

GOVERNMENT OF ASSAM,
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM,
KAHILIPARA, GUWAHATI-19.

No.EG/Apptt/24/2015/93

Dated Kahilipara, the 03-01-2020

From: - Smti G. Phukan, ACS
Director of Higher Education, Assam
Kahilipara, Guwahati-19.

To,

A. The Registrar,

1. Gauhati University, Jalukbari, Ghy-14,
2. Dibrugarh University, Dibrugarh,
3. Cotton University, Panbazar, Ghy-01,
4. Bodoland University, Kokrajhar,
5. Kumar BhaskarVerma Sanskrit & Ancient Studies University, Nalbari,
6. K.K. Handique State Open University, Guwahati.
7. Assam University, Silchar, Cachar.
8. Tezpur University, Tezpur.
9. Assam Women's University, Jorhat.
10. Mahapurusha Srimanta Sankaradeva Viswavidyalaya, Nagaon.
11. Krishnaguru Adhyatmik Viswavidyalaya
12. Bhatta DevUniversity Pathsala,
13. Sri Sri Madhabdev University, Narayan Pur Viswavidyalaya,
14. Kabiguru Rabindranath Tegore University, Hojai

B. The Principal,

All Provincialised & Govt. Collges/Mahavidyalaya.

Sub :- Awareness regarding Govt. of Assam's 104 services by Piramal Swasthya.

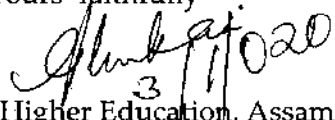
Ref :- Govt. letter No. PMSRI/AS/SAR/2019-20/017 Dated 27/11/2019

Sir/Madam,

With reference to the letter on the subject cited above. I have the honor to forward herewith a copy of letter and its relevant document received from Hardeep Singh Bambrah, Head- Assam & Northeast Piramal Swasthya Management and Research Institute Bamunimaidam Gauhati -21 in connection with awareness regarding Govt. of Assam's 104 services by Piramal Swasthya which is self-explanatory for taking necessary action from your end.

This is for favour of your kind information and necessary action.

Yours' faithfully


Director of Higher Education, Assam
Kahilipara, Guwahati-19.

Dated Kahilipara, the 03-01-2020

Memo No.EG/Apptt/24/2015/93-A

Copy to :-

1. Hardeep Singh Bambrah , Head Assam and Northeast, Piramal Swasthya Management Research Institute, G. Sarma Baruah, Anuradha Cinema Complex Bamunimaidam Ghy-21.

Director of Higher Education, Assam
Kahilipara, Guwahati-19.

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/
Director of Higher Education, Assam
Kahilipara, Guwahati-19.

Appointment
27/11/19
44

27th November 2019

Letter No. PSMRI/AS/SAR/2019-20/017

To,

The Director of Higher Education,
Kahilipara, Guwahati-19
Assam,

Sub: Awareness regarding Govt. of Assam's 104 services by Piramal Swasthya

Dear Sir,

Greetings from Piramal Swasthya!!

Piramal Swasthya is a Not for Profit Organization and works towards making healthcare accessible, affordable and available to all, especially to the most vulnerable population. We are one of the largest partners in PPP for primary health care, partnering with central and state Governments spread across 20 states serving 36,450+ beneficiaries per day and overall 10+ Crore Beneficiaries are served.

We have our strong presence in the North-eastern states, In Assam, we have been operating 104 Health Helpline(50-seater) and MCTS Call Centre (25-seater) & Sanjeevani - Mobile Medical Units (80 No's) and in Sikkim we are operating 104 Health Helpline(4-seater) in partnering with the respective State Govt.

We are partnered with NITI Aayog for implementing SATH "Sustainable Action for Transforming Human capital". It has been launched by NITI Aayog with the Assam state government to initiate the process of transforming health sectors. We are also operating project AHANA for improving access to PPTCT (Prevention of Parent to Child Transmission of HIV/ AIDS) services both in public & private sectors in all districts of Meghalaya, Sikkim, Assam, and Arunachal Pradesh.

104 Sarathi is a round-the-clock free of cost health contact center. It provides four key services

- Health Helpline
- Counseling services
- Directory information
- Grievance Redressal

In the 104 Sarathi Health Helpline, medical advice is provided by doctors and paramedics staff which includes home remedies for minor ailments. Counseling services are provided through the Helpline but not limited to HIV/AIDS, marital discord, depression, chronic diseases, psychological distress and suicidal prevention. Information about Government health service providers and Institutions are also provided through the Helpline. A beneficiary can also register grievances against any public health service. 104 Sarathi also collects information from rural health workers regarding epidemics and outbreaks and passes the information along to the government to spark appropriate response.

