOT only free but qualified and experienced doctors in the call center** are readily accessible to patients and Emergency Medical Technicians (EMTs) to provide direction.

India as a country needs to come up with appropriate **legislations and regulations** in order to ensure standardized EMS services. **Human resources** play pivotal role in saving lives and hence competent manpower both in the pre-hospital situations and emergency rooms, should be adequately **trained** and made available. In order to meet these requirements, the Government needs to recognize the Emergency Medical Technicians (EMTs) and emergency medicine as a specialty medical discipline.

Prevention of emergencies needs to be emphasized at all levels in the society at large and healthcare delivery system in particular. **Public Education** on early recognition of emergencies and need for first aid as well as early & timely medical advice seeking attitude can supplement the efforts of service providers. Government and Civil Society organizations may take this up together. Accessibility through **definitive care in emergencies** is the major challenge in our country. Ambulance based pre-hospital care initiatives will facilitate reduction of delays in accessing curative services.

Government at various levels has already come out with standards at Primary Health Care Institutions and Community Health Centers. It has also established norms for different

levels of Trauma Care Centers. The ongoing National Rural Health Mission has adequately recognized the importance of emergencies during pregnancy and newborn period and established Comprehensive Emergency Obstetric and Neonatal Care (CEMONC) Centers across the nation. Likewise emergency room infrastructures need to be streamlined to attend other important medical conditions like heart attacks and paralytic strokes, diabetic emergencies etc. EMRI organizes programs to enhance capabilities of doctors in emergency medicine. EMRI in collaboration with national and international institutions will continue to focus in identifying requirements for an ideal **information system** in emergency medical care and services. **Evaluation** reports highlighting incidence of emergencies, and cost effectiveness of the interventions will pave way for allocation of resources from all quarters.

1.8 GVK EMRI as Emergency Management Service Provider

Emergency Management demands multi-dimensional participation, coordination and assistance of multiple agencies and disciplines. The EMS providers maintain a synergistic relationship between Technology, Process and People, to provide holistic care and services to emergency victims. The key factors that make EMS significant for the individuals are discussed below:

- **Manages the Golden Hour efficiently:** The first one hour of the medical emergency is considered to be very critical and is hence considered to be the Golden Hour. It is estimated that about 80% of deaths happen within the first one hour of admissions. Broadly, the Golden Hour concept could be applied to any emergency such as fire and police. For instance, according to NFPA, US (National Fire Protection Association), if a fire is not suppressed within 8 to 10 minutes of its

occurrence, it will flashover, spreading outside the initial area. In such situations, an EMS provider offers appropriate services within the most critical time span to minimize the extent of damage.

- **Presence of sound infrastructure:** During emergencies, there should be a helpline that could be contacted and necessary support infrastructure and services that could be promptly accessed and utilized. EMS providers possess required infrastructure which includes a call center or other contact rooms where the information about the emergency could be communicated. Further, they have requisite dispatch systems such as ambulance, police or fire brigades. They have a trained support staff that could deal with the distressed directly and initiate necessary actions.
- **Deploys necessary resources:** It is important to have necessary resources at one's disposal in case of an emergency. EMS providers offer these requisite tangible and intangible resources. The tangible resources include ambulances, EMTs (Emergency Management Technicians), fire brigades etc. The intangible resources are offered in terms of care and other services.
- **Harness strong linkages/ partnerships/ alliances:** The ability to apply immediate and correct emergency procedures is critical. This could be in terms of first referral hospital(s) or immediate reporting to police or fire station. The EMS providers have strong linkages with hospitals, doctors, police, fire stations etc. Their intricate network ensures that the services are offered to affected site/ people through the nearest and most appropriate network partner.
- **Hassle free procedures:** In case of an emergency, especially at times of road accidents, thefts etc several legal procedures need to be dealt with, which often lead

to delay in necessary actions. The EMS providers have hassle free procedures wherein they provide pre-hospital care in case of medical emergencies.

