

Internship Training
At
Eye-Q Super-Speciality Eye Hospitals

BY

Dr. Neha Nidhi

PGDHM
2013-2015



International Institute of Health Management Research

Internship Training

At

Eye-Q Super-Specialty Eye Hospitals

Study to Check Standardization through Telephone Call audit at

Eye-Q Super-Specialty Eye Hospitals

By

Dr Neha Nidhi

Under the guidance of

Kirti Udayai

Post Graduate Diploma in Hospital and Health Management

2013-2015

International Institute of Health Management Research

New Delhi

TO WHOMSOEVER MAY CONCERN

This is to certify that Dr. Neha Nidhi student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from International Institute of Health Management Research, New Delhi has undergone internship training at Eye – Q Super Speciality Eye Hospitals from 16 February, 2015 to 30th April, 2015. The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

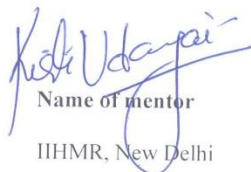
The Internship is in fulfilment of the course requirements.

I wish her all success in all her future endeavours.



Dean, Academics and Student Affairs

IIHMR, New Delhi



Name of mentor
IIHMR, New Delhi

CERTIFICATE OF APPROVAL

The following dissertation report titled "Study to Check Standardization of Front Office Services through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals" is hereby approved as a certified study in management carried out and presented in a manner satisfactory. It is understood by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation project report only for the purpose it is submitted.

Submitted by:

Dr. Neha Nidhi

Name:-

1. S. V. Solhi
2. D. V. K. Remtela
3. _____

Signature:-



DATE: 19/5/2015

CERTIFICATE OF APPROVAL

The following dissertation report titled **"Study to Check Standardization of Front Office Services through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals"** is hereby approved as a certified study in management carried out and presented in a manner satisfactory. It is understood by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation project report only for the purpose it is submitted.

Sign:

Kirti Udayai

(Mentor)

Submitted by:

Dr. Neha Nidhi

DATE: 19-5-2015

COMPREHENSIVE EYE EXAMINATIONS & LATEST FACILITIES FOR

- PHACO (STICHLESS CATARACT SURGERY)
- ZYOPTIX LASIK LASER (SPECTACLE REMOVAL)
- PHAKIC IOL
- TRAUMA
- CONTACT LENSES
- SUPER-SPECIALITY CLINIC FOR**
- CORNEA
- RETINA
- GLAUCOMA
- SQUINT & OCULOPLASTY
- PAEDIATRIC & NEURO OPHTHALMOLOGY



EYE-Q
SUPER-SPECIALITY
EYE HOSPITALS

May 28, 2015

TO WHOM IT MAY CONCERN

This is to certify that Dr Neha Nidhi has successfully completed her 3 months internship in our organization from February 16, 2015 to May 14, 2015. During this internship she has worked on "Study to Check Standardization through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals" under the guidance of me and my team at Eye-Q Vision Private Limited.

We wish her good luck for her future assignments

Authorized Signatory

Eye Q Vision Pvt. Ltd.



Registered Office : First Floor, NS-3, AD Block, Bhagwan Mahavir Road, Shalimar Bagh, New Delhi - 110088

Tel. 011-47292900, Website: www.eyeqindia.com

Corporate Office : 18th Floor, Tower B, Building No. 5, DLF Cyber City Gurgaon - 122 002, Haryana India

COMPREHENSIVE EYE EXAMINATIONS & LATEST FACILITIES FOR

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*PAEDIATRIC & NEURO OPHTHALMOLOGY



EYE-Q
SUPER-SPECIALITY
EYE HOSPITALS

June 01, 2015

FEEDBACK FORM

Name of the Student: Dr. NEHA NIDHI

Dissertation Organization: EYE-Q VISION PVT. LTD.

Area of Dissertation: "Study to Check Standardization through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals"

Attendance: February 16, 2015 to May 14, 2015 (89%)

Objectives achieved: Yes

Deliverables: Assisted in various Operational Activities in the hospital and attended different modules like PRE and counselor module, OT module, commercial module and Optical and Pharmacy module at different locations of the Eye Q hospital during this time period.

Strengths: Quick decision maker, adjusts herself under situations.

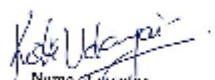
Suggestions for Improvement: Sometime casual approach.

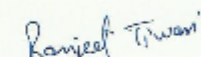
Authorized Signatory
Eye Q Vision Pvt. Ltd.

Certificate from Dissertation Advisory Committee

This is to certify that **Dr Neha Nidhi**, a graduate student of the **Post- Graduate Diploma in Health and Hospital Management** has worked under our guidance and supervision. He/ She is submitting this dissertation titled **"Study to Check Standardization through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals "** at **"Eye Q Super Speciality Hospital"** in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital Management**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.


Name of Mentor
HHEMR, New Delhi


Authorized Signatory
Eye Q Vision Pvt. Ltd.

