Fettle 2019
AAROOGYA's IMPACT BOOK

7 States • 2.8M Reach
51500 Beneficiaries

Democratising healthcare till last mile...
ABOUT AAROOGYA

Healthcare has been a misnomer in India with the absence of Primary Healthcare and Preventive Medicine, especially in tier IV, V and VI rural villages in India.

Occupational hazards like consumption of selenium and other harmful particles and nutritional deficiencies in North Indian states like Punjab. The excessive usage of chemical pesticides and insecticides has shown the side effects of alarming rate of cancer incidences in the state. Factors like urbanization, stress level infusion, induction and Industrial produce & waste are affecting Maharashtra, West Bengal, Uttar Pradesh and Karnataka with highest incidences of lifestyle induced cancers like Breast cancer and Lung Cancer.

Early Detection and Prevention to democratize healthcare till last mile!

Aaroogya is in alignment with the vision and mission of the holistic umbrella of the National Health Protection scheme called Ayushman Bharat. It involves improvising and establishing existing Public Health, Primary care and Wellness Centers. The scheme shall cover 100 million families from the lower economic strata who have little or no access to basic healthcare facilities. Aaroogya is not a conventional Non-Governmental Organization, but a Holistic concept of Disrupting and Democratizing Preventive Healthcare with contemporary social innovations, incorporating into the Public Health Care Domain in India.
THE DIFFERENTIATOR

The conceptualization of “Early Detection and Secondary Prevention” is a complete brainwave concept of the services we have designed. With the help of a panel of Medical Practitioners & Specialists, and Internet of Things, it is a revolutionary concept that includes access to everything from Telemedicine and Behavioral Anthropological solutions to studying ecosystems of individuals.

It also helps us in creating and managing real-time Health Records and patient data for Preventive Healthcare, and Mobilize patients for immediate evaluation and diagnostic, efficiently.

With all this, we are now ready and intend to conduct Campsite High-end Technology based Diagnosis – especially in the Targeted Tier III & IV rural pockets in India. This will help in cutting down the inefficiency in access and the severe dependency on tedious travelling by both men and women to access basic, primary healthcare facilities.

Artificial Intelligence (AI) driven advanced diagnostic solutions to bring healthcare to the most remote and inaccessible parts of Rural India using Data Science by primary data collection.
OUR WORK
MEGHALAYA
MAWLYNNONG
PONGTUNG
UMAIM
JOWAI
DAWKI
SHILLONG
3 districts out of 11 districts in Meghalaya East Khasi Hills, Ri-Bhoi and West Jaintia Hills
LIVES REACHED: 0.25
LIVES TOUCHED: 4000

OUR SERVICES
Fellowship - Workshop and Capacity building and training of Breast self examination and holistic women health
Digital Health Data Collection - ARPHF - Aaroogya Research and Public Health Fellowship
- Real Time Tele-consultation
- Clinical Screening
- Chair side Diagnostic tests
- Teaching Breast Self-Examination
- Mobilization of patients to Partner Hospitals
- Data Analytics on their General Healthcare

UTTAR PRADESH
WESTERN UP. HINDON BELT
HAPUR-PILAHKWA
GAZIABAD
GREATER NOIDA
SOUTH DELHI
5 districts out of 75 in Uttar Pradesh - Ghaziabad, Gautam Budh Nagar, Baghpat, Meerut and Hapur
LIVES REACHED: 0.4M
LIVES TOUCHED: 20000

OUR SERVICES
We strategically study and select an area and conduct Primary ecosystem - anthropological study to understand each individual with a holistic parameters based knowledge from their daily life and history with our Aaroogyas Research Fellows on-ground and then we go on with the Public health approach of Doctors intervening with physical diagnosis, Telemedicine, AI based Thermo - mammogram by Nirama, our solution partner for screening and On the spot results for further early detection of Breast Cancer.
Early Detection: Clinical on-ground Patient History & Screening of patients, Diagnostic tests, Analysis, Reporting, Follow up Mobilization of patients to partner Secondary / Tertiary Care Unit, Follow Up.
Secondary Prevention: Conducting on-ground Real Time Survey at the camp sites and door to door, conducting breast cancer awareness sessions, teaching breast self-examination.
LIVES REACHED: 0.3M
LIVES TOUCHED: 15000

