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Moser Baer Trust to implement 'one of its kind' healthcare programme in rural villages of Greater Noida.

- The Trust will offer healthcare services in the identified villages through 'Mobile Health Unit' sponsored by Smile Foundation and is likely to impact about 20,000 - 25,000 people annually;
- The Mobile Health Unit (MHU) will offer both preventive and curative healthcare services along with diagnostic facilities to the villagers at a nominal 'revolving' cost;
- Services would include general treatment, diagnostic facilities, consultancy for reproductive & adolescent health, specialized treatment for eye, dental & skin and other emergency cases;
- In addition to the service delivery, a special focus will be given to preventive and promotive aspect of health by creating capacity building initiatives to generate awareness and bring behavioral changes;
- Through the MHU, the Trust plans to reach out to rural and marginalized communities including women and children in about 37 villages (12 villages of Gautam Budh Nagar and 25 villages in the periphery).

Noida, 18 June, 2011: Moser Baer Trust, the community development arm of Moser Baer India Limited, will implement a healthcare services programme in the 37 villages in and around Gautam Budh Nagar through a **Mobile Health Unit (MHU)** sponsored by the Smile Foundation. The MHU is offering both preventive and curative healthcare services along with diagnostic facilities in order to reach out to approximately **20,000 - 25,000 people annually**. The villagers can avail these facilities at a very nominal amount - just 5% to 10% of the prevailing costs at most of the private hospitals. This amount would be used to create a revolving fund to sustain the healthcare services programme.

Acknowledging the importance of the programme, Ms. Sheetal Verma, Chief Development Officer, Greater Noida, said "I am deeply aware of the needs to ensure better accessibility of healthcare services especially to women and children in the rural areas of Gautam Budh Nagar. This can be achieved only through partnership between

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corporates and the district administration." She added, "This Mobile Health Unit being operated by Moser Baer Trust will not only improve the medical accessibility but also bring about a behavioral change among the community in the rural village."

To ensure the effectiveness of the MHU, the Trust has appointed one doctor, 3 para medical staff, 4 community based health workers and 2 field staff.

Launching the programme, **Mrs. Nita Puri, Trustee, Moser Baer Trust**, said "The implementation of the Mobile Health Unit marks a new beginning for Moser Baer as it is the first time that we are undertaking a project as an implementer. During our constant interaction with the villagers, we realized that there are many of them who do not have access to basic healthcare services hence we decided to start a Mobile Health Unit that will provide better access to medical facility." She added, "We expect to reach out to minimum of **20,000 to 25,000 people annually** through this MHU which is a quantum leap from our existing 14000. I request all my friends to spread awareness of this initiative so that benefits from this programme can be reaped by the community."

The MHU will offer a comprehensive healthcare facilities including ante-natal/post-natal care, pregnancy related care, immunization programme for mother & children, minor surgery/dressing of wounds; BP examination, basic pathological services (Blood, Urine), distribution of I F tablets, Vitamin-A Prophylaxis, growth monitoring, insertion of IUD, distribution of Condoms, OCP, X-ray and ECG. The Unit has a television that will be used to educate the villagers on the basics of healthcare and hygiene living.

Mr. H. N. Sahay, Director (Operations), Smile Foundation, said, "The idea behind the Mobile Health Unit is essentially to reach out to the people and provide them with regular medical support. We believe, we have chosen the right partner in Moser Baer Trust for implementing this programme in Gautam Budh Nagar. Their passion to reach out to the community will help us get the desired results." He added, "We would have made a great beginning if we are able to bridge the gap between medical facility and the ailing people in this region."

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Curative Services

- An average of 1980 villagers will be able to access and avail medical services per month for their general ailments through periodic Mobile hospital services @ 90 patients per day * 22 days
- Additional specialized services through monthly health camp will cater to approximately 1000 patients for their specific healthcare need e.g. Eye care, dental care, Skin & VD, RCH etc.
- 350 + cataract detection and surgery support in identified area
- 30% reduction in the skin related diseases like Scabies, Allergic dermatitis, old wounds etc.

RCH services

- Motivating and ensuring at least 1500 new acceptors of contraceptives amongst eligible couples to increase contraceptive prevalence.
- Motivating and ensuring at least 40 permanent sterilization (both male and female) cases.
- 15% of the total registered ANC cases will be encouraged for institutional delivery.
- Ensuring complete ANC and PNC Services (timely registration, 2 TT shots, IFA, 3 ANC visits, ANC diet and care counseling etc., PN Check ups, neonatal care and FP counseling) to at least 30% of the total cased identified and registered with SOW.
- Promotion of birth registration and vaccination of at least 80% of the children (0-1yr) of those registered with SOW

Behavioral Change and Preventive Services

- Reduction in the seasonal diseases by 30% through organization of awareness meetings, talk show etc.
- Training workshops on adolescent and reproductive health to benefit 100 adolescents
- Behavioral change communication campaigns on identified issues like early marriage and pregnancy, RCH, HIV/AIDS, Drug abuse and alcohol consumption etc will be organized fortnightly in each region.

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About Moser Baer Trust:

Moser Baer Trust is a community development vehicle of Moser Baer India Limited (MBIL). Its programmes are framed and rolled out after a detailed stakeholder dialogue. It has an independent budget and a plan of action. Its community development programmes are designed to meet the Millennium Development Goals (MDGs) as part of MBIL's contribution towards nation building. At Moser Baer, we believe that Corporate Social Responsibility (CSR) is the way to conduct business that achieves a balance or integration of economic, environmental and social imperatives while at the same time addressing stakeholder expectations.

About MBIL:

Moser Baer India Limited, headquartered in New Delhi, is a leading global technology company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats like Blu-ray discs in India. In recent years the company has entered into exciting areas of home entertainment, consumer products and is set to lead the technology curve in tapping renewable energy resources in the high growth photovoltaic space. Over the years, Moser Baer India has emerged as one of the most credible brands focussed on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.

Website: www.moserbaer.com

For further information please contact

Abhinav Kanchan (abhinav.kanchan@moserbaer.in)

+ 91-9958867269 / 011-40594175

Balaji Krishnaswami (balaji.krishnaswami@moserbaer.in)

+91-9971757474 / 011-40594338

Manoj Pal (manoj.pal@moserbaer.in)

+91-9910382912/011-40594137