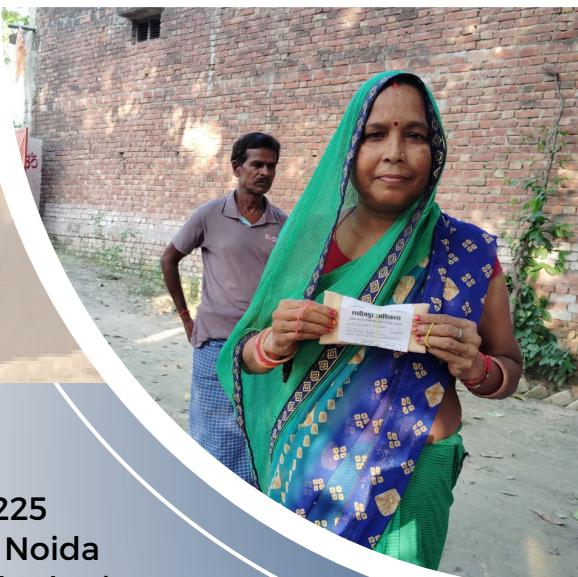




medoplus  
foundation

# Empowering RURAL COMMUNITIES Through Better HEALTHCARE



## Caring for Lives, Enhancing Accessibility, Transforming Communities

### DR. PRAKASH BAKSHI, Trustee



Former Executive Chairman,  
(NABARD)

A distinguished authority on rural banking, livelihoods, and development, Dr. Prakash Bakshi has played a pivotal role in shaping policies and programs that uplift rural India. He spearheaded transformative initiatives, including the world's largest poverty eradication program through the Self-Help Group (SHG) model and pioneering business models like India's first banking correspondent framework.

His on-ground insights revealed that untimely and often unavailable healthcare is a major cause of financial distress in rural areas, often leading to loan defaults and disrupted livelihoods. Women and the elderly, in particular, delay seeking medical attention until crises arise.

With a focus on bridging the gap between healthcare and financial stability, his initiatives empower rural families to lead healthier and more economically secure lives, creating a lasting impact across India.

### NEERAJ CHANDRA, Trustee



Ex. Vice President - Rural,  
(HERO CYCLES LTD.)

Neeraj Chandra brings over 22 years of experience in crafting impactful solutions for rural India. Having worked with leading organizations including Reliance Industries and Tata Tele Services, he played a pivotal role in rural transformation efforts for ITC and Hero Cycles.

Through extensive engagement with over 5,000 villages, he has gained deep insights into grassroots challenges, focusing on building sustainable, need-driven models. He led the establishment of India's first 10,000 Common Service Centers (CSCs), enabling IT-powered rural entrepreneurship. These centers have now become vital for delivering essential services, fostering livelihoods, and bridging the digital divide. His passion lies in creating socially impactful and economically sustainable businesses, empowering rural communities with tools for progress. Driven by the belief that grassroots action sparks lasting change, Neeraj remains committed to improving lives across rural India.

# About Us

MedoPlus Foundation is transforming healthcare in rural India by making it accessible, affordable, and timely. Through targeted skilling programs, we empower villagers, predominantly women from self-help groups, to become health agents, driving change within their communities while ensuring sustainable livelihoods for themselves.

Health camps form the backbone of our work, providing essential services like creating healthcare awareness, ailment specific initiatives like vision screenings, breast cancer detection, and comprehensive health check-ups. With cataract-induced blindness being a leading cause of preventable vision loss and breast cancer a major cause of death among women, early detection and timely care are vital. These initiatives save lives, reduce untreated health burdens, and protect livelihoods.

Our innovative phygital model combines on-ground outreach with digital tools, ensuring prompt care while generating sustainable livelihood opportunities. With steadfast support from our corporate and individual donors, MedoPlus Foundation is building healthier, self-reliant rural communities. Together, we can redefine rural healthcare as a fundamental right and not a privilege.

**Camps 1500+**  
Conducted



# The Metamorph

Stories  
of Rural India



YASHWANT, Patient

## The longterm VISION

Yashwant's tale began with a realization, that in rural areas access to proper vision care is often a distant dream. Struck by this issue, Yashwant decided to take matters into his own hands, weaving a narrative of compassion. Collaborating with the dedicated MedoMITR and MedoPlus officials, Yashwant organized an eye camp in his village. It wasn't just an event; it was hope for those whose eyes yearned for clearer horizons. As the eye camp unfolded, community members lined up, their anticipation mingling with a sense of hope. Thorough eye check-ups were conducted, accurate medical advice was dispensed, and proper care was provided. Yashwant's initiative wasn't merely about distributing spectacles; it was about fostering awareness, about teaching the community how to nurture the windows to their souls.