OUR SERVICES

Research & Development by Fellowship - Our Research & Development Team shall reach door to door for individual patient identification and their real time ecosystem study based on Lifestyle, Topography, Demography, General health status, etc. to map primary data and build a base of targeted healthcare intervention and future prospects; 2. Research & Development by Fellowship - Our Research & Development Team shall reach door to door for individual patient identification and their real time ecosystem study based on Lifestyle, Topography, Demography, General health status, etc. to map primary data and build a base of targeted healthcare intervention and future prospects; 3. Pathological Diagnostic Healthcare - The need generated in identified patient base by the R&D team and subsequent Health check up Consultations and Counselling by the Doctors in our Medical wing and Public health Team will undergo necessary & standard pathological tests of blood, tissue and excretory products in the Health Camps itself; 4. Advanced Diagnostic Healthcare: The subsequent patient base identified for relevant Advanced Diagnostic Tests directly by Doctors via examination or subsequent to Pathology Diagnostics tests, as per further intervention needed shall be mobilised for the Advanced Diagnostic Tests in our main centre. Our patient care team will mobilize them and hand hold them until the reports are back to the Doctors for follow up; 5. Mobilisation of Patient: Mobilise the patient for necessary treatment to partner hospitals and aid them to get complete treatment. Assist them through the whole process.
**MEGHALAYA:**
I Aaroogyaa Ha wanan haa nga ia ka jingshai Jong ka jingim ba thymmai ban in bad ka mynsiem ban rii ban sumar jalade

Aaroogyaa brought me a new ray of life to live with the spirit of self care

- Regina, Age: 19

**DELHI NCR**

मै अनुभव कि दूर से नैनी देखा निर्देशित करती नापदे पत्रिखां निपाहन करते दृष्टान्त करती पिंजूर दिया। अर्घ्य के संज्ञान, अभाव की भी महामारी पट्टा। इसके सातों दर्दान का ची देखने किया मौत, हत्याकांड के बाद हेड करी लेना। मैंने अपने स्वभाव और जीवन में किए बदलाव करने की कदमी पूरी करी देश में जल्दी बन गया।

I am writing to express my gratitude from my family for the care given to my mother. Aaroogyaa gave care, compassion, and respect. A special thank you to your social workers as well, they provided professional guidance, comfort, and strength to make our own decisions. Finally, I cannot praise team Aaroogyaa enough for their excellent attitude, I’m an Aaroogyaa Mitra for change.

- Kulpreet Kaur, Age: 17

**UTTAR PRADESH**

अनायोग स्वास्थ्य संगठन द्वारा किया गए उपकरण निदान ने मुझे निलंबित करने की शुरुआती गांठ का पत्ता लगाया

Excellent diagnosis made by Aaroogyaa health organization detected the early breast cancer lump in me, I’m an Aaroogyaa Mitra for change

- Shabiba Siddiqui, Age: 27

**BIHAR**

इंद्र बेठ देखने सलाम तो है नहीं। आप लोगों के आने से घरी रहती मिली

No body is there to look after us. Its was a relief when Aaroogyaa came into the village to help us.

- Devkumar, Age: 33

**WEST BENGAL**

এখন আমাই হাতেকাঁধি এবং একজন সাধারণ সূক্ষ্মতায় আছে। কথা বলি এবং আরা পলায়ন করে আমার প্রশস্তত্বমূলক মমিঠন্ডা বা র্যা অনুভব করার।

Now I walk and talk like a normal person and I can fight and face the social stigma after removal of my breasts outside and inside my home, I’m an Aaroogyaa Mitra for change

- Devlina Das, Age: 45
BIHAR

BUخار 2019

LIVES REACHED: 1.5M
LIVES TOUCHED: 10000

OUR SERVICES

Element I: Services: – 10,000+ beneficiaries
Reach: 1.5 Million population accessible to our services in the district Telemedicine Health Kiosk and Medicine Vending Machine (MVM) installation with Electronic Health record, specialized doctor consultation and diagnostic tests – In collaboration with MedOnGo

