

Public Private Partnership - Prospective and Retrospective (A Case OF GVK EMRI)

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ABSTRACT

Public Private Partnership have attracted much attention in recent years as possible means to handle large and costly projects, In developing countries, especially, the absolute inadequacy of financial and human resources for health and the progressive undermining of state capacity in many under-resourced settings have made it extremely difficult to promote and achieve significant improvements in equity in emergency health services. This paper unearths the pros and cons of Public Private partnership of GVK-EMRI which is rendering a social service for the suffering through a common goal.

Key words: *emergency service, lives, partnership, government*

INTRODUCTION

The overall goal of PPP projects is to find solutions to problems in which the advantages of the private sector (such as financial assets, efficient management, propensity to innovative and entrepreneurship) are combined with the advantages of the public sector (such as social and environmental concern). To be economically sensible, a PPP project should generate a combination of allocative efficiency and productive efficiency that is superior to an entirely public or entirely private project. It implies the commitment to a common goal through the joint provision of resources and expertise and the sharing of risks.

A timely response and care is essential in saving lives and property of citizens in emergencies and the role of the Government are equally crucial in providing relief through its agencies such as police, fire, medical and other government departments. The proactive Government of Andhra Pradesh has acknowledged the significance of their role and also importance of working in partnership with private agencies such as EMS providers and other service providers such as hospitals, blood banks, ambulances, telecom service providers and donors (individual, body Corporate or non-government organizations). GVK EMRI is housed in a 39 acre campus at Hyderabad with modern facilities for Emergency

management, Research and Training. State of the art technology is deployed at all the Emergency Response Centers which helps provide world class services to users.

GVK EMRI: (Emergency Management and Research Institute) is a pioneer in Emergency Management Services in India. As a not - for - profit professional organization operating in the Public Private Partnership (PPP) mode, GVK EMRI is the only professional Emergency Service Provider in India today. EMRI the employees are described as Energetic, Modest, Reliable and Inquisitive with Commitment, Ability, Resourcefulness and Empathy. Over 40000 employees positioned as communication officers, dispatch officers, emergency medical technicians, pilots and support staff are working with EMRI with increased focus on research and analytics, GVK EMRI has plans to significantly enhance the overall emergency management scenario - further reducing individual suffering. The contribution to society they have decided to the needy. GVK EMRI handles medical, police and fire emergencies through the "1-0-8 Emergency Service". This is a free service delivered through state of the art emergency call response centers that are able to dispatch over 2600 ambulances across Telangana, Andhra Pradesh, Gujarat, Uttarakhand, Goa, Chennai, Rajasthan,

Karnataka, Assam, Meghalaya and Madhya Pradesh. EMRI's goal is to respond to 30 million emergencies and save 1 million lives a year. To that end, the 108 Emergency Response Services has signed memorandums of understanding (MOU) with over 6800 hospitals, which have agreed to provide initial stabilization of EMRI transported patients free of cost for the first 24 hours. Each ambulance is accompanied by a trained EMT (Emergency Medical Technician) who is responsible for pre-hospital care while transporting the patient to a hospital for stabilization. If required, the EMT is able to communicate (via cell phone) with the in house ERCP (Emergency Response Care Physician) who is a qualified medical practitioner, available 24/7 to support the EMT as and when required. With the expansion of the fleet and services across more states, GVK EMRI will have more than 10,000 ambulances covering a population of over a billion by 2011. Furthermore, with increased focus on research and analytics, GVK EMRI has plans to significantly enhance the overall emergency management system - further reducing individual suffering.

REVIEW OF LITERATURE

1. Emergency medical staff (emergency medical technicians, paramedics and nurses) and emergency physicians respond to all kinds of emergency call-outs where people are injured or in need of medical help. In the case of emergency call-outs, they must be at the scene within few minutes, fulfilling highly time-critical tasks (Behrendt, 2008).
2. The tasks of Germany's paramedics include the moving of sick or injured people and the provision of emergency aid (Behrendt, 2008). Almost 10 million rescue service call-outs occur each year. (Joó, 2000, cited by zur Mühlen, Heese & Haupt, 2005).