### Impact Note:

- Holistic healthcare impact on well-being.
- Inspiration for community-driven initiatives.
- Emphasizes lasting positive change.

MedoPlus: "Transforming Visions."

Priyanka Yadav,  
MEDOMITR



## From HOMEMAKER to Face of the PANCHAYAT

Priyanka Yadav's dreams were simple yet profound, echoing the aspirations of countless other girls in her community. She yearned for a life of dignity, one where she could contribute to her family's well-being as an earning member. However, the path to realizing these dreams remained shrouded in uncertainty. Enter MedoPlus. In Priyanka, they discovered a girl cocooned in shyness and inhibition. MedoPlus guided Priyanka out of her shell. Through tailored training and unwavering support, she underwent a remarkable metamorphosis. Fast forward 20 months, and once timid homemaker had evolved into the confident and empowered face of the Panchayat.

### Impact Note:

- Generated 60,000 INR additional income for her family

MedoPlus:  
"Transforming Lives."

ARTI DEVI, MEDOMITR



## "True Friendship" GUIDANCE TO COST EFFECTIVE HEALTHCARE

A fellow villager found herself entangled in a persistent battle with typhoid. It was then that Arti, a certified MedoMITR, stepped in as a true friend in the journey towards better health. Equipped with the knowledge gained from a comprehensive 360-hour healthcare training, Arti became more than just a neighbor. With genuine concern and a heartful of compassion, she approached the patient, offering not just empathy but a practical solution. Arti's commitment went beyond mere words. She leaped into action, booking an appointment with a specialist to ensure that the patient received the attention they needed promptly. Her actions spoke volumes about the significance of MedoMITRs in the village--an extension of true friendship that transcends casual interactions.

**Impact Note:** Timely healthcare access to the villages on more than 1000 occasions.

**MedoPlus:** "Transforming Health, Enriching Lives, Uniting Communities"



Sabiya, Patient

## overcoming GENDER RELATED hesitations related to HEALTH

Sabiya, a woman of strength and quiet resolve, found herself facing financial distress amidst the clutches of typhoid. The burden of excessive medical costs weighed heavily on her shoulders. However, Sabiya, driven by a desire for better health, connected with the local MedoMITR. This connection was not just a bridge to healthcare; it was a lifeline that transcended societal barriers, providing Sabiya with the space to prioritize her well-being. The MedoMITR, a compassionate ally in Sabiya's journey, became more than just a healthcare provider; she became a confidante, breaking the silence around women's health in the village. Through genuine conversations and a commitment to inclusivity, the MedoMITR helped Sabiya navigate the complexities of her health issues. The treatment not only cured her swiftly but also cost her far less.

### Impact Note:

- Saved over Rs. 4500 in medical bills.
- Serves as an inspiration for accessible, affordable healthcare.

MedoPlus: "Nurturing Health, Empowering Lives, Enriching Communities."

**JOIN US FOR BRINGING GOOD  
HEALTH TO RURAL INDIA**

# Skilling & Rural Health Agent Training

Our skilling initiatives are at the heart of empowering rural communities to take charge of their healthcare needs. By offering a comprehensive 360-hour training program certified by the Healthcare Sector Skill Council (HSSC), we equip individuals from villages, predominantly women, with the knowledge and tools needed to deliver impactful healthcare services.

Trained health agents assist villagers by promoting timely care, raising health awareness, and facilitating behaviour change. By enabling advance appointment bookings directly from villages, they save villagers valuable time and prevent income loss caused by unnecessary travel.

Beyond healthcare, our programs provide sustainable livelihoods, fostering self-reliance and creating a network of skilled professionals who strengthen rural healthcare access across India.





**Cataract Surgeries** **300+**

**Opticals Distributed** **18000+**

**Villagers Benefitted** **20000+**



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**Vision Screenings, Optical Distribution & Cataract Surgeries**

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Cataract  
children  
MedoPlus  
distributes  
underserviced  
and the  
By restoring  
regional  
communities



# Comprehensive Health Check 1500+ Beneficiaries



Our donors have supported the organization of comprehensive health screening camps across rural India, providing essential medical consultations, lab tests, and medicines to underserved communities. These camps serve as a critical touchpoint for early detection of chronic and preventable health issues like diabetes, hypertension, and other non-communicable conditions, helping to significantly reduce the risk of complications and improve overall health outcomes.