DECLARATION

I, DR. NEHA NIDHI, student of International Institute of Health Management Research, New Delhi, hereby declare that I have completed my project, titled “**Study to Check Standardization through Telephone Call audit at Eye-Q Super-Specialty Eye Hospitals** from 16TH February 2015 to 30TH April, 2015. The information submitted herein is entirely true and original work. The project was undertaken and carried out by me, under the guidance of **Mr Ranjeet Tiwari** and it has not been submitted to any other University or Institute or published earlier.

Place: New Delhi

Date: 19-5-2015

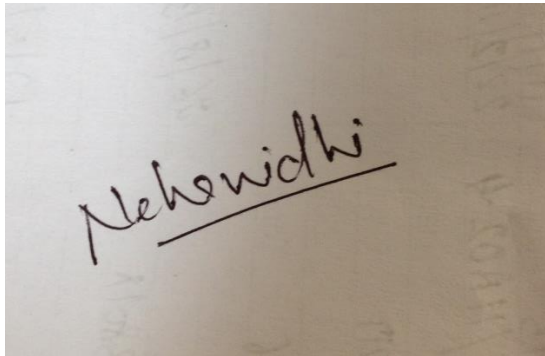
A photograph of a handwritten signature in dark ink on a light-colored, slightly textured paper. The signature is written in a cursive style and reads "Neha Nidhi". A horizontal line is drawn under the name.

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Abstract

Standardization is an important aspect to increase patient satisfaction, increase the conversion rate of patients and to obtain a competitive edge on other hospitals in the field of hospital. In a hospital setting, the executives, administration and medical staff all focus on delivering quality services to the patients. Internal auditing is a catalyst for improving an organization's governance, risk management and management controls by providing insight and recommendations based on analyses and assessments of data and business processes

OBJECTIVE

- To assess the level of standardization through telephonic call audit at EYE Q Super speciality eye hospitals

METHODOLOGY

Prospective audit was conducted by telephonic calls with the help of a checklist at EYE Q Super Speciality Eye Hospitals . The data was collected and marked in the checklist according to the three parameters (Call Pick up Status, Welcome Greetings and Voice tone of staff with status of information delivered). Later, the data was analyzed for the percentage of compliance of telephonic calls as per the standards and recommendations were given for the problem areas.

FINDINGS and DISCUSSION

In Pick up criteria,100% calls were picked up by the staff at the center of Palam vihar, Rander Road and Roorkee and least calls were picked up in DLF and Muzaffarpur centers.

In Greeting followed criteria,100% greeting was followed at the center of Palam vihar, Rander Road and Roorkee and least were greeted at NRR & Rohtak centers .

In voice tone criteria, Maximum percentage of Voice tone of were satisfactory i.e. 90% in Palam vihar and 83% in Fatehabad, Sahalimar Bagh and Kanpur while at Baruch, Gomtinagar, NRR, Rander Road and Rohtak centers staff voice tone was Non- satisfactory i.e. 33%

CONCLUSIONS

Hospital standardization of the healthcare services is only possible when the hospital assures and provides excellent services to the patient. This can be achieved through the timely internal audits in the hospital, telephonic call audit is one of them. Patient satisfaction is the important criteria for the growth of hospital as the front office is the first communication between hospital and patient.

ACKNOWLEDGEMENT

A formal statement of acknowledgement is hardly sufficient to express my gratitude towards the personalities who have helped me undertake this dissertation project. I hereby convey my thankfulness and obligation to all those who have rendered their valuable time, help, support and guidance to meet this project completion. A special thanks to the **Almighty** and **My Parents** for the completion of my project.

First of all a special gratitude to **Eye-Q Vision Private Limited, Gurgaon** for giving me the opportunity to work on the project during the three months internship cum dissertation as a part of course curriculum for the partial fulfilment of Post Graduate Diploma in Health and Hospital Management.

No work can be perfect, without the ample guidance. I owe my sincere gratitude to my Organizational Dissertation advisor **Mr. Ranjit Tiwari-Training and development, Eye-Q Vision Private Limited**. Without his ample guidance, regular encouragement, inspiration and intelligent criticism; it would have not been possible to carry out this work. His unfailing constant help and support was a source of motivation & inspiration for me.

I am also highly thankful to **Mr. Subhash Bansawal, CHRO; Mrs Shurbhi, Human Resource; Mr. Shishir Paliwal, Human Resource;** at Eye-Q Vision Private Limited for their constant facilitation in completion of this project.

A sincere token of thanks to **Kirti Uydai, Asst. Dean IIHMR, New Delhi** for her valuable time as a mentor for completion of this study. Her continuous guidance and support at crucial juncture helped me complete the assigned project on time.

Dr Neha Nidhi

PG/13/039

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ABBREVIATIONS	FULL FORM
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CMD	Chairman and Managing Director
ISO	International organisation for Standardization
FLP	Future Leadership Programme
OPD	Out Patient Department
OT	Operation theatre
HMIS	Hospital management information system
COGS	Cost of goods Sold
IPD	In Patient Department
QA	Quality Assurance
NRR	New Railway Road
PRE	Patient Relationship Executive

INTERNSHIP **REPORT**

ORGANIZATIONAL PROFILE

Eye-Q is the dynamic new code in super-specialty eye care. It covers everything, from maintaining optimum vision, preventing deterioration to correcting vision related problems. All this through exceptional array of preventive and corrective procedures and cutting-edge practices.