As part of the campaign to spread awareness about the 104 services in the community, we have taken an initiative to raise awareness among the youth section of the society regarding the 104 services and its benefits. Additionally, the counseling service of the 104 helpline has proved to be effective for the young

P.P. Das
28/11/19

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28/11/19

Piramal Swasthya Management and Research Institute

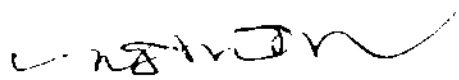
Branch Office: G. Sharma Baruah Building, Anuradha Cinema Complex, Bamunimaidam
Guwahati - 781021, Assam, India

Head Office: 3rd Floor, G.K. Classics, # 8-3-990, Plot No. 120, Srinagar Colony, Hyderabad - 500073, Telangana, India
piramalswasthya.org

generation, as they can avail counseling services regarding their mental health issues anonymously through the phone based counseling. It is in this context that we, in discussion with NHM Assam, are visiting different colleges of the state and conducting awareness sessions about the services of this Government helpline.

We hereby request you to extend your support by issuing a reference letter to the colleges under your jurisdiction for participating in this awareness drive. Additionally, we also request you to provide us the list of Principals and Associate Professors for the colleges under your jurisdiction. This will help in taking the services of this Government helpline to the beneficiaries at community level and popularize the counseling services among the youth population.

Thanking you, with kind regards,



Hardeep Singh Bambrah
Head - Assam & Northeast
(+917073284222)
Email: Hardeep.Bambrah@piramalswasthya.org

Piramal Swasthya is a not-for-profit organisation that is supporting India to make healthcare available, accessible and affordable. This big dream is being realised through its 35 public+ healthcare programmes across 20 Indian states. The dream weavers are 2500+ employees of the organisation who work relentlessly with humility, to ensure smooth implementation.

Piramal Swasthya is in the journey with the Government of India to make 'Universal healthcare for all' a reality and also achieve the committed sustainable development goals (SDGs) across all health and nutrition indicators. Various programmes by the organisation revolve around primary healthcare with focus on maternal health, infant and child health, adolescent health and non-communicable diseases. Till date, we have reached out to 107 million beneficiaries with healthcare services (nutrition focus in some) which has been possible due to involvement of 250 doctors who are part of the strong force behind Piramal Swasthya's achievements.

We have a decade long experience of taking healthcare to the doorsteps of the beneficiaries who are primarily underserved and marginalised, operating at scale, building innovations in programme design, strengthening government services including capacity building of service providers, and partnering with foundations and corporates to co-design and implement CSR health programmes.

SCALE & IMPACT:

20 States	35 Projects	125 MMUs	2500+ Work Force	107 Million Beneficiaries
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● INNOVATION AT SCALE

Innovation in the form of intervention design, modelling, piloting and scaling-up those pilots has been an approach that Piramal Swasthya has pioneered

Remote Health Advisory & Intervention platform

Remote Health Advisory and Intervention (RHA) services provide 24x7 health advice to remote and vulnerable sections of the community. It aims to reduce the minor ailment load on the Public Health system by providing medical information and advice through telephone and telemedicine services. It is the stepping stone for India's mHealth and telemedicine strategy.

Health Information Helpline: 7 States | 370 Seats | 50 Million Beneficiaries



Telemedicine Services: 3 States | 80 Nodes | 0.27 Million Beneficiaries

Community Outreach platform

Our Community Outreach services aim to tackle the barriers faced by rural people in accessing primary healthcare. Outreach programme on a fixed day ensures that healthcare is reaching hard-to-reach areas through mobile medical vans that are equipped with medical devices, medicines and healthcare workers. In partnership with various state governments and corporates, we have two models—1) Doctor-led and 2) Nurse-led that are operational across 14 states.



Community Outreach Program : 14 States | 125 MMUs | 50 Million Beneficiaries

ENDING PREVENTABLE DEATHS

Piramal Swasthya is committed towards complementing & supplementing the government's vision of Universal Healthcare in our journey towards ending preventable deaths. We focus on the significance of our solutions, their delivery and uptake by the beneficiaries

Tribal Health Program: Unique Model Aiming at Ending Preventable Deaths

Our tribal health program is a unique model in the country which has demonstrated elimination of maternal and infant mortalities in the Vishakhapatnam tribal belt including Araku valley, for more than three years. This was achieved by bringing healthcare to the doorsteps of the beneficiary and linking them to the government facilities by a dedicated team that crosses difficult



6 Mandals | 6 TMCs | 10 Nutrition Hubs
Zero Maternal Deaths in last 3 years

terrain everyday. The significance of this programme rests with the fact that tribal areas have the highest maternal and infant mortalities hence any positive impact in such areas will result in a large impact on the national average. Piramal Swasthya aims to build the Tribal Health Platform, with multiple partners and stakeholders aimed at building a sustainable, high-performing health ecosystem that adequately and appropriately addresses the needs of tribal communities. In providing quality care to India's underserved tribal population, the platform will play a significant role in ending preventable deaths among tribal communities and ensuring that India achieves SDG 3 by 2030.

