



The Good
that we
Do



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SANTOKBA DURLABHJI HOSPITAL – THE NOBLE VISION OF PADMASHRI KHAILSHANKER DURLABHJI



GENERAL

Introduction: Padmashri Khailshanker Durlabhji was a true visionary in the strictest sense of the term. He perceived paths where none existed; he sought solutions where others sensed only problems; he dreamt things others dared not. As business flourished, he took greater interest in philanthropy, especially in healthcare. Passionate about wanting to serve the poor, Khelubhai set up a not-for-profit clinic in 1968. Subsequently, he met the then Chief Minister of Rajasthan, Shri Mohan Lal Sukhadia, and persuaded him to offer land to the Santokba Durlabhji Trust to build a hospital. Babuji, as Sukhadiaji was affectionately called, discerned sincerity and honesty of purpose in Khelubhai, and sanctioned the required land immediately.



Government Support: The Government's support did not end there. Over the years, the Trust has also received several tax exemptions.



Gradually, SDMH emerged as one of the finest healthcare hubs of India, and also started to support major Government initiatives in this field.

Blood Bank: Begun as a basic facility in 1973, the SDMH Blood Bank has gradually evolved into an advanced Blood Bank and Transfusion Centre. Serving only inhouse needs to begin with, the Blood Bank has matured. The only Blood Bank in the state with a fully automated NAT testing machine, and the first paperless Blood Bank in India, it

provides training for Blood Banks all over Rajasthan and also in neighbouring states. Replacement blood donations have declined from 6,232 in 2005 to nil in 2014. Against this, voluntary blood donations have risen from 6,683 in 2005 to 38,055 in 2014. This is also the first Blood Bank in Rajasthan to be certified by the NABH.

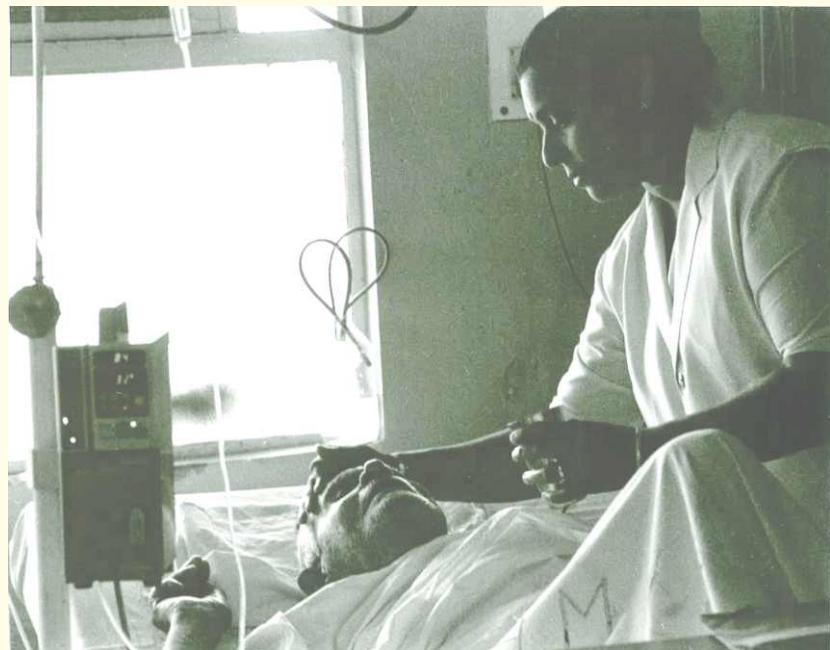
To date, over 2.70 lakh units of blood have been collected by the Blood Bank. In 2014, the percentage of voluntary donations increased to 100%; this figure is the highest of any Blood Bank in the state.



Avedna Ashram: The Trust manages the hospital through an unusual philanthropic model. The Khailshanker Durlabhji Avedna Ashram, the Thalassemia Centre, the Rehabilitation and Limb Fitting Centre (RALFC) and Outreach are all unique examples of philanthropic venture in healthcare.



The Avedna Ashram is a 100-bedded hospice, a home for patients with terminal illness and a shelter for people in pain. Unlike developed countries (where the state is mandated to providing such a facility), Avedna – as one of the few private hospices in India – fills the void by providing board, lodging and palliative care to terminally-ill patients or to those who are in the last stages of



cancer or paralysis. Avedna steps in when family and friends grow weary, as a place where care and compassion are free but life is rationed. We, at Avedna, have learnt to cherish 'today' for we know that 'tomorrow' may be a distant dream. Designed for fresh air and plentiful light, the Ashram also houses the Ananth Bhandari Day Centre which caters to the spiritual, academic, intellectual and creative needs of senior citizens (i.e. people over 60) through activities that they conduct on their own: yoga, meditation, music, reading and lectures. Food for all patients is prepared in a spacious, well-equipped kitchen; the inmates are

also exposed to reading material, music, games, television, counselling, medicine and acupressure services – all of it pro bono.

