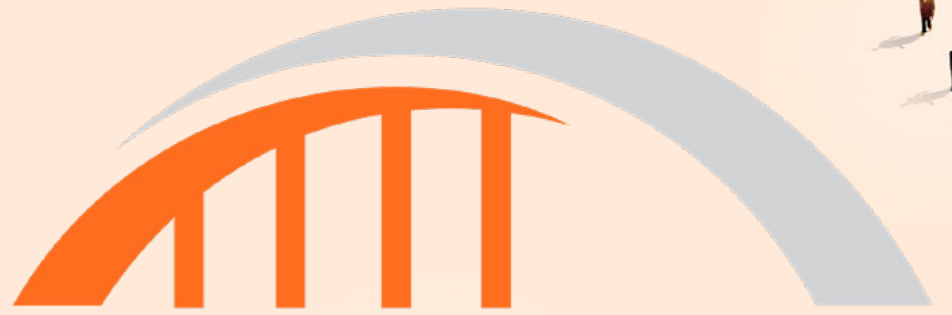




**Championing
Health Beyond
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HEALTH FOR ALL: A SHARED RESPONSIBILITY

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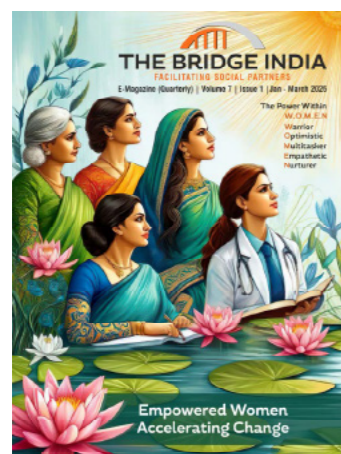
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Building a Healthier India: Towards Co- creative Actions

Guest Editor ▲ **DR. RAJIV KHURANA**, Founder – Trustee, Lung Care Foundation

India's healthcare story is at a turning point. From battling infectious diseases in rural belts to confronting a surge of non-communicable ailments in cities, our health landscape reflects both the diversity and the disparity of the nation. Yet, this complex canvas is also filled with hope—spurred by digital innovations, grassroots entrepreneurship, stronger public-private partnerships, and a growing sense of citizen responsibility.

Today, health is no longer a concern limited to hospitals and government schemes—it is a shared national agenda, weaving together policy, people, and purpose. Life expectancy has climbed from 69 years to 72 years in the last decade. The gains confirm that health investments are paying off, yet the pace must accelerate if India is to hit the SDG target of 75 years by 2030.

Let's look at India's Health Sector SWOT Snapshot:

↘ STRENGTHS

- A vast public health infrastructure reaching the remotest corners
- A vibrant pharmaceutical

and medical technology ecosystem

- Rapid digitization under schemes like Ayushman Bharat Digital Mission

↘ WEAKNESSES

- Inadequate doctor-patient ratio and over burdened public hospitals
- Inequality in access between urban and rural populations
- Low health awareness and delayed health-seeking behavior in many communities

↘ OPPORTUNITIES

- Telemedicine, AI diagnostics, and health apps for mass outreach
- Rising CSR investments and collaborative health missions
- Youth-led health advocacy and preventive care movements

↘ THREATS

- Alarming rise in lifestyle diseases and air pollution-related illnesses
- Fragmented data systems and lack of inter-agency coordination
- Socio-cultural stigma around certain diseases affecting timely care

The CSR per se in the domain of health and air-pollution/environment has been quite dismal in India. Specific data itself has been inadequate, about one-quarter of CSR spend already flows to health, but air-pollution projects are still searching for their fair share—stuck below the 1% mark. The opportunity for companies to align climate, public-health and ESG goals is wide open; sharper project design and clearer disclosure can move those percentages meaningfully upward in the coming years, only if we have the intent and follow it up with actions.

Conclusion: Health is a Shared Horizon

India's health future is not just the responsibility of doctors or departments—it belongs to every stakeholder. As we build this bridge to a healthier India, let's combine technology with empathy, policy with action, and awareness with ownership. Together—with citizens, corporates, government, and changemakers, we can transform health from a challenge into a celebration.

Let us not just seek good health. Let us build it—together.