Breast Cancer Screening and Early Detection - by Artificial Intelligence based Thermomammogram with no radiation and no invasiveness - Donated by The Hans Foundation and solution by NiramAI - 5000 women Health, Nutrition, Sanitation and Hygiene Ecosystem Study and campaign for awareness with workshops and door to door engagement by On Ground fellows - 10,000 women in 10 blocks at Buxar

Cervical Cancer screening and diagnosis - 5000 women Capacity Building workshops for Women Health, Nutrition, Sanitation and Hygiene with MHM for 1,000+ local stakeholders and potential female leaders in the community - Done for 240 ANMs and 100+ ASHA workers

Menstrual Hygiene and distribution of world class reusable cloth SAAFKINS for a use of 1 year in set of 3 keeping environment safety and social barriers in mind, product designed over 7 years of textile and social innovation and design thinking expertise - Donated by Give Her 5v - CSR by Livinguard and campaign by Diya Mirza

Hepatitis Screening in association with Mylan Pharmaceuticals for 8000 plus beneficiaries; Children-Influenza screening and Malnutrition in association with Tracus for 2000 children

UTTARAKHAND

RISHIKESH

Rishikesh in Rishikesh block in Tehri - Garhwal district

LIVES REACHED: 0.04M
LIVES TOUCHED: 1000

OUR SERVICES

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Secondary Prevention: Conducting on-ground Real Time Survey at the camp sites and door to door, conducting breast cancer awareness sessions, teaching breast self-examination. Pharmaceuticals for 8000 plus beneficiaries; Children - Influenza screening and Malnutrition in association with Tracus for 2000 children
Dr. Priyanjali Datta - Founder and CEO

Recipient of Top 50 Global Healthcare Leaders in 2018 and Youngest Women Entrepreneur 2019, Dr. Priyanjali Datta is a Doctor turned Entrepreneur and Story Teller. She started her organization at the age of 19 and since then is tirelessly working to create what she calls - “Sustainability is the innovation in taking Healthcare till Last Mile”. Her infectious zeal and extraordinary intelligence of working hard and smart has brought Aaroogya international recognitions for working for Sustainable Development goals and reach almost 3 million people across rural India. Working On ground with patients personally in villages and raising Investments, she works passionately on both ends. Aaroogya has recently raised Investment of Net 20 Million INR and came up with a Fully equipped, automated and Artificial Intelligence driven Laboratory. She says, “In the 5th Industrial Revolution, Impact driven economy is the key to look into a fruitful vision of next 20 years. Healthcare in India is a misnomer, with merely disease management happening. We work towards Democratizing Healthcare till Last Mile. And we believe that Innovation lies in real life problem solving and not just product development.

Sustainability happens with recurring revenue. And Rural India is a large payer of healthcare industry, we just are reaching them midway to ease their problems and make it worthwhile.” She has represented India and its young leaders forums in India German Young Leaders Forum, Indo Swiss future Leaders Forum, and many more. She has also represented India and India Entrepreneur leadership in Stanford University, IFAH Las Vegas, United Nations and many more. This Army School girl is a Go Getter as her friends say. Dr Priyanjali has been Meghalaya State topper in her school and an established model with many brands in her college days. Covered by established brands like Femina, Elle, UNESCO, Your Story, India Today and many more. She has received numerous awards and yet, her way of working will make you feel that she is still a college enthusiastic sophomore. She has been one of the first ambassador of the famous campaign on air “Dhun Badal Ke Dekho” on Mumbai Radio station.
THE MEN IN GROUND

THE PILlar

Dr. Dhruv Kacker - Angel Investor and Cofounder

Dr. Dhruv Kacker is an award winning doctor and scientific review paper author, he is a Prosthetic surgeon and specialist, public speaker, keynote panelist, Former Government Faculty and Senior Resident in multiple states across India. He is a thought leader, innovator and serial entrepreneur. Dr. Dhruv Kacker is an Angel Investor of Healthbot Wellness. As a Board Member, Dr. Dhruv Kacker is responsible for the company’s strategy throughout the country and cross border initiatives, advancing Healthbot Wellness as an innovative industry leader, and a socially responsible enterprise that recognizes diversity and inclusion.