1.9 GVK EMRI - Esteemed Partners

For benchmarking with the best in the world, GVK EMRI has collaborations and alliances with various organizations worldwide. This helps GVK EMRI in strengthening its service delivery by sharing knowledge, inculcating best practices, absorbing better technologies and innovating. Partners in progress are:

- **National Emergency Number Association (NENA)** is the “Voice of 9-1-1”, a non-profit membership association representing both public and private constituents, based in the Washington DC metropolitan area of the United States of America. The National Emergency Number Association (NENA) and the GVK Emergency Management and Research Institute (GVK EMRI) signed an MOU on August 14, 2005 jointly strive to promote, support and advance the mission and goals of each and to work together whenever possible and appropriate.
- **Hospitals:** The MOU signed with hospitals, both government and private hospitals state the purpose and need for the partnership clearly. It seeks the acceptance of the hospitals to receive appropriate cases for stabilization or treatment or both, depending on the facilities, skills and equipment the hospital has.
- **American Association of Physicians of Indian Origin (AAPI)**, AAPI is an organization representing physicians and medical students, residents and fellows of Indian origin in the US. AAPI and GVK EMRI’s primary objectives include excellence in pre-hospital care, teaching and applied research in different areas of emergencies and to pursue their aspirations in professional and community affairs

- **Shock Trauma Centre** : GVK EMRI has signed a MoU with Shock trauma centre to share protocols on Emergency.
- **Singapore Health Services:** GVK EMRI has signed MoU with Singapore Health Services for providing Training to Doctors in Emergency Department.
- **Carnegie Mellon University, USA** and GVK EMRI signed an MoU for participation in collaborative research programs, development of appropriate technologies / solutions in Emergency Management.
- **Geomed Research, Germany** and GVK EMRI signed a statement of Alliances, towards improvement of GIS based emergency health systems data utilization and related research and emergency response services internationally.

1.10 PARTNERSHIPS

Working towards benchmarking with the best in the world, GVK EMRI has international collaborations.

Mahindra Satyam – Technology Partner Satyam as the Technology Partner helped GVK EMRI to develop an emergency response system using Microsoft® Technologies. Satyam has won the International “MICROSOFT 2007 CITIZENSHIP PARTNER OF THE YEAR AWARD” for developing software technology solutions of GVK EMRI. All activities of the call center have been automated and 108 now provides a state-of-the-art response center that has saved thousands of lives by providing timely emergency services. Satyam helps GVK EMRI in identifying appropriate technologies, components, tools and processes and also helps in competency building and absorbing appropriate new technologies to develop efficient solutions.

Stanford University USA. Stanford School of Medicine, USA, is an institution dedicated

