



**R**ABINDRA Kumar Behera from Jamshedpur, whose RSB Transmissions, an auto and construction, mining and infrastructure components firm, clocked a turnover of Rs 1,100 crore last fiscal, has not forgotten his humble origin. He started the International Auto Products way back in 1975 with some Rs 15,000 borrowed money and in 1989 he set up the RSB Transmissions. Hailing from a humble middle class background, he knew firsthand the woes and struggles of the poorest of the poor. He started reaching out to them in his own way much before the government made it mandatory to spend 2 per cent of the profit before tax under corporate social responsibility (CSR) four years back.

## When heart is in the right place...

### WHIPLASH



His RSB Health Centre in Mania village in Tangi Choudwar in deep rural Odisha is reaching out to the poor and the tribals since 2008. The health centre has two permanent doctors — one MD and one MBBS — with compounders and two ambulances with drivers round the clock. It has been taking care of the poor residents of Tangi, Bainchua, Rajakana, Uchapada, Popporada, Kadhei, Syamasunder Pur, Mania, Naranpur, Mitukula, and Kayapalli

without charging a penny.

The philanthropic services cover free medical assistance and consultation, dispensation of free medicines and ambulance service with built-in mobile clinic, 24/7 assistance for treatment at site in exigencies, surgical treatment and reaching patients to nearby hospital in critical cases and providing emergency aids on mobile clinic. Significantly, every patient is given a health history card for tracking chorology of illness with vital health parameters recorded, conducting cataract and medical camps. The health centre also carries out annual preventive

health check up for poor students from nearby schools.

The RSB CSR Team from Bhubaneswar monitors and measures medical centre's activities weekly. They also interact with rural folks on a regular basis to keep track of the progress. The health centre on an average treats over 700 poor patients every month and over 8,400 patients annually. It also carries out annual health check up of around 145 poor and tribal students, with more than 200 serious patients sent to referral hospitals at Tangi and Cuttack in their Mobile Clinic.

— Michael Gonsalves

**(Coverage in Delhi, Mumbai, Hyderabad, Bangalore and Chennai Editions)**