Most of these involve transportation of patients that are not in a life-threatening situation.

3. The summary of Norris et al. (2002) is that all types of disaster '...share in common (...) [a] potential to affect many persons simultaneously and to engender an array of stressors, including threat to one's own life and physical integrity, exposure to dead and dying, bereavement, profound loss, social and community disruption, and ongoing hardship.'

GOVERNMENT OF TELANGANA: contributes 95% of the costs in the same spirit without hindrance or without any impediments to GVK EMRI services bearing whatsoever. Hence, EMRI's future is absolutely in safe hands of dedicated professional with high integrity. The Members of Governing

Board, Management and Employees of EMRI are committed and motivated to respond to emergencies and save lives with passion, patience and professionalism.

TECHNOLOGY PARTNERS:

Mahindra Satyam is the technology partner with all activities of the call center that 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. It also helps in identifying appropriate technologies, components, tools and processes and also helps in competency building and absorbing appropriate new technologies to develop efficient solutions.

Types of Emergencies:

Medical Emergencies	Police Emergencies	Fire Emergencies
Serious Injuries	Robbery / Theft / Burglary	Burns
Cardiac arrests	Street Fights	Fire breakouts
Stroke	Property Conflicts	Industrial fire hazards
Respiratory	Self - inflicted injuries / Attempted suicides	
Diabetics	Theft	
Maternal/Neonatal/Pediatric	Fighting	
Epilepsy	Public Nuisance	
Unconsciousness	Missing	
Animal bites	Kidnappings	
High Fever	Traffic Problems(Traffic Jams or Rallies, raasta rokos etc)	
Infections	Forceful actions, riots etc	

Emergency Services



funds / grants of Government are the property of Government.

3. The software solutions received from our technology partner have been installed in all the states free of cost.

4. The Governments and EMRI envisage the scheme to be run on a no-loss, no-profit basis.



108 SERVICES IN HYDERABAD-TELANGANA

EMRI ALSO WOULD LIKE TO CLARIFY THE FOLLOWING

1. The state governments who have signed MoUs with EMRI have acted bonafide, with the sole objective of promoting public interest and adopted a transparent and well accepted mechanism which is common in various jurisdictions, especially in respect of Public Private Participation in the health care sector.

2. All the physical infrastructure (movable & immovable assets) acquired and created from the

AIM OF PPP OF GOVERNMENT OF TELANGANA AND GVK EMRI (108) EMERGENCY SERVICES

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1. Aims to significantly enhance the overall emergency management scenario - further reducing individual suffering.
2. Means to accomplish the mission to emergencies and save lives with passion, patience and professionalism. At faster, more economically, more safely, more effectively – by leveraging public resources with partners' resources.
3. To develop a robust body of regulatory science to underpin regulatory decision-making.
4. To increase the knowledge base to facilitate the more effective and efficient development of new targets, new interventions, new diagnostics, new devices, etc.
5. To increase access to resources for training, research and extensions into improvements in the public health.

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PROSPECTS & RETROSPECTS

1. Outcome-oriented partnerships usually involve government institutions, industry and/or private philanthropists teaming up to fight certain types of emergency services
2. This aims at minimizing the accidents, accelerating the emergence of police service and fire services.
3. Reducing Individual pain.
4. Activity-focused partnerships may encompass the coming together to work for a social cause.

CONCLUSIONS

In these partnerships, links between public sector institutions, and philanthropic foundations are considered crucial. Pharmaceutical companies usually possess the technology as well as manufacturing and distribution expertise.

The emergency services needs must be addressed by adding more number partners such as pharmaceutical companies, philanthropists, business organizations to provide quality drugs during emergency by not only saving lives at the moment but providing living after survival.

REFERENCES

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