Dawn of a Digital Health Revolution

Digital Health Mission and Data Governance: Opportunities and Ethical Challenges

Dr Rabi Raj, (Senior Program Officer (Research), Participatory Research in Asia (PRIA))

India, home to over 1.4 billion people, faces one of the world's most complex healthcare challenges ranging from infrastructural disparities, uneven access to care, to overburdened public systems and fragmented records. These long-standing issues became even more evident

during the COVID-19 pandemic, which exposed gaps in real-time disease surveillance, telehealth accessibility, and integrated health data systems. The crisis, however, also catalyzed momentum toward digital transformation in public health delivery.

In response, the Government of India launched the Ayushman Bharat Digital Mission (ABDM)

on September 27, 2021, under the broader Ayushman Bharat umbrella scheme. The mission aims to create a digital health infrastructure that connects citizens, healthcare providers, and insurers through secure and interoperable platforms (Press Information Bureau [PIB], 2024)¹. It promises to revolutionize the way health data

is created, accessed, and utilized by issuing a unique digital health ID (ABHA ID) to each individual and enabling the sharing of medical records across providers with patient consent.

The ABDM builds on earlier efforts such as the National Digital Health Blueprint (2019) and leverages learnings from platforms like Aadhaar, CoWIN, and eSanjeevani. At its core, the mission envisions a federated and patient-centric ecosystem, where individuals control their health data and benefit from continuity of care across geographies and service providers.

Key Pillars of This Mission Include:

By 2025, the ABDM had already enabled over 76 crore ABHA IDs, 52 crore health records linked, and 36 crore teleconsultations, showing immense scale and potential (CNBCTV18, 2024; PIB, 2024)¹.

However, this digital health revolution brings with it a

critical set of ethical, legal, and governance challenges. As sensitive personal health data becomes digitized and shared, concerns about data privacy, informed consent, exclusion, surveillance, and algorithmic bias are rapidly surfacing. Reports of breaches in PM-JAY dashboards, misuse of digital credentials, and the gradual shift from voluntary to mandatory digital IDs have raised alarms among



privacy advocates (Scroll, 2023; Medianama, 2024; Reddit r/india, 2024).

Moreover, India's Digital Personal Data Protection Act (2023), while progressive in parts, remains vague in its application to health systems, leaving room for ambiguity in enforcement and redress. Without adequate infrastructure in rural areas and strong digital literacy support, there is also a risk of widening the digital divide, particularly for marginalized communities, women, the elderly, and the differently abled.

The Ayushman Bharat Digital Mission is reshaping healthcare in India through digital health IDs, telemedicine, and connected health records. While the progress is impressive, it raises critical concerns about privacy, access, and governance. This story examines how digital transformation must be guided by ethical safeguards, informed consent, and a commitment to equity.



This story explores how the Ayushman Bharat Digital Mission is reshaping India's health system, while also highlighting the ethical and governance challenges that come with it. It argues for a rights-based approach to digital health, grounded in privacy, equity, and accountability, and offers policy suggestions for a more inclusive, secure, and ethically sound digital health ecosystem.

Data-Driven Impact: Early Signs of Transformative Change

The Ayushman Bharat Digital Mission (ABDM) has made significant strides in a relatively short period, reflecting the Indian government's growing commitment to digital public infrastructure. The scale and rapid uptake of ABDM's core components demonstrate the country's ambition to transition from a fragmented, paper-based system to a connected and data-driven digital health ecosystem.

As of April 2025, over 76 crore individuals had registered for ABHA (Ayushman Bharat Health Account) IDs, enabling them to access and share personal health records across registered health facilities. More than 52 crore digital health records were linked to these ABHA IDs, allowing for improved continuity of care and reducing duplication of diagnostics and treatments (Press Information Bureau [PIB], 2024). Additionally, over 3.86 lakh health facilities and 5.95 lakh health professionals had been registered in national digital registries creating a foundation for an integrated health network that spans both public and private sectors (PIB, 2024).

These numbers are not just statistical milestones but signal a

transformation in how healthcare is experienced by citizens. For instance, ABDM has enabled easier access to longitudinal health records, especially for patients with chronic conditions like diabetes, hypertension, and tuberculosis, who often receive care from multiple providers across time and space.