By offering accessible, affordable care, we not only diagnose but also empower individuals with the knowledge to manage their health proactively. These screenings play a vital role in reducing healthcare burdens, ensuring rural families don't have to choose between health and livelihood. Through our collective efforts, we are improving lives and creating lasting health impacts in the communities we serve.





# Comprehensive Health Screenings and Medicine Distribution





## Breast Screening with NAB India Center

The Camp with a  
Difference

Breast  
Screenings 500  
Facilitated





Breast cancer is the leading cause of cancer-related deaths among women in India, particularly in rural areas where access to timely screenings is limited. In partnership with NAB India's Center for Blind Women, we organize specialized screening camps in underserved communities. Here, NAB's trained Medical Tactile Examiners (MTEs) conduct breast cancer screenings through a unique touch-based method, helping detect lumps and irregularities that could otherwise be overlooked.

This initiative not only provides life-saving screenings but also creates employment opportunities for blind women, empowering them to be active agents of change in their communities. Through this partnership, we are bridging the healthcare gap and ensuring early detection of breast cancer, which is key to successful treatment and survival.

With your support, we can provide these vital screenings to rural women and improve access to life-saving healthcare in the most underserved areas.

# 16<sup>TH</sup> HEALTHCARE EXCELLENCE AWARDS 2024

NOVEMBER 5 INSPIRE • CHANGE • TOGETHER



## मेडोप्लस और यूनीपार्ट्स ने मिलकर 2000 से ज्यादा लोगों की जिंदगी में घोला उजिहारा



बाराबंकी उत्तर प्रदेश की अग्रणी हेल्थ टेक कंपनी मेडोप्लस सर्विसेज प्राइवेट लिमिटेड और यूनीपार्ट्स संस्था ने मिलकर बाराबंकी और लखनऊ जिले के 40 से अधिक गांव

में 2000 से ज्यादा लोगों को निशुल्क चर्चे में वितरित करके उनकी जिंदगी में रोशनी भरने का काम किया है जानकारी के अनुसार स्वास्थ्य सेवा

पर बनाए अपने स्वास्थ्य संस्थानों (मेडोप्लस) के द्वारा यूनीपार्ट्स संस्था के साथ मिलकर बाराबंकी और लखनऊ जिले के 40 से अधिक ग्राम पंचायत में लगातार स्वास्थ्य शिविर का आयोजन करके 10000 से ज्यादा लोगों को नेत्र परीक्षण किया तथा दृष्टिहीनता से ग्रसित 2000 से अधिक गांव वासियों को निशुल्क चर्चे में वितरण किया साथ ही 100 से अधिक मोतियाविद के मरीजों का निशुल्क ऑपरेशन कराया।

ज्ञात हो कि मेडोप्लस सर्विसेज प्राइवेट लिमिटेड प्रत्येक ग्राम पंचायत में लोगों की स्वास्थ्य जल्दी अस्पताल और जांच केंद्र में ग्राम स्तर से ही बुकिंग करा कर उनके समय की बचत करता है और इलाज में होने वाले कुल खर्च में छूट भी दिलाता है।

## निःशुल्क स्पर्शनीय स्तन जांच शिविर का किया गया आयोजन

बाराबंकी। मेडोप्लस द्वारा महिलाओं की निःशुल्क जांच



बाराबंकी बायर कंपनी, नैशनल एसोसिएशन ऑफ ब्लाइड और मेडोप्लस सर्विसेज प्राइवेट लिमिटेड

के सीजन्य से बाराबंकी जिले के मदनपुर पंचायत में निशुल्क स्पर्शनीय स्तन जांच शिविर आयोजित किये

गए हैं जिसमें 18 साल से ऊपर की उम्र सभी लड़कियों व महिलाएं अपनी जांच कर सकती हैं। शिविर का उद्घाटन ग्राम प्रधान द्वारा किया गया। शिविर में जांच दृष्टिवादित लड़कियों द्वारा की जा रही है और स्व स्तन परीक्षण भी सिखाया जा रहा है। प्रधान अंजलि बर्मा जी ने कहा कि ये हमारी पंचायत के लिए एक अनोखा मौका है और जांच से ज्यादा महिलाओं को जांच करने के लिए प्रोत्साहित किया। कैंप का आयोजन मेडोप्लस द्वारा चयनित व प्रशिक्षित मेडोप्लस आरटी देवी, प्रियंका यादव, अनीता सिंह द्वारा किया गया तथा आशा संगीती, आशा वहु व अंगनवाड़ी ने सहयोग प्रदान किया।