It is an ISO 9001-2000 registered organization operating under the leadership of Founder and CMD- Dr. Ajay Sharma- one of the most renowned eye surgeons in India, aided by a team of specialists with rich experience in their respective specialties from top hospitals across the country.

Vision

To be India's foremost chain of eye hospitals in terms of both Quality of eye care and the Number of patients handled.

Mission

To make every patient an Ambassador for Eye-Q through a combination of

- Highest level of quality and technology in eye care.
- Exceptional personal care.
- Complete integrity to the patient and his/her needs.

Values

- World class competence and technology
- Charged and motivated team (Maximize your potential)
- Ethical/Transparent
- Exceed customer expectations (great value for the patients' money)
- Pride in association for all stake holders
- Give back to society
- Enjoy the drive

SERVICES PROVIDED

1. Comprehensive Eye Examination
2. Cataract
3. Lasik
4. Glaucoma
5. Retina
6. Paediatric Services
7. Oculoplasty
8. Visual Aid services
9. Optical services
10. TPA AND Mediclaim

Eye-Q is one of the fastest growing healthcare chains in India and is a pioneer in its field. Eye Q is currently operating 27 super-speciality eye hospitals. Head office of Eye Q Super-Specialty is in Gurgaon, Haryana. All centers are divided into three zones:-

North I:-

Lucknow (Gomti Nagar, Aliganj, Vijaynagar, Rajajipuram)

Saharanpur

Muzaffarnagar

Meerut

Kanpur

Haldwani

Roorkee

Yamunanagar

North II:-

Gurgaon (DLF, Palam vihar & New Railway Road)

Rewari

Rohtak

Hisar (Jindal Choke & Barwala Road)

Fatehabad

Bhiwani

Sonipat

Delhi (Shalimar Bagh)

West:-

Surat (Rander Road & Udhana Road)

Vadodara (BPC road & Fatehgunj)

Bharuch

Learning at Eye Q Hospital

1. Working as a FLP Trainee at Eye Q Hospital
2. I got an opportunity to learn various Operational Activities in the hospital such as :-
 - Reception Handling
 - Floor Management
 - Data Management
 - Counseling of Patients
 - Surgery Case Management
 - HMIS Entry
 - Inventory Management in OPD,OT, Medicine and Optical
 - Daily collection & deposition of cash in Bank
 - Control Various Expenses at Centre
 - Tracking of COGS
 - Process flow of OT preparation
 - Ensure daily cash collection in the evening from all departments including OPD, IPD, and Medical, Optical etc.
 - Internal audits in hospital

DISSERTATION

REPORT

INTRODUCTON

Standardization is an important aspect to increase patient satisfaction, increase the conversion rate of patients and to obtain a competitive edge on other hospitals in the field of hospital. In a hospital setting, the executives, administration and medical staff all focus on delivering quality services to the patients. Internal auditing is a catalyst for improving an organization's governance, risk management and management controls by providing insight and recommendations based on analyses and assessments of data and business processes . It is becoming a statutory requirement for each hospital to conduct audits and sustain in the field of health care. When it comes to the case of EYE Q hospitals which is running a chain of 27 hospitals and planning to grow and open new centres in different areas, standardize and quality services become a key factor to promote its brand image.

A **hospital network** is a network or group of hospitals that work together to coordinate and deliver a broad spectrum of services to their community. A **hospital system** or **health care system** is 2 or more hospitals owned, sponsored, or contract managed by a central organization.

The long-term goals of cluster concept include:

- Creating a culture that fosters interdisciplinary collaboration.
- Eliminating unnecessary variability in patient care.
- Developing and deploying the best evidence-based operational and clinical models.
- Providing clinical decision support at the point of care.
- Providing caregivers with the opportunity to spend more time with patients.
- Significantly improving quality and reducing errors

RATIONALE OF STUDY

Audits provide impartial opinions and assessments of company records, processes and procedures. Telephonic Call audits can be a great way to gain some real and useful insights into how to improve our operations which will increase patient satisfaction. Audit reports (produced as an outcome of the process) are excellent tools that can be used to provide transparency for businesses wishing to understand what they may be doing well, verses where there are opportunities for improvement. Audit reports helps us in Performance improvement :- covering, service objectives and performance, effectiveness, efficiencies, and maximizing existing services, Opportunity, weakness and gap identification. It will help us to reach standardization through various processes.