One of the most widely recognized applications under the ABDM is eSanjeevani, India's national telemedicine platform. With more than 36 crore teleconsultations conducted so

at health facilities using mobile apps to receive a digital queue number, reducing average waiting times from 60 minutes to 30 minutes (CNBCTV18, 2024). According to government estimates, this has saved over 2.5 crore person-hours, improving patient satisfaction and reducing administrative burdens.

At the local level, cities like Lucknow have started piloting ABDM features to enhance service delivery. In 2024, 48 of the city's 54 Urban Primary Health Centres (UPHCs)



far, eSanjeevani has emerged as a lifeline for patients in remote and underserved regions who lack access to specialist doctors or district hospitals (CNBCTV18, 2024). The platform connects doctors from medical colleges and district hospitals with frontline workers and patients via teleconsultation hubs, effectively decentralizing expertise and reducing the cost and time burden for patients.

Another innovation, Scan and Share, has introduced real-time queue management at outpatient departments (OPDs). With over 5 crore digital tokens generated, patients can now scan QR codes

began issuing digitally signed prescriptions linked to ABHA IDs. This move was designed to address long-standing concerns around illegible handwritten prescriptions, medication errors, and missing patient histories (Times of India, 2024a)¹. The digital prescription system not only ensures accuracy but also helps track drug adherence and follow-up care more systematically.

Furthermore, the development of the Unified Health Interface (UHI) inspired by the success of the Unified Payments Interface (UPI) has created a standard layer through which

patients can discover services, book appointments, and access labs and pharmacies from any compatible app or platform. This open architecture could democratize health access, provided it is implemented with adequate safeguards for non-digital populations.

Despite these promising developments, the success of ABDM depends not only on technical rollout but also on people's trust and system readiness. The challenge now is to move beyond numbers and infrastructure to ensure equitable, safe, and ethical usage of the digital health ecosystem, especially for vulnerable groups.

Ethical & Governance Challenges

PRIVACY AND CONSENT

While ABDM promotes informed consent and privacy-by-design, violations persist. Personal details of PM-JAY beneficiaries have been shared on government dashboards without clear consent, contradicting the Puttaswamy judgment on privacy. The DPDP Act, 2023, though progressive, offers limited user control in health data management.

INFRASTRUCTURE, EQUITY, AND TRUST

Poor digital infrastructure and low digital literacy in rural areas hinder access to ABDM services. Making ABHA IDs effectively mandatory risks repeating Aadhaar's exclusionary model.

FRAUD AND DATA MISUSE

Over ₹10 crore in fake claims in UP exposed vulnerabilities in the system, including stolen credentials. These cases highlight the urgent need for

stronger identity checks and real-time monitoring.

ALGORITHMIC BIAS AND AI RISKS

AI tools in digital health can reinforce bias if not ethically audited. ABDM currently lacks clear safeguards to ensure transparency and fairness in AI-based decision-making.

Conclusion: Balancing Promise and Precaution

The Ayushman Bharat Digital Mission (ABDM) represents a significant shift in India's approach to healthcare delivery. It offers the potential for improved continuity of care, greater patient control, and wider access through digital tools. Yet, this shift also brings complex risks related to privacy, consent, and exclusion.

As digital health becomes more embedded, challenges such as data misuse, unequal

access in rural areas, and unclear accountability mechanisms must be urgently addressed. Legal safeguards like the DPDP Act, 2023, are a start. However, stronger enforcement, inclusive design, and transparent systems are essential.

Going forward, India must adopt a rights-based and precautionary path. Equity, consent literacy, and ethical governance should be at the core to ensure digital transformation enhances, rather than limits, access to dignified and just healthcare.

1. Ayushman Bharat Digital Mission. (2024, September 27). Three years of ABDM: Transforming digital healthcare in India [Press release]. Press Information Bureau.
2. CNBCTV18. (2024, September 27). Ayushman Bharat turns 3: Here's the report card. CNBC TV18.
3. Times of India. (2024, March 24). Digital prescription facility launched at 48 urban PHCs. The Times of India.