Thalassemia Centre: Similarly, the Santokba Durlabhji Thalassemia Centre was set up in 2002. It is the only source of NAT-tested blood in Rajasthan which screens a patient for HIV, Hepatitis and other blood - borne agents. Test facilities for Thalassemia Major and Minor are also available. Blood transfusion takes place in a dedicated, congenial ward. The Centre carries out regular transfusion for almost 100 children annually, free of cost. Every year, a Thalassemia camp is also held at SDMH

where blood is tested on the spot. Over two lakh people have been screened in the last 15 years. FICCI has recently recognised our Thalassemia Project as the “Best CSR Project in the Country”.

RALFC: Dr. P.K. Sethi, a renowned orthopaedic surgeon and a Magsaysay Award winner, set up the Rehabilitation and Limb Fitting Centre (RALFC) in 1985, soon after he retired from SMS Hospital. He had, earlier, pioneered the legendary Jaipur Foot; subsequently, he continued his good work at SDMH. At the heart of the Centre is a desire to create and develop low-cost thermoplastic, light-weight rehabilitation aids which attach seamlessly onto



patients, and are also easy to use. The Department of Science and Technology (DST) and the International Commission of Red Cross (ICRC) contributed significantly, along with IIT, Mumbai, and the National Chemical Laboratory, Pune, to help us achieve these goals – and the technology, thus



evolved, has transformed the lives of millions of disabled by making them not only self-sufficient but also productive members of society. The Jaipur Foot has become a boon for the common man and a culture-specific product which the local population can accept and afford, without altering its lifestyle. Named after Dr. Sethi, the Centre provides all types of upper and lower limbs, total-

contact, low-weight, new-design orthotic and prosthetic services, along with spinal orthotics. Poor patients are treated totally free or at heavily subsidized rates. RALFC also organizes free camps for the underprivileged. Several camps have been organized as part of community-based rehabilitation within 150 kms of Jaipur. Hundreds of such patients have been fitted with appliances, free of cost, and have also received free surgical intervention. Manned by dedicated doctors, the Centre trains all recipients to function independently, and to lead full and confident lives.



SDMH – THE HOSPITAL THAT CARES



SDMH does great philanthropic work in the public domain.

(a) 100 free beds are earmarked for palliative care and for the terminally ill.



(b) We have a vibrant freeship programme which provides succour to society. Till date, SDMH has

provided freeship worth over Rs.33 cr. (over \$ 5 million) to the economically challenged. In addition, we have adopted 15 Anganwadis on a request from the state government.

(c) We also assist the Government of Rajasthan in skill development.



Outreach: What does Outreach represent to all of us at SDMH? Is it a movement? Is it a philosophy? Or is it a vision? Perhaps, it is a bit of all three. To me, personally, Outreach is fluid in a sense that a hospital can never be. A hospital has structure, a permanence, and it is expected that people will flock to it in their hour of need.



Outreach adopts a totally different tack. It means walking the extra mile, going out and impacting those very lives, those people, those children who, perhaps, find the trudge to SDMH too demanding. It means going into villages month after month to treat a few thousand rural folks who would have struggled, otherwise, to find succour. It means

tackling the urban slums which proliferate in Indian cities. It means working hand in glove with institutions like Disha and Umang which have done pioneering work in serving children with special needs. It means lending a hand at the SOS Village to help orphans in need. It means organizing diverse



activities for children who are HIV positive. These, and a myriad other activities, are organized so as to help the needy. Further, Santokba works very

closely with Anganwadis, with the Barefoot College, Tilonia; with Nahi Chhaan, Bal Bhavan etc. The mission statement given to Team Outreach, reads, “Where you find unhappiness, create happiness; where you find misery, generate joy.”

Outreach, through its Anganwadi Programme, has adopted 15 Anganwadis wherein SDMH provides regular maternal and child health care. The programme has benefitted over 7,000 patients so far. A Mobile Medical Van service commenced operations in the year 2010 to reach out to, and provide free medical care for, urban slum dwellers and the unorganized poor - construction workers, coolies, rickshaw pullers etc.



Over 20,000 patients have availed this service. Also, at Jhalana Doongri, SDMH conducts OPD clinics to provide free medical care to residents.

SDMH signed an MOU with an NGO, Operation Smile India, to work together with the objective of setting up a Cleft Care Centre at SDMH which would provide free surgical treatment to patients with cleft lip and palate. Over 50 patients have undergone surgery at no cost to them.

