

## **SOCIAL ENTREPRENEURSHIP AND ARAVIND EYE CARE HOSPITAL IN MADURAI**

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### **Abstract**

Over the last decades, social entrepreneurship has become a globally accepted and development phenomenon. The concept of social entrepreneurship has attracted attention as a significant field that shows how critical societal issues can be addressed through the innovations, persistence and sustainable outcomes associated with entrepreneurship. Aravind Eye Hospital, in India, provides 75% of its surgeries for free, but still manages to run at profit. It is a reality because Aravind is one of the most innovative social entrepreneurship companies operating today. Aravind is innovative in its mission of eliminating blindness by providing high quality eye care for all. The hospital also innovates in staffing, training, financing and distribution. Many outpatients, as many as 65%, receive free consultancy. This is on top of the free surgeries the hospitals provide. In 2015-2016, Aravind treated 4.7 million outpatients and performed over 408,220 surgeries. The study aims to analyse the social entrepreneurship development with special reference to Aravind Eye Care Hospital in Madurai City. The objectives of the study is to analyse the awareness level of various eye camps provided by the hospital and to analyse the patients perception level and satisfaction level of Aravind eye care hospital. It is found respondents came to know about the hospital through family and friends. Public were satisfied with seating arrangements and well aware about the school children eye screening camps. And also respondents visits hospital for regular check-up.

**Keywords:** Social entrepreneurship, patients' perception, patients' satisfaction

### **INTRODUCTION**

Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value. Social entrepreneurs are innovative, resourceful and results oriented. They draw upon the best thinking in both the business and non-profit worlds to develop strategies that maximize their social impact. It is becoming the gold standard in non-profit management for several reasons. They do not preclude profitability or sound strategic management. They are navigating new markets and address similar social justice or environmental causes. Various social enterprises are in emerging trends in the recent days. Aravind eye care hospitals is one of the emerging social enterprises which provides tremendous service to its patients and provides satisfaction to them.

patients are the ultimate consumers of the health care sectors. They are the person in distress. They expect comfort, care and cure. They form certain expectations prior to visit and the health care sectors or hospitals' main goal is to satisfy their patients. Patients' satisfaction and perception constitute a significant indicator of the health care quality as the final quality confirmation is not only defined by the effectiveness of medical care, but from the patient's satisfaction as well, which consists an integral part and organizations to focus on satisfaction and perception as a way to gain and maintain market share. The present study indicates the patients' satisfaction and perception level of Aravind eye care hospital in Coimbatore city.

Aravind eye care hospitals which is one of the emerging Social Enterprises in recent years provides tremendous service to the patients was established by Dr. Govindappa Venkataswamy

popularly known as Dr. V in the year 1976 at Madurai, Tamil Nadu. It has grown into a networks of eye hospitals and had a major impact in eradicating cataract related blindness in India. This eye care enterprise main goal is to eradicate needless blindness in India. Dr. Venkataswamy wanted to emulate the service efficiency of Mc Donald’s fast food and sought to adapt it to the eye care system to cope with increasing the number of patients treated. They began performing surgeries in a large scale with treatment being free or heavily subsidized for the poor cross subsidized by paying the patients.

Aravind eyecare established an outreach program wherein doctors reach out to remote villages to conduct eye camps, sometimes in association with various organization. The organisations take care of the costs of the camp, transporting the patients to surgery and their rehabilitation while Aravind does the surgery at free of cost. They focused on rotating doctors between free and paid wards, concentrating on efficiencies and hygiene and thus eliminating differences between the surgeries done for paid and non-paid patients.

**OBJECTIVE OF THE STUDY**

- To know the awareness level of various eye camps provided by the hospital.
- To know the perception and satisfaction level of the patients.

**RESEARCH METHODOLOGY**

This study is based on empirical research by conduction survey. It is purely based on primary data from 120 respondents following convenience sampling method. Simple Percentage Analysis as a research tool. A well-structured questionnaire has been administered to analyse the perception and satisfaction level of the patients of Aravind eye care hospitals with special reference to Madurai city.

**Analysis and interpretation**

**Table 1**

**Medium of Awareness about the Hospital of the Respondents**

Medium of Awareness	Respondents	Percentage
Advertisements	17	14%
Family & Friends	55	46%
Magazines	17	14%
Social media	31	26%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that maximum (46%) of the respondents came to know about the hospital through family and friends.

**Table 2**

**Purpose of visit of the respondents**

Purpose of visit	Respondents	Percentage
Eye irritation	25	21%
Regular check up	47	39%
Headache	17	14%
Others	31	26%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that maximum (39%) of the respondents visits hospital for regular check-up.

**Table 3**  
**Frequency of visit of the respondents**

Frequency of visit	Respondents	Percentage
Less than 6 months	24	24%
1 to 3 years	40	33%
3 to 5 years	36	30%
Above 5 years	20	17%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that maximum 33% of the respondents visit hospital for 1 to 3 years.

**Table 4**  
**Awareness on Eye Camps by Respondents**

	Respondents	Percentage
Comprehensive eye camps	12	10%
Pediatric eye screening camps	48	40%
School Children eye screening camps	53	44%
Diabetic Retinopathy eye camps	7	6%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that maximum (44%) of the respondents were aware about the school children eye screening camps.

**Table 5**  
**Positive Opinion on Doctors and Nurses by the respondents**

Positive Opinion on Doctors and Nurses	Respondents	Percentage
Care and respect shown by the nurses	25	21%
Nurse's explanation about procedures	22	18%
Doctors' attention to patients' problems	16	13%
Doctors' explanation about eye problems	57	48%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that majority (57%) of the respondents says that doctors explained about their eye problems very well.

**Table 6**  
**Satisfaction level on Hospital facilities of the respondents**

Satisfaction Level	Respondents	Percentage
Seating Arrangements	46	38%
Cleanliness	28	23%
Comfort of room including bed, towels etc.	24	20%
Optical shop facility	22	18%
<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

From the table it is inferred that maximum (38%) of the respondents were satisfied with seating arrangements of the hospital.

**CONCLUSION**

Aravind, like many social entrepreneurship companies, believes in the power of outreach. The hospital holds outreach programs to provide eye care service in its communities. These are usually eye care camps, where patients are screened and those who need surgery are scheduled for it. The camps also provide education on eye care for the participants. Patients' needs and expectations are changing in ever changing world. The study was helped to identify certain areas where the hospital needs to pay attention. It has also revealed certain things which the hospital can feel good about hospital's ultimate aim is to satisfy the patients. To satisfy the patients, hospitals should understand the exact requirement of patients. They can concentrate on increasing good features of optical shop facility. The doctors can give more attention to patient's problems so that patients can rectify their eye problems. It is found respondents came to know about the hospital through family and friends. Public were satisfied with seating arrangements and well aware about the school children eye screening camps. And also respondents visits hospital for regular check-up.

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