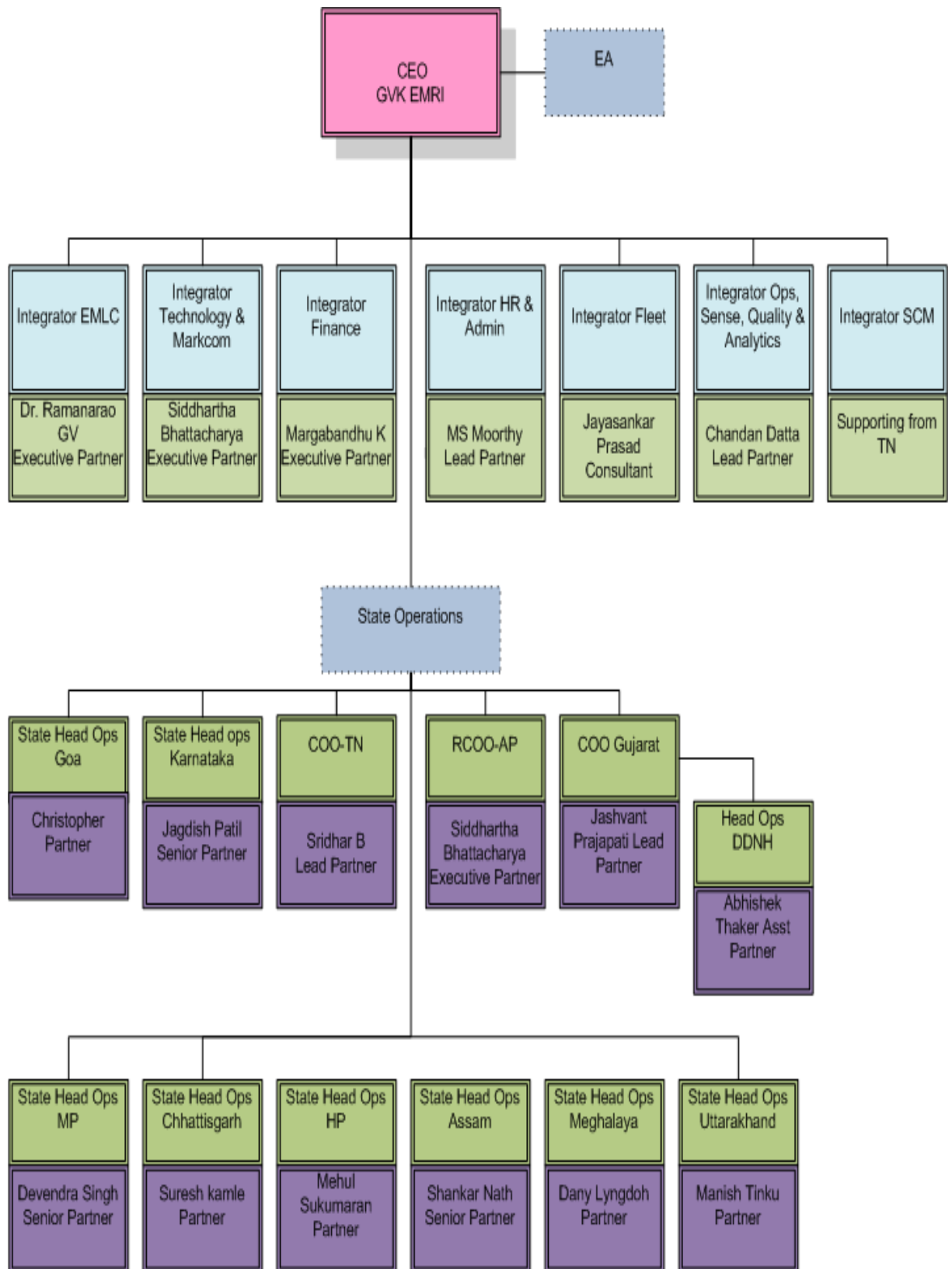
to medical education. GVK EMRI has signed MoU with Stanford School of Medicine for providing training to Emergency Medical Technicians. GVK EMRI in association with Stanford started two year Post Graduate Programs in Emergency Care.

Geomed Research, Germany Geomed Research and GVK EMRI signed a statement of Alliances, towards improvement of GIS based emergency health systems data utilization and related research and emergency response services internationally.

Carnegie Mellon University (CMU), USA Carnegie Mellon University and GVK EMRI signed an MoU for participation in collaborative research programs, development of appropriate technologies / solutions in Emergency Management.

Public Health Foundation of India (PHFI) Through the MoU signed on 13th August 2008, PHFI and GVK EMRI will work together to establish opportunities, including fellowships and internships, building capacity through short and long term training programs, research in relevant areas of public health; encourage dialog, participation in appropriate public health, injury and emergency medical services system development ; Establish opportunities to promote the development of global initiatives for prevention of emergencies in India as opportunities and resources permit; establish partnerships with appropriate interested parties to promote the development of public health, injury and emergency medical services systems in other regions of India.

ORGANOGRAM



Roles and Responsibility

- Working as Management Trainee.
- Working on Projects in Operations Department, Supply Chain Management and EMLC (Emergency Management Learning Centre).
- Currently working on the project of standardizing the current Indent Process and development of a new process. The proposed process is accepted by the organization and is currently worked on.
- Designated as Emergency Medical Education Counselor for three States- West Bengal, Orissa, and Bihar.
- Supporting to the National Team of EMLC for the External Training Marketing.

Practical Experience

- People only know about 108, they have an Ambulance Service and that can be called in Pregnancy & RTA. But for them only RTA is an emergency.
- They don't know that 108 will give pre-hospital care to them.
- They also don't know that they will be taken to private hospital if they ask for it.
- Most of the people have heard about 108 but most of them have no awareness, and they also don't know the different condition in which they can call 108.
- Most of them have heard about 108 by word of mouth & their daily routine media (TV & Newspaper).

Mostly all people have mobile phone & in all villages there is a good connectivity of mobile.