REVIEW OF LITERATURE

A Study done by George Absi (May, 2012) on “Customer Service Excellence - Re-Audit Telephone and Face to Face Contact between staff and customers Monitoring” showed that they conducted an audit regarding timeliness and quality of telephone calls, answer phone and voicemail messages against published standards within the Trust’s Customer Service Policy. The study included audit of staff awareness of the Trust Customer Service Policy, audit of internal telephone calls, A customer experience survey to gain customers thoughts and experiences of contacting the Royal Marsden by telephone and An audit (observation) of face-to-face contact between Trust staff and customers. 99% of staff called were polite at all times during the telephone call. . 97% of customers were greeted immediately or as soon as a staff member was available. (recorded through observation) 100% of staff members listened to what the customer(s) had to say (observation) 100% of staff members dealt with customer(s) requests promptly (observation) 100% of staff members were courteous and respectful to customers during contact (observation) 90% of respondents stated that they were greeted (e.g “Good Morning” or “Good Afternoon”), by Switchboard, upon answering of their telephone call. (customer experience survey)¹.

A study done by Wendy Glenister (Nov, 2010) on “Telephone monitoring audit” showed Customer Service Excellence Assessment in NHS highlighted that there should be reported documentation around the monitoring of communication. Members of staff in the Quality Assurance (QA) Team monitored dialled out internal phone calls for a two week period which commenced 25th October 2010. Audit tool and Departments with high volume incoming calls were audited across both sites by a member of the QA Team on various days in October and November. (82%) of phone calls were picked up in the departments.²

GENERAL OBJECTIVE

- To assess the level of standardization through telephonic call audit at EYE Q Super speciality eye hospitals

SPECIFIC OBJECTIVE

- To analyse the Call Pick Up Status at Eye Q Super Speciality Eye Hospitals
- To analyse the Greetings followed after picking call at Eye Q Super Speciality Eye Hospitals
- To analyse Voice tone of staff with status of information delivered at telephone call at Eye Q Super Speciality Eye Hospitals
- To identify the problem area and provide recommendations accordingly

METHODOLOGY

- **Study design and area** - Study was conducted at Eye Q Super Specialty Eye Hospitals.
It was a descriptive cross sectional study in nature.
- **Sampling Method** – Purposive Sampling Technique
- **Sample size** – 27 centers of Eye Q Super Specialty Eye Hospital
- **Time** - 1st February to 30th April 2015(total 327 telephonic calls were done during this period on weekly basis at each center of Eye Q Super Specialty Eye Hospital)
- **Tool** - Checklist
- **Data source** – Primary Data
- **Technique** – Prospective audit was conducted by telephonic calls with the help of a checklist. The data was collected and marked in the checklist according to the three parameters (Call Pick up Status, Welcome Greetings and Voice tone of staff with status of information delivered). Later, the data was analyzed for the percentage of compliance of telephonic calls as per the standards and recommendations were given for the problem areas.

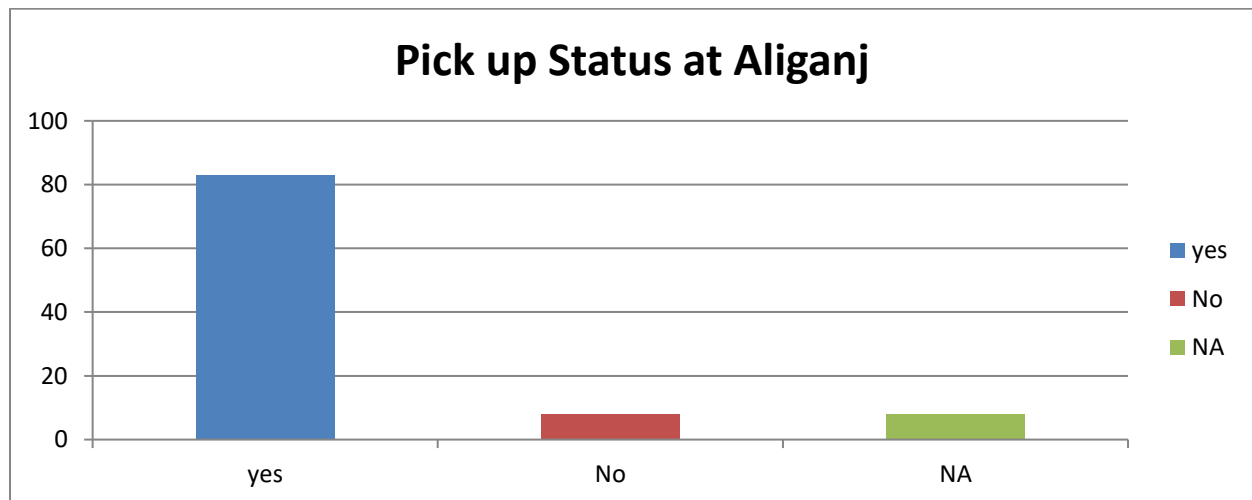
ANALYSIS

CRITERIA NO 1- CALL PICKS UP STATUS

This data is collected and analysed taking call picked up by the centre staff as the basis

Pick up Status at Aliganj centre	No of calls	Percentage
Yes	10	83
No	1	8
NA	1	8
	12	100

