

INDUSTRY SECTOR PROFILE

BRIEF HISTORY

The National Health Mission (NHM) encompasses its two Sub-Missions,

The National Rural Health Mission (NRHM)

The National Urban Health Mission (NUHM).

- The main programmatic components include Health System Strengthening, Reproductive-Maternal- Neonatal-Child and Adolescent Health (RMNCH+A), and Communicable and Non-Communicable Diseases.
- The NHM calls for achievement of universal access to equitable, affordable & quality health care services that are accountable and responsive to people's needs.
- There are Six financing components of NHM:

NHM GUJARAT was established on 12th April, 2005.

It was created with the primary goal of providing effective health care to the rural population, particularly disadvantaged groups such as women and children, by improving access, enabling community ownership and demand for services, strengthening public health systems for efficient service delivery, enhancing equity and accountability, and promoting decentralisation. NHM lists a set of core and supplementary strategies to meet its goals.

VISION & MISSION

VISION:

- To deliver high-quality healthcare to rural Americans across the country, with a special focus on 18 states with poor public health indicators and/or infrastructure.
- To rectify the health system's architecture so that it can efficiently handle higher appropriations and to support policies that improve public health management and service delivery in the country.
- To integrate AYUSH into the public health system and revitalize local health traditions. Goals should be time-bound, and progress should be reported publicly.
- To increase rural people's access to equitable, cheap, accountable, and effective primary health care, particularly for impoverished women and children.

MISSION:

Efforts to be made to consolidate the Mission's gains and build on its successes in providing universal, affordable, and high-quality preventive and curative health care, which would include all aspects of a clearly defined set of healthcare entitlements, including preventive, primary, and secondary health services.

PC-PNDT Cell

The PC-PNDT (Pre Conception – Pre Natal Diagnostic Techniques) Act was enacted on 20 September 1994 with the intention to prohibit prenatal diagnostic techniques for determination of the sex of the fetus leading to female feticide. To put it another way, the initial goal was to prevent female feticide. The Cell work in such a way that it serve as a barrier to individuals who engage in sex determination. Due to the regrettable reduction in the male-female sex ratio, strict measures have been implemented, including registration suspension, criminal case filing, and machine sealing. In addition, criminal prosecution will result in the suspension or cancellation of the State Medical Council's registration.

LEARNING & VALUE ADDITION DURING INTERNSHIP

- How to put my Knowledge and Skill while working on a specific project.
- There was a good practise of Greeting to everyone regularly.
- Regarding the workflow of PC-PNDT Cell, Registration, its importance and studied IEC Material.
- Regarding the rules of PC-PNDT Act and what punishment to be given for violating the rules.
- Learnt many aspects regarding the "Betibachao Gujarat government website"
- Studied different types of Forms such as Form-A, Form-B, Form-H etc. which are used in the whole process of Sonography Machine Installation, Registration, Cancellation, Approval and others.
- Witnessed the whole procedure for verifying the FORM-F which is considered the most important document in PC-PNDT Cell
- Heard many of the sting operation stories from the mentor which focuses on how hardworking a person needs to be for making any mission successful.
- Regarding Workplace culture and how to communicate with peers and officials.

ORGANIZATION STRUCTURE (PC – PNDT Cell)



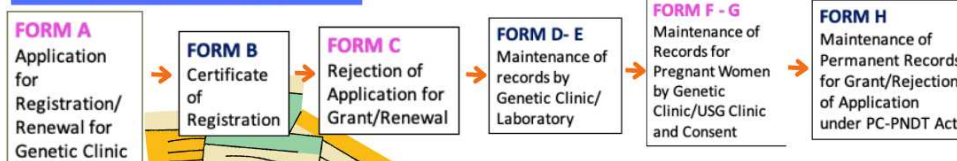
USEFULLNESS OF INTERNSHIP

- It helped me to gain insights regarding how a particular health program runs.
- It helped me get acquainted with whole process of exact working of PC-PNDT Cell.
- This internship provided me good exposure of dealing with people – routine activities like communicating with different people, mindset and tone modulation of people and how to answer when a query is being asked.
- Internship provided me a robust understanding of why our country needed the strict implementation of "No to Sex Determination Act"

CHALLENGES FACED DURING INTERNSHIP

- In the typical scenario at the PC-PNDT Cell, a lot of hustle and crowd gathers while collecting the F-Form for verification; sometimes 500-600 forms need to be collected from a single hospital, so collection, segregation, and stamping, as well as entering data into the register at a time, was a time-consuming process.
- Lack of deep-rooted learning because of mundane nature of work at the Cell. Thus, no experience of any new work process

REGISTRATION PROCESS



STRENGTHS

- Quick response to clients from Cell over phone call
- Timely actions for complaints
- Good work environment
- Basic amenities provided in the office.
- Flexible work culture
- Betibachao Awareness through camps, skill training and IEC materials

WEAKNESS

- COMPLAINTS GET DISSOLVED IN THE COURT RELATED TO SEX DETERMINATION MORE QUICKLY THAN COMPLAINTS ARE BEING TAKEN
- NO ADEQUATE SPACING FOR PUTTING UP FILES.
- CONSTRUCTION IS TOO OLD.
- NO PROPER STREAMLINING OF WORK.

SWOT ANALYSIS

OPPORTUNITIES

- Strengthen the narrow mindset of people for "No to Sex Determination"
- Strengthen the available facilities
- Technological advances like Online registration, submission of Forms and grievances redressal.

THREATS

- Illiteracy and low socio-economic status
- Under-reporting and lack of follow up in rural population
- Myths among people and non-compliance

SUGGESTIONS FOR DAILY MANAGEMENT/OPERATION OF THE DEPARTMENT

- The approval of registration process can be made a little faster instead of 3 months standard time which will ultimately make an ease to Hospital; and manager/marketing personnel do not need to call or come again and again for asking regarding approvals.
- Strict actions to be taken against doctors who indulge in sex determination process according to the rules mentioned in the Act Book rather than court case dismissal and lower penalty amount.
- Court case hearing must be completed on specified date and further prosecutions should be held for it if judgement is left.
- PC-PNDT Admin staff along with Officials must get a chance to involve in this judgements as they are the one who does the sting operations/investigations and follow up with court until the accused is punished.