Dhruv is a serial entrepreneur and has co-founded Aaraogya holistic Health Foundation. Aaraogya is addressing the problem of late detection of common women cancers - Breasts, Cervical Cancers, Tobacco causing cancers and Ovarian Cancer. All of them largely caused by lifestyle. Aaraogya has been recognized by Top 50 Healthcare Leaders 2018 in Dubai, UAE by International Forum on Advancements in Healthcare. Aaraogya has also been recognized and awarded by Rex Karamveer Chakra Silver Medal 2019, Outlook Top 10 Speakeur 2019, Best Social Venture by Socio Story 2019, Best Non Fiction Documentary Film at International Film Festival 2018.

Cofounded Healthbot Wellness focused to develop intelligent, agile and affordable Diagnostic services to improve patient care and provide Last Mile delivery.


Dr. Dhruv Kacker is an Experienced Board Member with a demonstrated history of working in the Healthcare and Life Sciences. Skilled in Investor Relations, Business Planning, Operations Management, Medical Devices, and International Business.

Dhruv has been an Ex Faculty and managed Departments of Prosthodontics, Oral & Maxillofacial Surgery and Public Health Department in main tertiary care hospital and various satellite dispensaries at Employees State Insurance Corporation, an insurance body by central government, India for working class below poverty line, Dhruv is a blend of full time doctor and full time Entrepreneur, Dhruv was Ex SR at Maharaja Surajmal hospital ,Hajira, Worked exclusively in public health in Karnataka, won best Paper nationally for bone expansion techniques by Indian Prosthodontic Society, specialist (prosthetic Surgeon) with a background of doctors family from prestigious colleges like King’s George and Manipal, Headed ESIIC Narela Dental Department, Public Health, geniatic homework initiated by home in Bangalore at Rajiv Gandhi University of health sciences.

THE HUSTLER

Mr. Sabeel Salam - Chief Operating Officer

A Serial Entrepreneur, native to the land called Heaven on Earth, Kashmir, MBA, in marketing from James Cook University, Singapore, established 120 + primary health centers across India and worked in Rural India for 3 years, travelled and conducted healthcare camps by Gramin healthcare for farmers with IFFCO in 125 cities, founder of his Start up on Dairy in Kashmir are men with a mission to bring disruption in the growth of Women health and cancer, and contribute in WHO’s global Action plan for Non communicable diseases, to which India is targeting to reduce premature NCD mortality/ death rates by 25% by 2025. The 4 main NCDs forming the genesis of this aim are Cancer, Cardiovascular diseases, Diabetes and Chronic Respiratory diseases.

Currently the CCO of Aaraogya holistic Health Foundation, the organization is addressing the problem of late detection of common women cancers - Breasts, Cervical Cancers, Tobacco causing cancers and Ovarian Cancer. All of them largely caused by lifestyle. Aaraogya has been recognized by Top 50 Healthcare Leaders 2018 in Dubai, UAE by International Forum on Advancements in Healthcare. Aaraogya has also been recognized and awarded by Rex Karamveer Chakra Silver Medal 2019, Outlook Top 10 Speakeur 2019, Best Social Venture by Socio Story 2019, Best Non Fiction Documentary Film at International Film Festival 2018.

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Industries:

- Fashion (merchandising), Farming (sourty), Pure Sales (appco support direct), HealthTech (Cure on delivery), Online medicine delivery again health tech (Pillsby), Primary & Preventive healthcare (Gramin), Aaraogya health industry (Early Detection of Cancer With Data science and E health, Artificial Intelligence based Solution, Last mile Operations, Healthbot(Diagnostics and healthcare services))
BOARD OF ADVISORS

Prof. Dr Pramod Kumar Julka
Oncologist, 'Padma Shri' Awardee (2013), Honorary Member of American Society of Clinical Oncology (ASCO).
Ex-Dean Academics of AllIndia Institute of Medical Sciences, Dept. Of Radiotherapy, Oncology.
Director - Max Institute of Cancer Care.