Pathways Forward: Strengthening the Ecosystem

CHALLENGE	RECOMMENDATION
1 Privacy & Consent	Enforce granular, informed consent; align HDMP with DPDP Act provisions.
2 Infrastructure Gaps	Expand rural broadband and digital literacy programs for providers and patients.
3 Fraud Risk	Strengthen credential verification, use biometric-based sign-ins, and real-time audits.
4 Ethical Governance	Establish independent ethics committees, public review boards, and audit trails.
5 Trust & Transparency	Open-source technical blueprints; establish right to data correction and deletion.



Spotlight on Inclusion: "Aunty ka P.G." Celebrates Talent Beyond Labels



The thought-provoking and heartwarming play "Aunty ka P.G." was recently staged at Sammukh Auditorium, New Delhi, to a full house of enthusiastic spectators. Directed by the National School of Drama (NSD), the play featured a

talented cast of children with special needs from Ek Koshish Special School, who brought every character to life with remarkable confidence, energy, and sincerity. Aunty ka P.G. unfolds in a lively paying guest accommodation run by a kind-hearted yet strict "Aunty." With a delightful blend of humor, emotion, and everyday

drama, the play explores themes of companionship, acceptance, and inclusion. While keeping the narrative light and engaging, it gently invites the audience to reflect on the importance of empathy and understanding toward individuals with different abilities—without making it the sole focus.



Mammography on Wheels: A DFY Initiative Driving Early Detection Across India

Doctors For You (DFY) is revolutionizing breast cancer screening through its Mammography on Wheels initiative, bringing life-saving diagnostics directly to underserved communities. Equipped with advanced technology, the mobile unit facilitates early detection, significantly improving survival

rates and reducing the burden of late-stage treatment. In Tamil Nadu, the impact has been extraordinary, with over 1.07 lakh women screened and 2.69 lakh individuals reached through awareness drives. In Bihar, during the Health Mela held on July 11-12, 2025, DFY collaborated with the state government to deliver focused diagnostics. Among hundreds served, 5 mammography screenings were

conducted for high-risk women, alongside 210 FibroScan and 70 ECHO tests. These efforts demonstrate DFY's commitment to accessible, preventive healthcare. By combining mobile outreach with community-centered events like the Health Mela, DFY bridges diagnostic gaps and fosters a culture of early intervention, saving lives, one screening at a time.

Leadership Transition: Vishal Bhardwaj Joins Shree Cement As CSR Head



Vishal Bhardwaj, a seasoned CSR professional with close to three decades of cross-sectoral experience, takes on a new chapter as he joins Shree Cement to lead its Corporate Social Responsibility (CSR) strategy. Known for his visionary approach and deep-rooted commitment to inclusive development, Mr. Bhardwaj brings with him a wealth of expertise shaped by impactful tenures in the cement,

pharmaceutical, and chemical industries. Before joining Shree Cement, he served as Group CSR Head at Indorama Corporation, Dubai, where he steered the global CSR vision across multiple geographies. His leadership has consistently reflected a strong belief in community-driven transformation, sustainability, and measurable impact—principles that align seamlessly with Shree Cement's social mission. An alumnus of the Swedish Institute of Management,

Stockholm, and recipient of three CSR leadership awards, Mr. Bhardwaj has also contributed his insights as a member of several national business association committees in India. At Shree Cement, he is set to spearhead the CSR roadmap, reinforce robust implementation mechanisms, and forge strategic partnerships to amplify the company's social footprint—with an unwavering focus on quality, accountability, and long-term impact.



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Championing Health Beyond Hospitals: India's NGOs at the Frontlines

Some NGO's are not just delivering healthcare; they're listening, learning, and walking alongside communities through their everyday struggles and silent battles

PRACHI RATURI

In a country as vast and diverse as India, ensuring equitable access to healthcare remains one of the biggest challenges. While government systems form the backbone of public health delivery, non-governmental organisations (NGOs) have emerged as vital partners—bridging gaps, reaching the unreached, and reimagining care where it matters most. From fighting chronic diseases and building climate-resilient health systems to empowering communities with knowledge and care, these NGOs are redefining what it means to deliver health with heart, science, and dignity. Here are some that are making a lasting difference:



Vision for All: How Sightsavers India is Redefining Inclusive Eye Health

For over five decades, Sightsavers India has been at the forefront of eliminating avoidable blindness and promoting inclusive education for people with visual impairments. With a robust presence across 100+ districts in 10 states, the organisation is aligning its efforts with India's national health priorities, including the National Programme for Control of Blindness and Universal Health Coverage.

