Poor get short shrift in hospitals: IIM-C study

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International Students: international.mq.edu.au/studyabroad - Exchange programs at Macquarie Uni Sydney Australia, 1 - 2 Semesters

KOLKATA: As part of the requirements for the second-year elective course in IIM Calcutta's flagship PGP programme 'Marketing to the bottom-of-the-pyramid customers', 21 students undertook a novel effort to develop case studies on some of the most pressing problems of India's poorest.

IIM-C started this new elective, inspired by Prof C K Prahalad's ideas, to make students aware of the urgent need to develop solutions for poor people and advance the role of private sector in poverty alleviation.

One of the groups, consisting of Chanderdeep Ekka and exchange students Emila Ozegovic and Pierre-Louis Ruth, developed a video case study on healthcare preparedness by visiting several hospitals in Kolkata and interviewing doctors, patients and their families. They were shocked to find that poor patients are often denied admission even if they are critical. They found hospitals lacking in preparedness to treat poor customers.

Shabad Pratihast, an IIM-C student, and David Rousseau, an exchange student — who opted for the course floated this year for the first time by Prof Ramendra Singh — made a video case study on the life of a mess worker at IIM-C by going to his village.