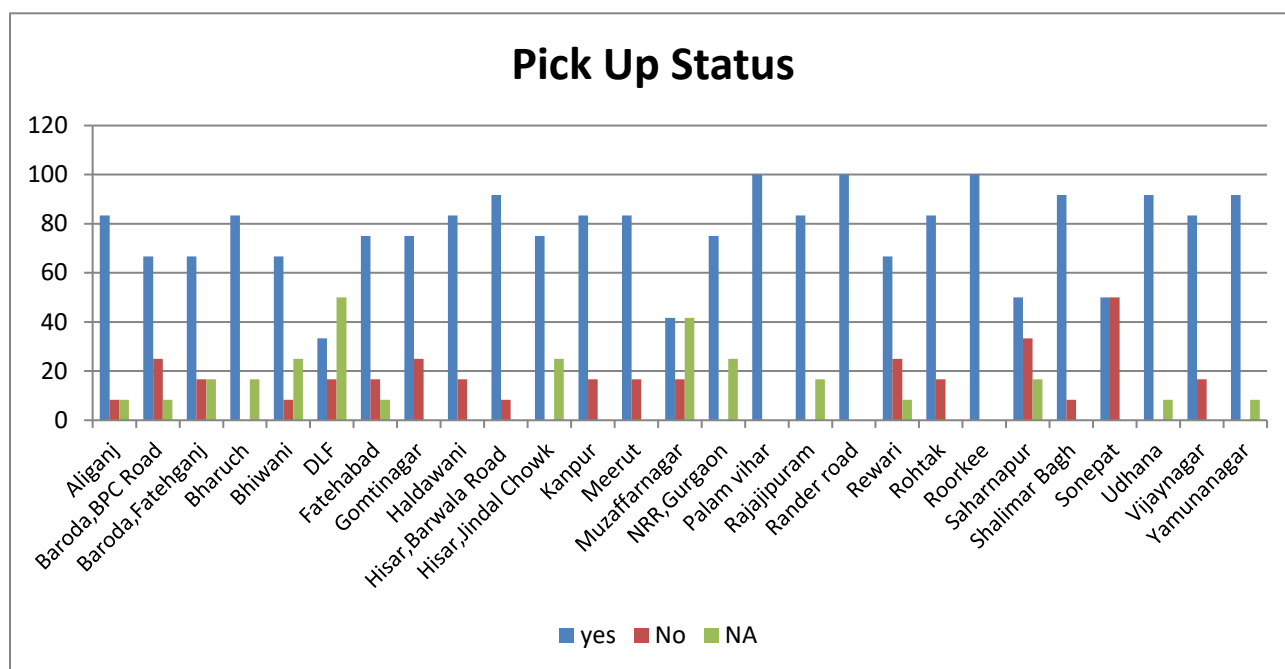
Table 1.1



Graph 1.1

Interpretation

The table 1.1 and graph 1.1 shows that total 12 calls were done at Aliganj centre in three month out of which 83% calls were answered while 8% were not answered and 8% of calls are not applicable due to network error.



Graph 1.2

Interpretation

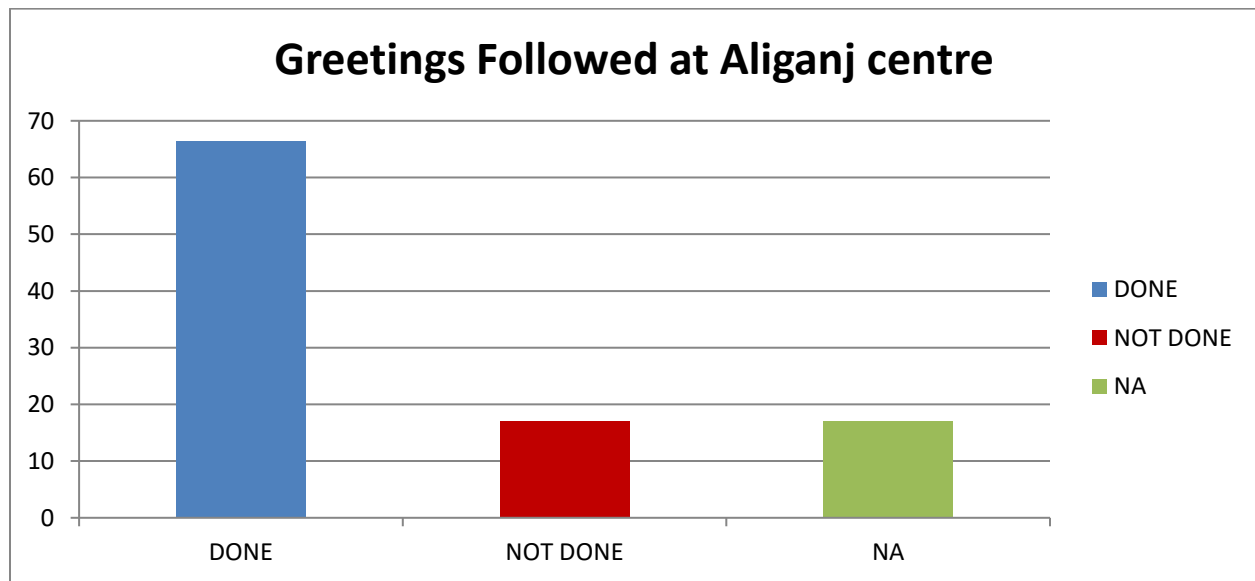
This graph depicts the percentage of pick up status of calls for all three months. Palam vihar, Rander road and Roorkee showed best performance by picking up 100% calls while DLF, Muzaffarnagar, Saharanpur and Sonipat are the least performer by picking up only 33%, 42%, 50% and 50% respectively.

