



# BAREILLY INTERNATIONAL UNIVERSITY

(Established Under Govt. of U.P. Act 26 of 2016)

Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly-243006 (U.P.) INDIA

Phone: 0581-2526011-12, Fax: 0581 - 2303345

Email: [info@biu.edu.in](mailto:info@biu.edu.in) Website: [www.biu.edu.in](http://www.biu.edu.in)

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## **TITLE OF THE PRACTICE:-**

Enhancing Healthcare Access: Subsidized Health Checkup Initiative for Rural and Urban Communities

## **OBJECTIVES OF THE PRACTICE:-**

### **1. Improve Early Detection of Diseases**

- Facilitate early diagnosis of common and chronic illnesses (e.g., diabetes, hypertension, anemia) to enable timely intervention.

### **2. Increase Access to Healthcare**

- Make preventive healthcare services affordable and accessible to underserved populations, especially in low-income and rural areas.

### **3. Enhance Health Awareness**

- Educate the public about the importance of regular health checkups and maintaining a healthy lifestyle.

### **4. Reduce Out-of-Pocket Expenditure**

- Alleviate the financial burden on individuals by providing essential diagnostic services at subsidised rates.

### **5. Support Public Health Data Collection**

- Gather population-level health data to identify prevalent health issues and inform local health planning and policy.

### **6. Improve Health Outcomes**

- Reduce morbidity and mortality rates by facilitating early and effective treatment through timely screenings.

### **7. Promote Equitable Healthcare Delivery**

- Address healthcare disparities between urban and rural populations by standardizing the availability of subsidised checkups.



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## THE CONTEXT:-

- **Healthcare Accessibility Challenges:**
  - Limited access to affordable and timely healthcare in rural and underserved urban areas.
  - High out-of-pocket costs for diagnostic services and treatment.
  - Lack of awareness about the importance of regular health checkups.
- **Need for Preventive Healthcare:**
  - Preventive care is cost-effective and essential for improving long-term public health.
  - Early detection of conditions like diabetes, hypertension, and infectious diseases can significantly reduce morbidity and mortality.
- **Government and Health Authority Recognition:**
  - Increasing recognition of preventive healthcare's role in improving population health.
  - The need for targeted interventions to improve access and reduce healthcare inequities.
- **Subsidised Health Checkup Initiative:**
  - Aims to provide affordable, accessible diagnostic services at rural and urban health centres.
  - Intended to bridge the gap for economically vulnerable populations who cannot afford regular health checkups.
- **Long-term Benefits:**
  - Timely diagnosis and treatment to reduce healthcare costs and improve health outcomes.
  - Supports public health surveillance, helps in early disease detection, and informs local health planning.
- **Broader Impact:**
  - Aligns with goals of universal health coverage and equitable healthcare access.
  - Strengthens the preventive care infrastructure in both rural and urban areas, promoting health-seeking behavior

## PRACTICE:-

### A. RHTC

#### 1. General Outpatient Services (OPD)



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- Daily consultations for common ailments provided free of cost.
- Adequate treatment and medications for minor health conditions.
- Proper referral of cases to higher centres if required.
- Maintenance of records of vital ailments of the nearby population.

## 2. Child Health Services

- Immunizations under the National Immunization Schedule
- Pulse Polio Program
- Nutritional assessments and counselling
- Free of cost consultation provided for common paediatric ailments.
- Special consultation is provided on Wednesdays and Fridays.

## 3. Maternal and Women's Health Care

- Regular Antenatal checkups (ANC) on Wednesdays and Fridays.
- Postnatal care
- Gynecology OPD on specific days
- Counseling on reproductive health and family planning
- Provision of ANC medications and immunization at subsidized rates.
- Screening for obstetrical complications like Eclampsia, Gestational diabetes mellitus and Anemia in pregnancy.

