

Promoting Preventive healthcare

Preventive healthcare's primary aim is to prevent sickness before it happens. The ideology behind preventive healthcare focuses on protecting, promoting and maintaining health and wellbeing. It also aims to avert disease, disability and death on an individual as well as on a large scale in communities. Preventive health includes the identification and minimisation of disease risk factors, an existing disease's course improvement, and early disease detection through screening. Preventive screenings and services help to assess and reduce the risk of diseases and conditions such as hypertension, treating it before it manifests in the body as a marker for a more chronic and fatal disease like stroke.

At present, while we are still recovering from the Covid-19 pandemic, preventive healthcare is becoming an area of increased focus in most countries, and India is no different.

Our healthcare-focused CSR initiatives have been conceptualised to make quality and affordable healthcare accessible for populations in rural areas around the company's manufacturing facilities. The project directly complements the National Rural Health Mission (NRHM).

Through this project, we at Hero MotoCorp are supporting the existing health infrastructure in rural India and making basic healthcare services accessible in areas that do not have primary health centres (PHCs) in the vicinity. Apart from providing such basic healthcare services and essential medicines, the project team also creates awareness with regard to health and hygiene and helps foster a sense of ownership among the community so that the benefits of the project reach the most vulnerable and needy ones among them.



Launch of mobile medical unit at Halol, Gujarat



A patient at Satellite Vision Centre

The company has also partnered with All India Institute of Medical Sciences (AIIMS) to set up Satellite Vision Centres. These centres focus on providing primary eyecare services to rural communities. Under the project, the company also runs an eyecare van in certain areas of Delhi/NCR and conducts medical camps across its areas of operation.

The initiatives that are helping us meet the healthcare project's objectives are discussed in brief here.

Mobile medical units

We brought in mobile medical vans/units to ensure that medical help reaches marginalised communities in areas with minimal or negligible healthcare facilities. Professionals on the van include a qualified doctor who is a licensed MBBS practitioner, a qualified pharmacist, and a certified medical assistant, along with a driver. All services onboard are similar to what is provided in the outpatient department of a public health centre. Services and facilities such as checkup, primary diagnosis, doctor's consultation, and medicines given to the patients are completely free.

Satellite Vision Centres

With more than 8 million blind people and about 62 million visually impaired, India has almost a quarter of the entire global burden of blindness and vision impairment. While the country has achieved great success in improving the cataract surgical

rate, growing and ageing population mean that the challenge of eliminating avoidable blindness is now bigger than ever before. The lack of a comprehensive eyecare approach and weak public eyecare systems exacerbate the situation.

The enormous economic losses, productivity losses, the loss of healthy life and other challenges associated with vision impairment are serious and call for a huge concerted effort by stakeholders. To address this, several reputed organisations including AIIMS have come up with a network of Satellite Vision Centres. These centres are part of a larger eyecare network and provide eyecare services in remote rural areas of the country. They are staffed by locally recruited, well-trained technicians and typically offer core services such as refraction and dispensing of spectacles, diagnosis of common eye conditions, and referral of cases needing further intervention to a hospital.

We at Hero MotoCorp, continue to support one such Vision Centre being operated by AIIMS and have also supported cataract surgeries of vulnerable individuals.

Essential healthcare infrastructure

The difference in health and health-related indicators among rural and urban populations, as also among various states, is primarily due to the lack of essential healthcare infrastructure and facilities at the grassroots.

In order to help improve rural healthcare infrastructure and make affordable and acceptable healthcare accessible for people in rural areas, Hero MotoCorp has extended its support towards development/improvement of public health centres (PHC) and community health centres (CHC) as well as other secondary and tertiary health facilities of the government.

The focus is primarily on building and upgrading all necessary infrastructure as well as equipping the health centres with medical equipment and facilities. The idea is to ensure that primary healthcare of communities can be adequately taken care of at the village level.



Glimpses of upgraded community health centres