CRITERIA N0 2- Greetings followed

Weather the staff members give greetings on receiving the phone call

Greetings Followed at Aliganj	No of times Greetings followed	Percentage
Done	8	66
Not Done	2	17
NA	2	17
	12	100

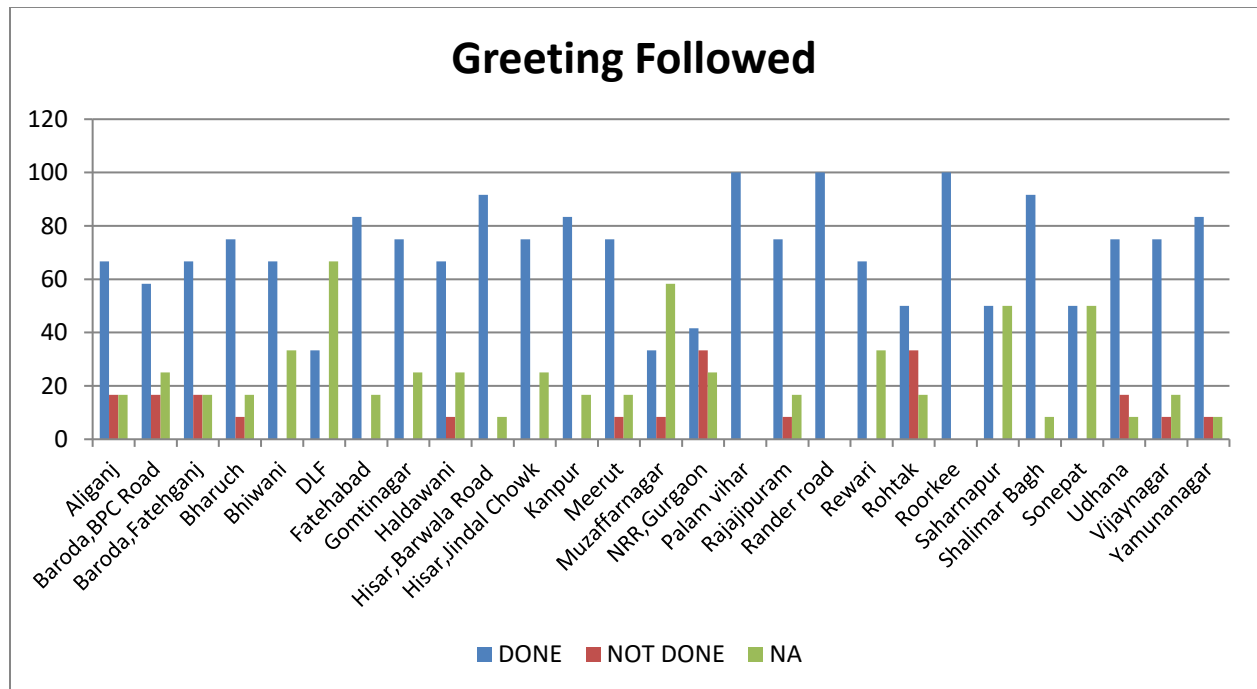
Table 2.1



Graph 2.1

Interpretation

Table 2.1 and graph 2.1 shows that out of total 12 calls, 17% of the data was not applicable for 2nd criteria as the calls were not answered or due to network error not able to connect. So, out of 100% data only 83% of data was applicable for this criterion. The proper greetings were followed at Aliganj centre for 66% times while 17% time greetings were not followed by the staff that picked the call.



Graph :-3.1

Interpretation:

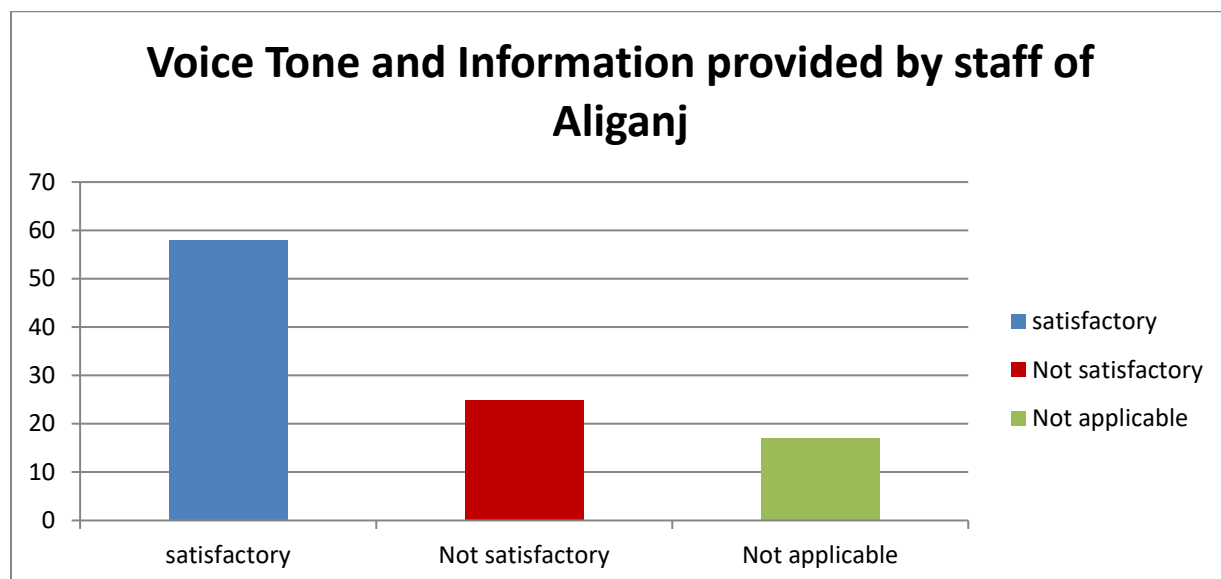
This graph depicts the percentage of greetings followed by a call. The best performers were Palam Vihar, Rander road and Roorkee as they followed 100% greetings while NRR and Rohtak were the least performers as they picked up the call and then 33% times they didn't follow greets.

CRITERIA NO 3- Voice Tone of the staff member who received the call and the information provided by the staff

This helps in measuring how much our patients are convinced by calling to our hospital whether the patients are getting satisfactory response or not.

Voice tone and information provided	Voice tone Observed	Percentage
Satisfactory	7	58
Not Satisfactory	3	25
Not Applicable	2	17
	12	100

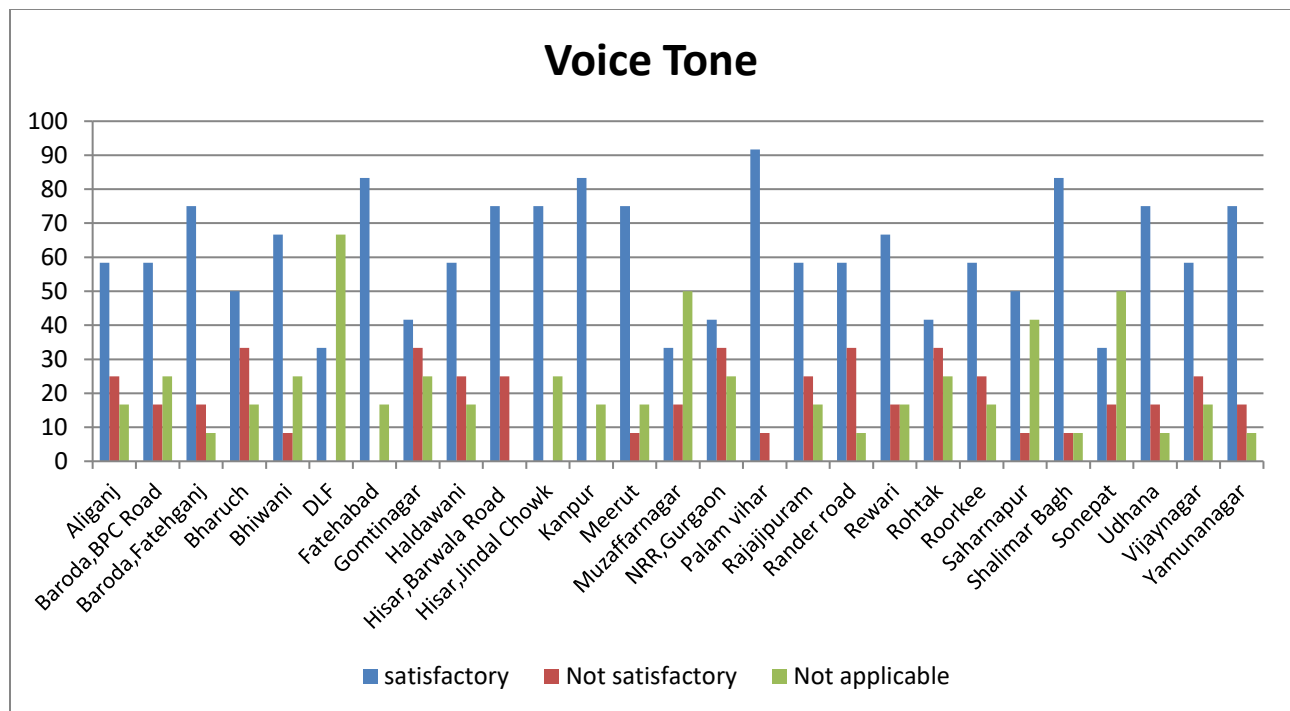
Table 3.1



Graph 3.1

Interpretation

Table 3.1 and Graph 3.1 show the voice tone and information provided by the staff of Aliganj on the basis of observation. The graph shows that 17% calls were not applicable for this criterion as calls were not answered. Out of 83%, the voice tone or information provided by the staff of Aliganj was satisfactory for 58% calls while for 25% of calls were answered in unsatisfactory manner.