## 4. Neonatal and Infant Care

- Integrated Management of Neonatal and Childhood Illness (IMNCI)
- Growth monitoring and early detection of disorders
- Education about importance and correct posture and position about breastfeeding is provided to new mothers

## 5. Disease Prevention Programs

- National Tuberculosis Elimination Program (NTEP)
- Anemia Mukht Bharat Program
- Screening for non-communicable diseases like diabetes and hypertension

## 6. Basic Diagnostics and Minor Procedures

- Blood tests, urine tests, and hemoglobin estimation
- Minor wound dressing and procedures
- Card tests



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- Urine pregnancy tests
- Radiological investigation: x-ray

## 7. Health Education and Awareness

- Regular health education camps on topics like:
  - Hygiene and sanitation
  - Prevention of communicable diseases (like TB, HIV/AIDS, malaria, STDs)
  - Nutrition
  - Tobacco and alcohol de-addiction
  - Deworming camps

## 8. Dental consultation provided

- Free consultation on dental problems is provided on regular basis

## 9. Community Outreach & Home Visits

- Health workers visit nearby villages for:
  - Health surveys
  - Follow-ups on chronic cases
  - Mobilizing for immunization and health check-ups

## 10. Free Medicines & Essential Supplies

- Distribution of essential medicines at subsidized rates
- Iron, folic acid, protein supplements and calcium supplements for women and children at subsidized rates
- Deworming tablets during campaigns free of cost
- Multivitamins provided
- Basic equipments like iv set provided

## B. UHTC

### 1. Curative and Outpatient Services



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UHTC provides **basic diagnostic services** and **free consultations** for common illnesses. Patients can receive treatment for minor ailments and be referred to the tertiary healthcare centre for more complex care. This reduces the load on tertiary hospitals and ensures early intervention at the community level. Lab tests and medicines are provided at subsidized rates. Reports of the tests are provided within one day.

## 2. Maternal and Child Health (MCH) Services

One of the significant focuses of UHTC is on **maternal and child health**. Regular antenatal and postnatal care, growth monitoring, nutritional counseling, and immunizations for children are provided. This leads to improved maternal and child outcomes and a reduction in infant and maternal mortality rates. There is availability of a labor room and a minor operation theatre for emergencies.

## 3. Health Education and Awareness Programs

UHTC actively engages in **health promotion** through awareness drives, school health programs, and community meetings. Topics such as sanitation, personal hygiene, nutrition, reproductive health, and communicable disease prevention are covered. These initiatives empower the community to make informed health decisions.

## 4. Preventive Healthcare Services

The UHTC emphasizes preventive health by offering regular immunization programs, antenatal checkups, and screening for diseases such as diabetes, hypertension, tuberculosis, and anemia. By identifying health issues early, the center helps reduce the overall burden of disease in the community. Monthly maintenance of records of the population is also done at this level.

## 5. Family Welfare Services

Counseling services related to family planning, contraception, and reproductive health are routinely provided. This plays a key role in controlling population growth and improving reproductive health indicators.

## 6. Environmental Sanitation and Vector Control

UHTC also promotes **environmental hygiene** by organizing camps to provide awareness about drinking water quality, waste disposal practices, and helping control vector-borne diseases through regular fogging.

## C. HOSPITAL POLICIES:-





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1. Private room
  - all faculty (medical, dental, nursing)
  - all students (medical, dental, nursing and paramedical) - no room rent charges
  - all pg residents (medical, dental) - for a.c room difference to be paid
  - all other employees - no pvt. room discount
2. ICUs - no discount to anybody
3. Biochemistry, pathology, microbiology - 50% discount to all  
-investigation and xray - (faculty, students and employees)
4. CT/USG/MRI- 20% discount to all (faculty, students and employees)
5. Dependents of all - 10% discount on all investigations  
faculties and employees - incl. CT, USG, MRI

## Indoor patients

- FOC/ discount on investigations on the recommendation of HOD only
- NO FOC for MRI, CT, USG
- NO FOC/ discount in casualty

Multispeciality camps done at discounted rates 2-3 times a year

Free of cost consultation and subsidized rates of investigations and drugs are frequently provided

## D. HEALTH CAMPS:-

- The primary goal of these health checkup camps is to make healthcare accessible to all, especially to those who cannot afford or reach regular medical facilities. Through these camps, RMCH seeks to promote early diagnosis, raise awareness about common diseases, and encourage a preventive approach to health. The camps also aim to spread knowledge about hygiene, nutrition, and lifestyle diseases, which are becoming increasingly common in both rural and urban populations.
- **Services Provided-** During these free health camps, a wide range of services are provided. These include general health checkups, blood pressure and sugar level testing, eye checkups, dental screening, gynecological consultations, and pediatric care. In some cases, basic diagnostic tests are also carried out on-site. Patients who require specialized care are