Its flagship initiatives span rural, urban, school, and occupational health. Netra Vasant delivers rural eye care via over 150 Vision Centres; Amrita Drishti integrates services into Urban Primary Health Centres (UPHCs); and RAAHI caters to truckers along major transport corridors. The Vidya Jyoti programme has screened 1.5 million schoolchildren for vision issues, offering early intervention and referrals. The Inclusive Education programme supports children in government schools through accessible materials, ICT-based teacher training, and tailored learning approaches—powered by the STAR app, which tracks individual student progress.

The organisation's district-based strategy marks a shift from piecemeal service delivery to systemic impact. Technology plays a central role, from mobile vans and cloud-based systems to teleconsultation and GIS tracking. A Monitoring, Evaluation, Research and Learning (MERL) framework ensures data-driven planning and accountability.

Partnerships are key. Collaborations with state governments enable integration within public health systems, while CSR funding from



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corporates supports innovation and scalability. Local NGOs and hospital partners help ensure community-level outreach and continuity of care.

Sightsavers also embeds gender equity into its programming. The 'Kaki' campaign, launched in Uttar Pradesh, uses local storytelling to encourage women to seek eye care. In 2024, 53% of sight-restoring surgeries facilitated by the organisation were for women—a testament to its focused inclusion efforts.

Since its inception, Sightsavers India has screened over 103 million people and enabled more than 8.5 million sight-restoring surgeries—cementing its role as a catalyst for inclusive, sustainable eye health across India.

Lung Care Foundation: Fighting India's Silent Respiratory Crisis

India is facing a silent yet deepening lung health crisis. From surging air pollution and chronic

respiratory diseases like asthma and COPD, to the lingering aftershocks of COVID-19, the burden on the country's lungs has never been greater. At the forefront of this battle is the Lung Care Foundation (LCF), a Delhi-based nonprofit working at the intersection of healthcare, environment, and community engagement.

Founded on the belief that healthy lungs are a human right, LCF's work spans awareness, advocacy, and on-ground interventions. Its multi-pronged initiatives include the Doctors for Clean Air and Climate Action (DFCA) network, uniting over 400 medical professionals to treat air pollution as a medical emergency, and Asthma Readiness Training (ART) in schools, tackling the rising tide of childhood asthma in pollution-prone regions.

The Foundation's impact became most visible during the second wave of COVID-19, when it delivered over 80,000 medical kits, ventilators, and oxygen concentrators across 14 underserved states. Beyond emergency relief, it reached over 10 crore people through educational videos and 150 webinars—a testament to its emphasis on information equity and community resilience.

But LCF's fight is not just about crisis response. "Stigma, misinformation, and lack of accessible health information remain major barriers in rural and urban India," says the team. To address this, the foundation has invested in regional-language IEC materials, community partnerships, and digital campaigns aimed at both prevention and early detection.

Post-pandemic, LCF's strategy has evolved to focus



on climate-linked respiratory risks, localised action, and decentralised care models. From strengthening rural health systems to integrating lung health into school policies, its approach combines medical science with public participation.

As respiratory illness continues to rise in India, the Lung Care Foundation is pushing for systemic change—one where clean air is recognised not just as an environmental issue, but as a fundamental requirement for health, dignity, and survival.

KHPT: Two Decades of Community-Led, Systems-Driven Health Innovation

What began in 2003 as a focused initiative on HIV prevention under the Bill & Melinda Gates Foundation's Avahan program has today evolved into KHPT

(Karnataka Health Promotion Trust)—a multidisciplinary health organisation tackling TB, adolescent health, maternal and child health (MNCH), NCDs, and more.

The early work with marginalised communities such as sex workers and transgender individuals helped KHPT shift its focus from risk to vulnerability, recognising that structural and social determinants shape health outcomes. This realisation spurred a natural expansion into adolescent health and TB, and eventually into a broader life-cycle approach encompassing MNCH, mental health, and even climate-linked respiratory diseases.

Today, KHPT operates with a lean team of around 500 staff across India. Despite its scale,

the organisation maintains its ethos of "community first" by embedding values into daily actions, rather than policies alone. Leadership by example and shared learning are core to the organisation's culture.