A Rehabilitation Programme named “Pangu Giri



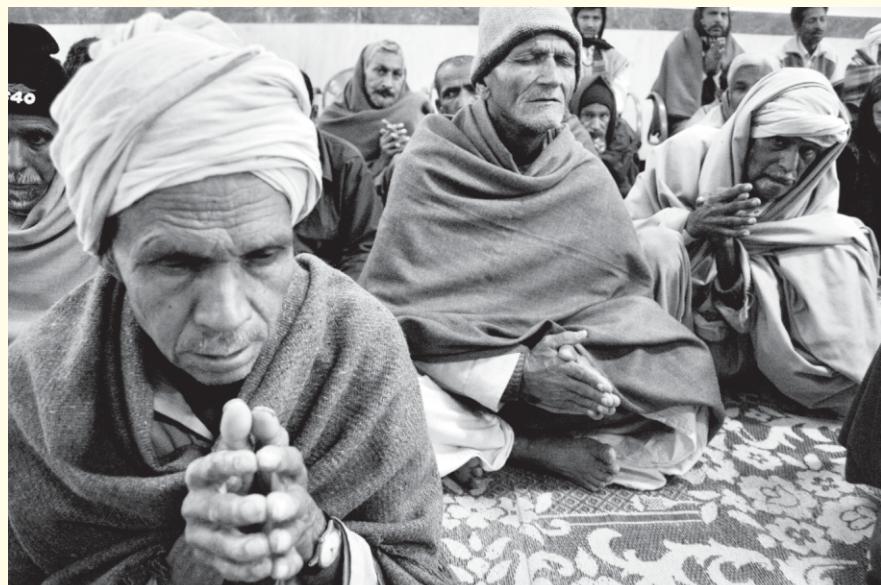
Langhe” was introduced in March 2010 where regular free camps are being organized which include the provision of artificial limbs (Jaipur Foot) for amputees, and polio calipers for the

disabled. Details of the rehabilitation camps conducted are as under.

Camps	No. of patients seen	No. of artificial limbs/polio calipers provided
34	685	262

SDMH conducts free medical camps regularly in rural areas to provide quality medical care to the masses.

Years	Camps	Patients treated
2008-2015	80	1,00,000



Cost of Care: Sincerity, care and compassion cannot be assigned an economic value. However, these also come with a price tag as follows:-

- (a) We spend almost Rs. 3 Cr. annually towards freehips for the economically weaker sections of society.
- (b) Approximately Rs. 20 Cr. are paid annually as tax.
- (c) S. D. Trust has surrendered almost 800 sq. mtrs. of prime land on Bhawani Singh Road (worth approximately Rs.8 cr) to the Government of Rajasthan.





Santokba has provided a shoulder to lean on for the people of the state – in good times, and in bad. On 13th July, 2008, serial blasts shattered the peace of the city. Santokba immediately provided free medical care to all 69 victims of the bomb blast, including surgery and medicine. Similarly, we reached out to help all those affected by the IOC fire. We have always been on call for any crisis.



Some Comments by Visitors:

1. LEANDER PAES (Indian Tennis Legend): The greatest joy in life is life itself...and the care and love that you give. Your patients and staff members make life worth living. My heart and prayers go out to each one of you for the service you are doing towards humanity. I am truly humbled. Keep up the extraordinary work you do.

2. DR R A MASHELKAR (Former Director General of Council of Scientific & Industrial Research) : This is the highest service to humanity. The Durlabhji family is unique in terms of its commitment to care for the uncared, for making the last few days of these unfortunate people as peaceful and joyful as possible.

3. SANJEEV BIKHCHANDANI (Chairperson, naukri.com): A very educative and humbling experience for me. I salute the commitment and the efforts of all the people who worship here. You are doing God's work. It was a privilege to visit this great institute.

4. SUDEEP CHAKRAVARTI (Author): It is a pleasure to be here, to learn so much about our human

condition, and about those who help to make it better. Much love and good wishes.

5. PIYUSH PANDEY (Executive Chairman & National Creative Director of Ogilvy & Mather India) : I salute the nurses, the back-end staff, the doctors and those who make the last station between life and death meaningful, joyful and wonderful. To the Durlabhis ... Rashmibhai, Yogi, family & friends - LAGEY RAHO!

6. MR. NARAYANA MURTHY (Co-Founder of Infosys) : Visiting Avedna Ashram was one of the most moving experiences of my life. The kindness of the family and the nurses is extraordinary.

7. DR APJ ABDUL KALAM (Former President of India) : It is inspiring, divine and dynamic. The Durlabhji Avedna Ashram is the work of God.

8. DILIP KUMAR AND SAIRA BANU (Famous Stars of Indian Cinema) : A heart-warming experience! Our visit to Avedna was most moving; in a sense, it touched the innermost chords of humanism.

9. ELA R BHATT (Founder of Self-Employed Women's Association of India) : Avedna Ashram is

the living embodiment of Gandhiji's trusteeship philosophy. The Durlabhji family has carried forward the tradition of the rich, sharing and caring for the poorest and neediest in society.

RECENT ACHIEVEMENTS AND AWARDS

- SDMH received the prestigious Sat Paul Mittal National Award 2014 for outstanding service to humanity.
- SDMH was awarded by FICCI for its programme "Prayatna – effort to eradicate Thalassemia through screening of blood" – on 1st September, 2014.
- SDMH was placed among the top three "Best

Places to Work in Healthcare" in India by "Hosmac" and "People Strong" on 10th February, 2013.

- "The Week" magazine rated SDMH as the "Best Private Hospital in the City".
- SDMH was presented the "Best Multi-Specialty Hospital in Rajasthan Award" in the 2nd Innate Excellence Award, 2014 organised on 7th September, 2014 by Dr. S S Agarwal, National President, Indian Medical Association.
- SDMH has been recognised as an NABH accredited hospital by the National Accreditation Board for Hospitals and Healthcare Providers, India, on 17th February, 2015.