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referred to RMCH for further treatment, often at subsidized rates or even free of cost in deserving cases

- **Community Impact-** The impact of these camps has been far-reaching. Many individuals who were previously unaware of their health conditions have benefited through early diagnosis and timely medical intervention. In rural areas, these camps serve as the only point of contact with professional healthcare for many families. Additionally, they help reduce the burden on government health services by addressing minor health issues at the community level.
- These camps also serve as a practical training ground for RMCH's medical students and interns. Under the supervision of senior doctors and faculty, students engage with patients, conduct examinations, and gain invaluable field experience. This not only enhances their clinical skills but also instills in them a sense of responsibility toward society
- **Early Detection of Diseases** One of the most important outcomes of these camps is the early diagnosis of various health issues such as diabetes, hypertension, anemia, malnutrition, eye problems, dental issues, and even potentially serious conditions like tuberculosis or cancer. Early detection enables timely treatment and better health outcomes.
- **Increased Health Awareness** These camps play a vital role in spreading awareness about personal hygiene, sanitation, lifestyle diseases, and nutrition. Many people attending the camps become more informed about maintaining their health, leading to healthier habits and a preventive approach to disease.
- **Improved Access to Healthcare** The camps bridge the gap between medical services and rural or low-income populations who otherwise may not be able to afford or access proper healthcare. Many people receive consultations, medications, and referrals free of cost, reducing financial barriers to treatment.
- **Strengthening Doctor-Patient Relationships** The free health checkups help build trust between the community and medical professionals. People feel more connected and confident in seeking help from RMCH, knowing they will be treated with care and respect.
- **Training and Exposure for Medical Students** For the students and interns of RMCH, these camps offer practical exposure to real-world healthcare challenges. They learn how to interact with patients from diverse backgrounds, improving both their clinical skills and their sense of social responsibility.
- **Community Empowerment** By engaging with the public and encouraging regular checkups, these camps promote self-responsibility for health. Families start understanding



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the importance of early care and are more likely to seek help in the future, reducing dependency on emergency care.

- **Follow-up and Referral Support** Many patients identified with serious conditions during these camps are referred to RMCH for further investigation or treatment, often at low or no cost. This follow-up care ensures continuity in treatment and a better chance at recovery.

## EVIDENCE OF SUCCESS:-







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## विशेष स्वास्थ्य सुविधायें

**रोहिलखण्ड मेडिकल कॉलेज एवं हॉस्पिटल, बरेली**

फोन : 0581-2526011, 2526012

के

### स्थान : प्राथमिक स्वास्थ्य केन्द्र, रिठौरा

पर रोहिलखण्ड हॉस्पिटल के विशेषज्ञ डाक्टरों की टीम  
प्रत्येक दिन सुबह 09:00 बजे से 12:00 बजे तक उपलब्ध रहेगी।

**स्त्री एवं प्रसूती रोग विभाग**

**बाल रोग विभाग**

**जनरल फिजिशियन विभाग**

**नाक कान एवं गला रोग विभाग**

**दन्त रोग विभाग**



**पूरे रिठौरा में सबसे सस्ती एक्स-रे, मलेरिया व टायफायड की जाँच**

**स्वास्थ्य केन्द्र पर उपलब्ध सुविधायें:-**

1. निःशुल्क पंजीकरण
2. निःशुल्क विशेषज्ञ परामर्श
3. सामान्य एक्स-रे मात्र 70/- रुपये में
4. गर्भवती महिलाओं के लिए निःशुल्क हीमोग्लोबिन जाँच (रक्त जाँच)
5. गर्भवती महिलाओं के लिए निःशुल्क मूत्र जाँच
6. बच्चेदानी के मुँह के कैंसर की जाँच (पेप टेस्ट मात्र 50/- रु.)
7. मलेरिया व टायफायड की जाँच मात्र 50/- रुपये में
8. प्रेग्नेन्सी टेस्ट मात्र 50/- रुपये में उपलब्ध
7. रिठौरा प्राथमिक स्वास्थ्य केन्द्र से रैफर मरीजों का अल्ट्रासाउण्ड भारी छूट पर उपलब्ध
8. मरीज अगर रोहिलखण्ड अस्पताल में भर्ती होते हैं। तो कुछ सामान्य जाँचें एवं सुविधायें विशेष छूट पर उपलब्ध हैं।