Graph :-3.2

Interpretation

This graph 3.2 depicts the satisfaction level of voice tone of calls for overall months. Palam vihar, Fetehabad, Sahalimar Bagh and Kanpur are the best performers as they answered the phone call by satisfactory voice tone by 90%, 83%,83% and 83% respectively. Baruch, Gomtinagar, NRR, Rander Road and Rohtak were the least performers as 33% times they answered the call in unsatisfactory voice tone.

DISCUSSION

1. In Pick up criteria,
 - 100% calls were picked up by the staff at the center of Palam vihar, Randera road and Roorkee
 - 50% calls were picked in Saharanpur and Sonapat centers.
 - Least calls were picked up in DLF and Muzzaffarpur centers.
 - Remaining centers picked up calls above 50%
2. In Greeting followed criteria,
 - 100% greeting was followed at the center of Palam vihar, Randera road and Roorkee.
 - Mostly centers followed the Greet between 60-100%
 - 33% calls were i.e. least were not greeted at NRR & Rohtak centers .
3. In voice tone criteria
 - Maximum percentage of Voice tone of were satisfactory i.e. 90% in Palam vihar and 83% in Fatehabad, Sahalimar Bagh and Kanpur
 - Baruch, Gomtinagar, NRR, Rander Road and Rohtak centers staff voice tone was Non- satisfactory i.e. 33%

RECOMENDATIONS

- Criteria 1:-
 - Staff is not answering the calls may be due to deficiency of staff at reception or staff is not able to handle the peak hour management at different centers
 - According to the need of centers either recruitment of Patient Relationship Executive or training for the peak hour management should be given
- Criteria 2 and Criteria 3:-
 - Running training programmes at PRE level as they are the bridge between patients and EYE Q and they directly contribute in creating the image of Eye Q and revenue generation.
 - Capacity Building of employees by making them work interchangeably in different departments and locations of the hospital, this will help them to easily answer the patients about their queries.
 - Conducting seminars for personality development and improving the speech of employees. This will help to remove cross cultural barriers and establish standardization.
- Physical audits can also be conducted by visiting the centres as mystery customers which will help in deep observation and improvement.
- For future audits, the name of PRE should be asked at each center, so that specific training can be giving to particular PRE.

CONCLUSIONS

Hospital standardization of the healthcare services is only possible when the hospital assures and provides excellent services to the patient. This can be achieved through the timely internal audits in the hospital, telephonic call audit is one of them. Patient satisfaction is the important criteria for the growth of hospital as the front office is the first communication between hospital and patient.

Each and every centre were called every week from the last three months to know the level of standardization. Data collected shows that there are gaps in the given criteria and scope of improvements in the staff is possible for the same. In spite of gaps, Some centres were responding well irrespective of the time of calling them and the patient load on them.

The three criteria's are the core of this call audit which was mandatorily noted every time when call is done. After this analysis we are able to identify the areas on which more efforts are required.

LIMITATION

- Time constraints
- Due to network error in calls or disturbance in background, due to which not able to collect whole data

REFERENCE

1. George Absi on “Customer Service Excellence - Re-Audit Telephone and Face to Face Contact between staff and customers Monitoring” (May, 2012)

<http://www.royalmarsden.nhs.uk/SiteCollectionDocuments/customer-service-excellence/telephone-response-audit-2012.pdf>

2. Wendy Glenister on “Telephone monitoring audit” (Nov, 2010)

<http://www.royalmarsden.nhs.uk/sitecollectiondocuments/customer-service-excellence/telephone-response-audit.pdf>

ANNEXURE

Date: - 5th February, 2015

Centre	Phone Pick Status	Greetings Followed	Voice Tone
Rewari	NO	NA	call not answered
Shalimar Bagh	YES	YES	satisfactory
Fatehabad	YES	YES	satisfactory
Rohtak	YES	YES	satisfactory
Gomtinagar	YES	NA	not applicable
Aliganj	YES	YES	satisfactory
Bhiwani	YES	YES	satisfactory
Sonepat	YES	YES	satisfactory
Muzaffarnagar	YES	YES	satisfactory
Haldawani	YES	YES	satisfactory
Rander road	YES	YES	satisfactory
Roorkee	YES	YES	satisfactory

Yamunanagar	YES	YES	satisfactory
DLF	YES	YES	satisfactory
Saharnapur	NO	NA	not applicable
Meerut	YES	YES	satisfactory
Hisar,Barwala Road	NO	NA	not applicable
Bharuch	YES	YES	satisfactory
NRR,Gurgaon	YES	YES	not satisfactory
Vijaynagar	YES	YES	satisfactory
Rajajipuram	YES	YES	satisfactory
Baroda,BPC Road	YES	YES	satisfactory
Baroda,Fatehganj	YES	YES	satisfactory
Udhana	YES	YES	satisfactory
Palam vihar	YES	YES	satisfactory
Hisar,Jindal Chowk	NO	NA	not applicable
Kanpur	YES	YES	satisfactory