D.E.S.H. – Focused On Screening & Early Detection Of Cancers

D.E.S.H. (Detect early & save her/him), a community-based cancer screening program is a first-of-its-kind program to address oral, breast and cervical cancers in the North eastern states. As apparent in the name, the project aims at detecting cancer at the early stage by taking screening services to the doorstep of beneficiaries in high incidence areas such as Kamrup (rural) district in Assam. DESH team walks with the patient through the entire journey of initial screening to diagnosis to treatment. This support has been crucial in achieving better outcomes. DESH model for better outcomes on cancer prevention and cure is now ready to be taken across all states in the north-east.



1 District | 0.17 Million Population |
16,000 Beneficiaries across 162 villages


SUSTAINABLE
DEVELOPMENT
GOALS



Helping India achieve SDG

We are a learning organization and we believe in focusing upon building our skills and competencies to be future ready. We are learning; we are constantly adapting and perfecting ourselves to deliver the best

BUILDING SUSTAINABILITY FRAMEWORK

We are committed towards building a sustainability framework for the healthcare ecosystem integrating technology with strengthening the system and aligning it with community centric models.

Aspirational Districts Transformation Program

Piramal Swasthya, as part of Piramal Foundation, collaborated with the NITI (National Institution for Transforming India) Aayog to bring about improvement in the health and nutrition indicators in 25 districts across 7 States (Uttar Pradesh, Bihar, Jharkhand, Assam, Madhya Pradesh, Rajasthan and Maharashtra). The programme focuses on building capacities of health providers, strengthening infrastructure, community engagement and ensuring benefits of the schemes reaching the beneficiaries. This programme is managed by a team of 350+ public health professionals and technical experts to bring about the desired transformation.



SATH (Sustainable Action for Transforming Human Capital) Program

A unique partnership with Govt. of Assam under the mentorship of NITI Aayog to build Assam into a 'role model' state by transforming priority areas within the health system, with a specific focus on

- Creating best practice models that are scalable and replicable
- Designing initiatives for both near term and long term
- Building capability within states



A.M.R.I.T. – A Public Good: Health & Wellness Technology Platform

AMRIT or Accessible Medical Records via Integrated Technologies is an Electronic Health Records (EHR) platform that allows disparate systems to connect to it and use the Patients EHR, through a unique beneficiary ID, thereby creating a unified and ubiquitous presence of health data of the patient across India. AMRIT as a platform is built to capture data for ANC (Antenatal Check), PNC (Postnatal Check), NCD (Non-Communicable Diseases - including cervical, breast and oral cancer). AMRIT uses open source technologies and adheres to Government of India's EHR/EMR standards and international protocols and has been built with purpose of making it a public good so that people of the nation (India) can benefit.).



G 3 target of 2030:

quality services to our communities. We are committed to make primary health care not only affordable, accessible and available to all but also to ensure that it is complete, continuous and comprehensive. With better learning, better governance and better focus; we promise to be future ready to achieve our vision to help India achieve its healthcare vision.

CSR Partnerships

Piramal Swasthya has established itself as a reliable and trusted partner for many Corporates in their CSR efforts with assurance on project deliveries. Over the years, Piramal Swasthya has served many well-known and large Public and Private Sector organisations and has remained as their long term partner.



Implementation partner for India's largest primary healthcare program for truckers. The trucker population is covered through mobile medical vans throughout their travel route touching 14 states in India.

- 400,000+ beneficiaries served since Feb. 2017
- Presence in 13 States



Implementation partner of primary healthcare programs in India through Health and Wellness Centres

- 10000+ beneficiaries served since June 2019
- Presence in 5 States



Implementation partner for Mobile Medical Units in the state of Maharashtra and Karnataka.

- 100,000+ beneficiaries served since March 2018
- Presence in 4 Cities



Implementation partner for United Nations Development Programme to improve the health services amongst communities in the vicinity of the Lokpriya Copinath Bordoloi International Airport, Guwahati.



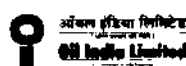
Implementation partner for Mobile Medical Units in the state of Jharkhand (2016 onwards)



Implementation partner for Mobile Medical Units in the state of Assam, under Spandana program (2016-2018)



Implementation partner for Mobile Medical Units in the state of Jharkhand (2016 onwards)



Implementation partner for Mobile Medical Units in the state of Assam, under Sparsh program (2015-2019)



Why Piramal Swasthya as CSR Partner

1. Large scale delivery excellence.
2. Understand the Indian landscape of health and nutrition.
3. Credible organisation that believes in partnership with government and private sector entities, foundations, unilateral and bi-lateral agencies.
4. Large geographical presence.
5. Implementing expertise in various health and nutrition programmes that have demonstrable outcome.