Community-led models have remained central. Peer outreach and panchayat-based advocacy have proven particularly effective in increasing TB case notifications and reducing stigma in Karnataka. KHPT's philosophy: stigma is broken not just with information, but through everyday conversations and collective ownership.

With over 45 million NCD screenings and 4 million people reached in HIV prevention, KHPT backs its programmes with robust Monitoring and Evaluation systems rooted in local governance and real-time



With over 45 million NCD screenings and 4 million people reached in HIV prevention, KHPT backs its programmes with robust Monitoring and Evaluation systems rooted in local governance and real-time learning. Anecdotal insights from the ground complement data, ensuring health outcomes—not just numbers—remain the metric of success.

learning. Anecdotal insights from the ground complement data, ensuring health outcomes—not just numbers—remain the metric of success.

Its Kangaroo Mother Care (KMC) model, scaled across Karnataka and Maharashtra, has faced hurdles—especially gaps in nurse training, family involvement, and post-discharge support—but underscores the challenges of institutionalising compassionate care.

As KHPT transitions programmes to governments, sustainability is built on community ownership, system readiness, and credible data. Looking ahead, its focus includes urban health, women's health, digital health innovation, and climate-linked vulnerabilities—firmly rooted in the belief that health is a right, not a service.

Public Sector For Public Health: PSUs Leading the CSR Health Mission

By The Bridge India Correspondent



Health-driven CSR initiatives play a crucial role in strengthening India's public healthcare system, especially in underserved regions. By investing in hospitals, mobile medical units, telemedicine, maternal care, and health education, corporates help bridge critical gaps in access, affordability, and quality of care. These initiatives not only deliver essential services—like diagnostics, medicines, and preventive awareness—but also build long-term community resilience. In rural and remote areas where healthcare infrastructure is weak, CSR efforts ensure timely interventions, reduce disease burden, and promote healthier lifestyles. Ultimately, health-focused CSR enhances wellbeing, supports government health goals, and fosters inclusive, equitable development across communities.

ONGC's Healthcare Boost in Assam

In Assam's Upper region, access to quality healthcare has long been a challenge—until ONGC's recent interventions began transforming the landscape. A flagship project of ONGC's CSR, the Siu-Ka-Pha Multispeciality Hospital in Sivasagar is a game-changer. Built at a cost of ₹483.19 crore, the 350-bed facility addresses the long-standing need for quality medical care in a town that, despite its strategic importance and industrial legacy, lacked specialised health services.

Since the hospital's partial inauguration with 67 operational beds, it has treated over 85,000 patients. Equipped with state-of-the-art facilities and integrated with schemes like Ayushman Bharat and Atal Amrit Abhiyan, the hospital has spared residents from traveling over 70 km to Dibrugarh for routine procedures like dialysis.

Meanwhile, in Jorhat and eight other locations, ONGC Foundation is taking emergency care on the road—literally. Under its CSR mandate, ONGC deployed nine Advanced Life Support (ALS) ambulances across Assam in 2022, investing ₹4.38 crore, including a four-year maintenance contract. These ambulances serve as mobile ICUs, equipped with ventilators, defibrillators, oxygen systems, infusion pumps, and more.

In areas like Jorhat, where super-specialty care often requires risky transfers to Guwahati through Kaziranga's wildlife corridors, the ALS ambulances are proving life-saving. Specially trained technicians and drivers ensure critical patients are stabilised en route, offering peace of mind to families and hospital staff alike.

"These ambulances are more than vehicles—they're emergency



wards on wheels," says a Jorhat technician. "They give critical patients a fighting chance, even before they reach a hospital."

Together, the Siu-Ka-Pha Hospital and ALS ambulance fleet reflect ONGC's holistic approach to healthcare in Assam—investing in both infrastructure and mobility to bring life-saving care closer to people in need. For thousands across Assam, ONGC's CSR isn't just a corporate obligation—it's a lifeline.

Powering Care: How POWERGRID is Transforming India's Healthcare

In the labyrinth of India's public healthcare system, two initiatives by POWERGRID are quietly transforming patient experiences—one by offering a roof, the other by bridging critical care gaps.