An oncologist, author, researcher on cancer and a medical educationist, Dr. P.K. Julka has a rich career spanning decades, dedicated to research and treatment of cancer. He is best known for performing the first peripheral blood stem cell transplant following high dose chemotherapy in Monoclonal Breast Cancer in India and has secured a record in the Limca Book of Records, 1998. He received "Leading Scientist of the World 2005" award by International Biographical Centre of Cambridge, Life Time Achievement Award by Association of Radiation Oncologists of India (AROI), 2013 and many awards by IMA (Indian Medical Association) including a Gold Medal in Preventive Oncology (1995).

Mr. Ronald Van Het Hof
Managing Director at Women on Wings.

A driver retailer with a wide experience in all areas of retail: product development, purchasing, sales, logistics, store concepts, financial results-oriented guidance up to develop a multi-channel strategy in which an optimal customer contact and service is at the top. A good mix of strategy, tactics and pragmatism as required in the retail industry.

Dr. Sovan Sarkar
Birmingham Fellow at University of Birmingham, UK.
Former Fellow at Hughes Hall, University of Cambridge, UK.
Former award winning Research Scientist at Whitehead Institute for Biomedical Research, Massachusetts Institute of Technology, USA.

His work has generated a vast resource of small molecules regulating angiogenesis. His early career started as an outstanding scientist with his work in Cambridge won him many accolades. His work created important mechanistic insights on mTOR independent autophagy and has led to discovery of cancer drugs as potential biomedical references. These findings have been published in over 30 peer-reviewed international journals, including twice in Nature Chemical Biology, generated a number of patents, and have attracted press releases from the Wellcome Trust UK, including coverages in Nature Reviews Drug Discovery, Science Signaling, Cambridge University and Channel 4 news highlighting 'cells could eat cancer drugs'.

Mr. Richard D. Dasher
Ph. D. in Linguistics from Stanford University.
Director, US-Asia Technology Management Center, Stanford University.

Specialist in International business, start-up company growth, business incubation, university-industry cooperation, S&T policy, Japan and Asia.
Active as a member of institutional advisory boards and committees in Canada, Japan, Thailand, and U.S., as a mentor and advisor at start-up companies, incubators, and VC firms, and as a management consultant for U.S. and Asian/Japanese companies at executive levels. Seeking opportunities to have a positive impact on the growth of Pacific Rim business relationships.

Ms. Mary Reisel
An applied anthropologist based in Tokyo since 2000, specializing in digital anthropology and cyber-psychology, ethnographic research, re-marketing and virtual design, and executive training for global corporations. Working with advanced research and academic centers, my goal is to develop and provide digital strategies, business projects, and state-of-the-art tech novelty in the Japanese and Asian markets.

Mr. Prakash Kumar
Global Advisor-Policy & Public Services | Tami Leading Edge
Worked for Care International UK, Options Consulting and PE Global as Team Leader for Bilat.-Technical Assistance Support Team (BITAST) based at Patna , Bihar for the ODF supported Bihar Health sector reform programme (SWASHI).
Worked for SEUNICEF for the promotion of ecological sanitation in India based at UNICEF, Delhi. Previously worked as water and environmental sanitation (WES) consultant for Menon International based at China.

Dr. Ruchi Dana
MD, MBA | Forbes MF NexGen Leader 2017, 2018, 2019 | Stanford MBA | Stanford PMP | Doctor | Entrepreneur | Board Member | Speaker

As a Board Member of Dana Group, Dr Ruchi Dana is responsible for the company’s strategy throughout the GCC and Arab world region.
Ruchi has also worked with Golden Seeds, a women focused Angel Network in New York and New Silk Route Growth Capital, a PE firm in Dubai, she has mainly focused on healthcare related investments. Ruchi is a serial entrepreneur and has co-founded three businesses: Jigsaw, an on-demand last mile logistics provider in the UAE, PILA Venture, a crowdfunding accelerator platform for South-East Asia and One Big Family, an app for the elderly. Ruchi mentors start-ups/ found and also volunteers her time for Medicines Sans Frontieres, TIE and AIF (American India Foundation).

Mr. David Imada

Specializes to identify new business opportunities in the USA and Globally. Negotiate Master Distribution Agreements, SW Licenses, Professional Service, IP licenses, and perform due diligence for mergers and acquisitions.

