

TUMKUR HEALTHCARE PROJECT



CONTEXT

Wipro Consumer Care has a manufacturing unit outside Tumkur, Karnataka. The factory is in the rural area and falls within Arikere Panchayat. The area is drought prone and backward, lacking basic infrastructure and developmental facilities. Most people here are marginalized farmers or daily wage workers. When we visited the villages and met the community, they expressed their need for a healthcare center to access preventive and curative specialized medical care. In line with our commitment to work with the community to fulfill their need, we chose to work in healthcare in this area.

PARTNER

Our partner for this project is ActionAid and Narendra Foundation. ActionAid is an international anti-poverty agency working in over 50 countries, taking sides with poor people to end poverty and injustice together. Narendra Foundation has been working in Pavagadataluk in Tumkur in the area of disability, under ActionAid's nationwide campaign on disability.

DETAILS

The primary Objectives and expected outcomes of the project are:

Objectives

- To ensure provision of comprehensive and quality primary healthcare services, regular health camps on various diseases
- To increase awareness regarding personal hygiene, diet-nutrition, health issues, mother and child care, vaccination amongst all
- Mobilize community to access their health rights
- To cover a population of 11,000 in 11 villages

Expected Outcome

- Quality primary healthcare available to all the needy
- Empowered people asserting for their health rights
- Emergence of a model project that can be replicated in other areas