At NIMHANS, Bengaluru, the Vishram Sadan, built under POWERGRID's CSR programme, serves as a sanctuary for families of patients undergoing long-term treatment. With 55 dormitories and 12 private rooms, the facility has provided dignified accommodation to nearly 3,000 people since its inception. For families that travel from remote

parts of the country, often with little more than hope in their pockets, Vishram Sadan offers comfort and emotional security. "Being close to my brother during his treatment helped us both recover faster," says an attendant from Tamil Nadu.

Meanwhile, in Uttar Pradesh, POWERGRID's support has catalysed a digital leap in critical care delivery. The SGPGI-POWERGRID Tele-ICU Service was launched at the Sanjay Gandhi Postgraduate Institute of Medical Sciences (SGPGI), Lucknow. Using a hub-and-spoke model, the service connects SGPGI to six government medical colleges in Agra, Gorakhpur, Jhansi, Kanpur, Meerut, and Prayagraj.

Through high-definition video feeds, data dashboards, and real-time consultations, SGPGI's critical care specialists offer round-the-clock support to doctors managing ICU patients in these hospitals. This ensures timely interventions and prevents unnecessary transfers to already overburdened city hospitals.

Beyond saving lives, the initiative is nurturing healthcare self-reliance by training local medical staff during each consultation. It's not just treatment—it's capacity building.



POWERGRID's role has gone far beyond funding. These CSR efforts reflect a deep investment in creating sustainable, scalable healthcare models that combine empathy with innovation. From offering shelter to empowering remote ICUs, POWERGRID is quietly redefining how corporate social responsibility can strengthen India's public health system—one patient, one family, one hospital at a time.



In rural and remote areas where healthcare infrastructure is weak, CSR efforts ensure timely interventions, reduce disease burden, and promote healthier lifestyles. Ultimately, health-focused CSR enhances wellbeing, supports government health goals, and fosters inclusive, equitable development across communities.

RailTel:Bringing Healthcare to the Margins

RailTel, a Mini Ratna PSU under the Ministry of Railways, believes in balancing business growth with social responsibility. The organisation's Corporate Social Responsibility (CSR) initiatives are thoughtfully designed to align with government guidelines while addressing the needs of marginalised and underserved communities.

In the underserved district of Purulia, West Bengal, a quiet yet transformative health initiative is reshaping the way women access care. Through the Community SEHAT Centre, a focused programme is working to improve the health status of women, particularly around menstrual

hygiene, maternal care, and vision health.

The centre not only raises awareness about essential health behaviours but also provides free sanitary napkins, clean sanitary facilities, and nutritional supplements for pregnant and lactating women. Regular educational sessions and awareness campaigns equip women and adolescent girls with the knowledge to adopt better health practices. The centre also organises free eye camps, offering spectacles post-consultation to ensure that no woman is left behind due to something as easily correctable as poor vision. At its core, the programme is about access, dignity, and

empowerment—giving women the tools and services they need to take charge of their health.

Down south in SPSR Nellore, Andhra Pradesh, a mobile health initiative is addressing another pressing gap—last-mile healthcare delivery. The Jeevan Ayuska Mobile Dispensary, a van equipped with diagnostic tools and staffed by qualified professionals, brings medical services directly to the rural poor.

This van doesn't just provide free consultations, medicines, and referrals; it also functions as a moving classroom. Through health education workshops on hygiene, nutrition, and disease prevention, the project

promotes health literacy among communities who might otherwise have little to no access to such resources. The initiative also ensures continuity of care through follow-ups and data monitoring, laying the groundwork for long-term community wellness.

Together, these two initiatives—one rooted in a physical centre for women, the other mobile and far-reaching—reflect a community-driven approach to healthcare. By bringing services closer to those who need them most, and by addressing both immediate and preventive needs, they are not just treating ailments, but changing health narratives for some of India's most vulnerable populations.

OUR DELIVERABLES

For Responsible Business Houses






-  Identification & Partnership with credible NGOs
-  Need Assessment
-  Baseline and Endline Surveys
-  Monitoring & Evaluation of CSR Project
-  Impact Study

For NGOs

-  Identification of Corporates
-  Proposal Development
-  NGO Empanelment
-  Capacity Building
-  Develop and Implement fundraising strategy
-  Need Assessment
-  Baseline and Endline Surveys


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