

# ARAMBHA - Acting to Revitalize the system and Mobilize the community for Better Health Access

An initiative by PPHF and Supported by ITC



## Overview

The project aims to enhance primary healthcare for underprivileged communities in Kamrup Rural (Assam) and Howrah (West Bengal). It focuses on improving health service delivery, promoting community engagement for better health and nutrition services, and influencing community practices for improved health outcomes.

## Goal

The project aims to enhance health outcomes by implementing essential health interventions, strengthening the health system as per Indian Public Health Standard Guidelines, improving service delivery, and mobilizing communities for increased service uptake.

## Objectives

- To provide essential infrastructure support to identified government health facilities for enhanced healthcare service delivery
- To identify the critical health issues in the community through baseline assessment

- To promote health-seeking behavior among communities and call to action

## Approach

- Identification of critical health issues in the community through baseline assessment.
- Upgradation of health facilities as per IPH guidelines with provision of medical equipment
- The project involves developing materials in local language for community mobilization, and promoting health-seeking behaviors. It also aims to connect communities with the government's health insurance scheme.

## Implementation Geography

Within 5 km radius around ITC factory site covering rural Kamrup in Assam, Howrah in West Bengal, Haridwar and Nanjungud Taluk, Mysore District (Hadinaru & Thandavpura subcenter).

## Target Beneficiaries

Communities in the catchment area with special focus on women, children and adolescents.

**Duration:** Feb 2024 - Ongoing

## About PPHF

We are a global health non-profit organization working towards transforming lives for improved health and well-being through locally driven solutions. We have worked in more than 20 states of India with an aim to build the skills of healthcare providers, strengthening health system and help in creating sustainable systems to improve access to quality health services. We work closely with communities and key actors for addressing public health challenges. Our thematic focus areas are: Health System Strengthening | Non-Communicable Diseases | Women, Adolescent and Child Health | Nutrition | Infectious Diseases | Environmental Health | Integrated Development for Wellbeing | Emergency Health and Disaster Response.

## Contact us:

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