Dr. Sahir Shaikh
Global health entrepreneur with special interest in International medical travel, medical tourism, strategic marketing and digital health.
Medical Expert and Orthopaedic Surgeon providing independent and robust Medico Legal opinion for personal injury cases. Special Expertise in IVI - Low Velocity Impact Whiplash.

Dr. Kaberi Banerjee
A seasoned Obstetrician & Gynaecologist with more than a decade of experience in IVF infertility management, Dr. Kaberi Banerjee is renowned infertility and IVF specialist. Dr. Banerjee is infertility and IVF Specialist, trained from the prestigious Sir. Thomas Hospital, London, where she went as a Commonwealth scholar. She completed her MBS and MD in Obstetrics & Gynaecology from the prestigious AI Institute of Medical Sciences (AIIMS), New Delhi. She has done her three years of fellowship in the Royal College of Obstetrics and Gynaecology (MRCOG), London and is also a member of the National Academy of Medical Sciences (MNAMS). An active participant in this field, she is a keen writer, and a thorough professional. Dr. Kaberi Banerjee has received many renowned national awards, including RMA award in IVF in 2007 and Bharat Jayanti Award in 2008, for outstanding contribution in medicine and the prestigious India Excellence Award in Medicine in 2015.

Dr. Kamla K Maddalise
DMV PhD | PRECISION MEDICINE Board Member and PATIENT CHAMPION on a global mission.

Mr. Dhruv Bhushan
Founder of Sparclead. | Angel Investor for Bharat Pe and Gbera.
Now building the nutrition company of the future, where we are using science and technology to monopole health, fitness and wellness.
Entrepreneurship, Health, Fitness, Wellness, Leadership, Business, Advisory, Youth Affairs, Low, Politics, Public Speaking.

INTERNATIONAL RECOGNITIONS, CELEBRITY CAMPAIGN AND AWARDS

2019

Received a letter of appreciation from the Central Ministry of Health and Family Welfare by the Minister of State.

Capacity building of 240+ ANMs and 100+ Asha Workers and local Self Help group women.

Won the best Socio-story award under CSR.

Represented India at the Stanford University at Innovation for Ideal Village.

Represented India at the International Forum of Advancements in Health in Las Vegas, United States of America.

Represented at the socio story for social entrepreneurship and sustainable development goals for an impact driven economy.
2018

Awarded the Top 50 Smart Global Healthcare Leaders Award in Dubai, UAE

Represented Indian Healthcare at the Indian Healthcare at Indo-Swiss future young leaders forum, Berne, Switzerland and UNICEF, Geneva, Switzerland.

Best non-fiction documentary movie award at the 4th International Film Festival.

Represented at the Indo-German Young Leaders Forum

Aaroogya awarded as the most innovative idea in healthcare for Sustainable development goals

2017

Aaroogya breast cancer awareness with Goddess of Beauty Pageant

Miss Aaroogya won by Ms. Bhairavi Burad runner up in Ms. Global International, Jamaica.

Aaroogya Miss Congeniality - Bhairavi Burad
Given by Dr. P.K. Julka & Dr. Priyanjali

Aaroogya Breast Cancer awareness by all the 2017 international pageant winners including, Ms. Teen Universe, Ms. Scuba International and Ms Summer International Indian-Bengali Film industry and Siddhi International foundation in support of Aaroogya.

Support for Aaroogya by Lou Majaw, the Bob Dylan of India.
PARTNERS

Scale up Project -
Central Ministry of Health and Family Welfare - Inaugurated by Ex Health Minister - JP Nadda, MOS Ashwini Kumar Choubey and Governor of Bihar

CSR received by - The Hans Foundation
Solution Partner - Niramai

Menstrual Hygiene and Cervical Cancer Partner - Giver Her 5 and Livinguard- Diya Mirza has run this campaign

CSR of Medicines Partner for Swastha Nari Sashakt Buxar - Alkem Pharmaceuticals
Advanced Diagnostics Project Partner for Swastha Nari sashakt Buxar - Mylan Pharmaceutical

Strategic Partner - MediRev Healthcare