





Corporate citizenship 1: social

Building a hospital in Sri Lanka, partnerships with homes for children and adolescents, orphans and children growing up without their parents and children who are terminally ill are some examples of the social sponsoring which GfK undertakes worldwide.

Girls living in an orphanage in Colombo, Sri Lanka

Commencement of construction of the Heinrich A. Litzenroth Memorial District Hospital Ward in Kalkudah, Sri Lanka

GfK employees finance hospital construction

At the end of November, preparations began for the construction of a hospital in Kalkudah, which Nuremberg has adopted as a sister city, in eastern Sri Lanka. It is to be named Heinrich A. Litzenroth Memorial District Hospital Ward after the GfK board member who lost his life in December last year in the tsunami. The two-story hospital building with 80 to 100 beds is being financed with funds of 300,000 euros donated by the employees and managing board of GfK as well as service providers for GfK.

The hospital construction project owes its origin to the intervention of the city of Nuremberg, which has meanwhile kicked off a series of projects, some of which have already been completed, in the region of Kalkudah, which was hit hard by the tsunami.

Kalkudah and the Nuremberg sponsorship

Kalkudah is a small fishing town in one of the most beautiful coastal regions of Sri Lanka in the east of the island. Years ago, individual tourism which was blossoming in and around Kalkudah in the last decade was brought to a sudden end after Tamil resistance fighters destroyed the three

hotels in the town. Then Kalkudah, which is among the very poor regions of Sri Lanka, was hard-hit by the tsunami: Over 300 people perished and more than 3,000 were left homeless and now live in emergency shelters. The city of Nuremberg adopted the region and – with more success than many relief efforts – has started and implemented a series of aid projects.

The town is near the border of regions occupied by the Tamils. On the beach and around the access roads and railway lines, everything is guarded by the Sri Lanka military. But the people, including the security soldiers, are friendly and a peaceful atmosphere prevails. And it is said that the tsunami has caused the residents – Muslims and Tamils – to pull together. The chances for a peaceful coexistence are currently good. The

first of the Nuremberg projects – the furnishing of a water tank truck and a truck for transporting a pump to clean the springs – took place in the Tamil part of the town.

The existing hospital grounds

The municipal hospital was largely destroyed by the tsunami. The hospital itself is situated in the center of Kalkudah, and there are other buildings – four or five – on the grounds. Two or three of them have been beyond repair since the tsunami, and the others also are in very poor condition. Previously housed in the destroyed buildings were the women's ward, the maternity ward and the outpatient clinic. The hospital in the past had an exclusively local status, because it lacked diagnostic and therapeutic infrastructure. For this purpose there was a UNICEF-sponsored bus which transported the patients to the next regional hospital as a shuttle service.

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intact, convey the impression that doctors and nursing staff are working in quiet desperation to wrest with much effort a little normalcy from the misery. Large bedrooms are crowded with beds and have signs of rust from the tsunami. The furnishings are more than simple. Five nurses – three women and two men – and two doctors are working in these difficult circumstances to lessen the suffering of the patients and to give the new-borns a chance for life.

The hygienic conditions are more than pathetic. Everything is very simple and in an utterly inconvenient condition for patients and convalescents. Overall one gets the impression that the hospital is so meagerly equipped – and already was to start with – that much unnecessary physical work and effort is expected of the patients as well as of those who care for them. In such hospitals, functionality as well as the facilities relating to the hygienic requirements are clearly unknown.

The new construction project

The Ministry of Health of Sri Lanka and the Development Ministry responsible for the region granted the approval for the construction of a new hospital that is to replace the hospital complex that was completely destroyed by the tsunami. A building permit has also been issued. The facility is to be developed into a district hospital which can ensure the medical care of around 220,000 people in Kalkudah and surrounding areas.



This plaque was unveiled in a ceremony on December 4, 2005. It was the signal for the start of the construction of the Heinrich A. Litzenroth Memorial Hospital Ward



Woman and children like these will in the future be accommodated in the new building which has been named after Heinrich A. Litzentroth

The new hospital will have two floors and will be equipped with 40 to 50 beds on each floor. In addition, three bungalows will be built to house out-

patients. In terms of quality of construction and a hygienic environment, the building named after Heinrich A. Litzentroth is supposed to set a new

standard in the region for hospitals. Construction is expected to be completed during the next nine to ten months.

100,000 euros, that the Heinrich A. Litzentroth Memorial District Hospital Ward is becoming a reality. The GfK managing board matched their contributions. Last but not least, business partners of GfK participated in this campaign with substantial contributions.

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Further information:

It is in particular thanks to the GfK employees, who donated more than

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