

Quarterly Progress Report of Essential Medicine Program (Apr- Jun 2015)


June 30

2015

Project activity report, Tehsil Coordinator (TC) Daily report, District Coordinator (DC) field activity report and half yearly project report by 'Pahel Development Services Pvt. Limited' (PDS) for Essential Medicine Program (EMP) in partnership with 'Clinton Health Access Initiative' (CHAI).

'Essential Medicine Programme' a joint collaborative of 'Pahel Development Services Pvt. Limited' (PDS) and 'Clinton Health Access Initiative' (CHAI) for alleviation of Diarrhea through combined treatment of Zinc and ORS (Oral Rehydration Salt) had an overwhelming response in the second quarter of year 2015. Visiting thousands of Rural Medical Practitioners (RMPs) and medical providers in the remotest areas of Gonda, Maharajganj, Santkabir Nagar and Siddharth Nagar districts team 'PDS' ensured effective addressal of Diarrhea related ailments in children up to 5 years of age.

The percentage of villages covered in all these districts was quite notable as nearly 80-85% of village areas were evenly covered in the given districts through this programme.



'We are quite convinced with the use of Zinc and ORS combined therapy in treatment of Diarrhea for minors. These two products are life saving ones in this ailment. My trust on these two products is more than any of the other products which I have kept in my clinic.'

*Dr. Armaan Ali, RMP,
Holapur village, Nawabganj, Gonda*

Meetings RMPs of different mindsets and psychologies District Coordinators (DCs) and Tehsil Coordinators (TCs) tried their best making most of them frequent buyers of Zinc and ORS provided under EMP. The RMPs too after being motivated and convinced by DCs and TCs felt that the use of Zinc and ORS is a must in effective treatment of Diarrhea related cases. The response of medical providers too was quite satisfactory as they all warmly received these two products supplying them to RMPs and other medical practitioners which are somehow left uncovered by field representatives. Being a quality OTC product the medical providers personally recommended Zinc (Ziny) & ORS (Electropia) to guardians approaching them with their ailing minors.

Team PDS, even had a successful run covering more and more RMPs and medical providers during this period. Talking of each of the four districts respectively during these three months, below are the details for total outreach of all four teams during this period;

SR. NO.	DISTRICT	MONTH	RMPs VISITED	PROVIDERS VISITED
1.	Gonda	April	1031	294
		May	1087	209
		June	901	169
	TOAL		3019	672
2.	Maharajganj	April	1222	68
		May	1240	94
		June	1143	79
	TOTAL		3605	241
3.	Sant Kabir Nagar	April	968	242
		May	910	246
		June	910	285
	TOTAL		2788	773
4.	Siddharth Nagar	April	1305	0
		May	905	58
		June	979	34
	TOTAL		3189	92

The second quarter also had a satisfactory report in the matter of total RMPs and medical providers who were been made 'users' of EMP products during this period of time. Although, the numbers were comparatively less than the actual RMPs and providers visited but the efforts and hard work of team in tapping all of them as probable customers of Zinc ORS was nowhere less by any means. Despite, much turbulence in the team and severe weather conditions PDS made sure that the daily calls and number of users should strictly meet the given targets in every tehsil/block of all the four districts.

The RMPs and medical providers who couldn't be the users of Zinc & ORS were of the opinion that although they aren't part of this programme as of now, but will certainly be a user of these products in the coming times soon.

In achieving the given targets the efforts of our Programme Coordinator (PC) were really praiseworthy as he kept the team motivated and inspired to expand the reach of this programme as much as possible. Below are the details of the total number of doctors and medical providers who were been made regular users of Zinc and ORS during the

second quarter this programme;

SR. NO.	DISTRICT	MONTH	RMPs (USER)	PROVIDERS (USER)
1.	Gonda	April	677	127
		May	757	84
		June	670	103
	TOTAL		2104	314
2.	Maharajganj	April	638	11
		May	929	24
		June	944	41
	TOTAL		2511	76
3.	Sant Kabir Nagar	April	490	40
		May	609	78
		June	749	74
	TOTAL		1848	192
4.	Siddharth Nagar	April	578	0
		May	426	39
		June	700	25
	TOTAL		1704	64

As we know, that placement of Zinc ORS is a crucial part of this Diarrhea alleviation programme, team PDS tried its level best in reaching its targets for every single months during this quarter. Being a go getter in its targets, team PDS ensured that the given targets are proficiently achieved for the success of this whole programme. With equal help from our partner CHAI, team PDS was able to place more number of Zinc & ORS for all three months, consecutively.

SR. NO.	DISTRICT	MONTH	ORS	ZINC (SYP.)	ZINC (TAB.)
1.	Gonda	April	15091	2477	2104
		May	17826	3488	1556
		June	20695	6017	1773
	TOTAL		53612	11982	5433
2.	Maharajganj	April	6235	1705	1397
		May	19812	6610	1850
		June	19516	4359	1279
	TOTAL		45563	12674	4526
3.	Sant Kabir Nagar	April	10013	1667	816
		May	14202	3013	1762
		June	29190	8702	5090
	TOTAL		53405	13382	7668
4.	Siddharth Nagar	April	7101	1964	2134
		May	11250	4629	3877
		June	17728	5502	1046

	TOTAL		36079	12095	7057
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Apart from the regular working activities which include daily doctor visits, interpersonal calls to HCPs, joint working with DCs, PC, PD and senior members from CHAI few other engaging activities too were done during this quarter which directly/indirectly contributed to better productivity of this programme. These activities included CME with local providers and RMPs along with field visits of external visitors in respective villages/tehsils covered under the same. The copy of a CME report of Sant Kabir Nagar dated 22nd May has been attached with this report which features the combined meet with RMPs and pharma providers of the district.



Figure 1: Senior representatives from CHAI and PDS during a productive field visit in Gonda district

On a concluding note PDS would like to ensure its partners that the efforts and hard work our team is showing in making this project a grand success in given four districts of Eastern Uttar Pradesh is simply unmatched and incomparable on every facets. Our competent DCs and TCs along with the staff sitting at 'Pahel Head Office' (PHO) try their level best to implement this social programme in most efficient and effective way possible. Placing thousands of Zinc and ORS monthly on the desks of RMPs and medical providers in remotest areas of Gonda, Maharajganj, Sant Kabir Nagar and Siddharth Nagar districts PDS and CHAI have saved millions of infant lives from this dreadful killer named, Diarrhea. We are really glad that we have such able and skilled partners with us who help us on every foot and note to lead this fight in saving more and more lives from Diarrheal deaths.

The Tehsil Coordinator (TC) daily report (Manual & MIS), District Coordinator (DC) detail Daily/Monthly/Quarterly field activity report, CME report, monthly financial report (Apr-Jun), six monthly financial report and other supporting documents are being dispatched via registered courier service.