अधिक जानकारी एवं अग्रिम पंजीकरण के लिए प्राथमिक स्वास्थ्य केन्द्र, रिठौरा पर सम्पर्क करें 9761217784





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## रोहिलखण्ड मेडिकल कॉलेज एवं हॉस्पिटल

पीलीभीत बाईपास रोड, बरेली

### विशाल चिकित्सा शिविर

हड्डी रोग विभाग स्त्री रोग विभाग बाल रोग विभाग

शल्य रोग (सर्जरी) विभाग मेडिसिन विभाग चेस्ट एवं टी.बी विभाग

नेत्र रोग विभाग मानसिक रोग विभाग चर्म रोग विभाग नाक, कान, गला रोग विभाग

यह सुविधा 20 जनवरी 2025 से 21 जनवरी 2025 तक  
समस्त रोगों के इलाज की उच्च स्तरीय सुविधाएं

रजिस्ट्रेशन शुल्क मात्र 20/- रुपये

डॉक्टर द्वारा  
परामर्श मुफ्त

भर्ती एवं  
पलंग मुफ्त

समस्त प्रकार के  
ऑपरेशन मुफ्त

भर्ती मरीजों की  
समस्त जाँचें मुफ्त

नार्मल व सिजेरियन  
डिलीवरी मुफ्त

भर्ती मरीजों का  
एक्स-रे मुफ्त

भर्ती मरीजों का  
अल्ट्रासाउण्ड मुफ्त

भर्ती मरीजों  
के एमआरआई व  
सिटी स्कैन  
मात्र 500/-

भर्ती मरीजों की दवाईयाँ भारी छूट पर  
रोहिलखण्ड हॉस्पिटल में इम्पेनल्ड संस्थाएँ

इम्पेनल्ड संस्थाओं के नाम (कैशलेस-इलाज)

1. आयुष्मान भारत योजना
2. राष्ट्रीय अन्धता नियंत्रण कार्यक्रम (NBCP)
3. होसला साइदाडी (परिवार नियोजन)
- 4- सी.ए.आई.आई. (CARI)
5. एक्स-सचिसमैन कंट्रीब्यूटरी हेल्थ स्कीम (ESIC)
6. आई.वी.आर.आई. (IVRI)
7. कर्मचारी राज्य बीमा कारपोरेशन (ESIC)
8. बी.एस.एन.एल.
9. प्रधान मंत्री सुरक्षित मातृत्व अभियान
10. सेंट्रल आर्मर्ड पुलिस फोर्स (CAPF)
11. सेंट्रल गवर्नमेंट हेल्थ स्कीम

इम्पेनल्ड टी.पी.ए. कंपनी (कैशलेस-इलाज)

1. एचडीएफसी एगो
2. एरिकसन इश्योरेस प्राइवेट लिमिटेड
3. सेफवे इश्योरेस टी.पी.ए. प्राइवेट लिमिटेड
4. रिलायंस हेल्थ इश्योरेस
5. आदित्य बिरला ग्रुप जनरल इश्योरेस कंपनी लिमिटेड
6. जेनिक्स इश्योरेस कंपनी लिमिटेड
7. युनिवर्सल सोल्पो जनरल इश्योरेस
8. एसबीआई इश्योरेस
9. आईसीआईसीआई लोम्बाई
10. रिलायंस जनरल इश्योरेस कं. लि.

\*इनवेजस रेडियोलॉजी को जाँचें छोड़ कर \*T&C Apply

हेल्पलाइन नं. : 9520876140, 8534088093, 9520876145

इमरजेंसी भर्ती की सुविधा 24 घंटे उपलब्ध अनुभवी डाक्टरों की देख-रेख में



एन.ए.वी.एच.\* 'राष्ट्रीय स्तर' द्वारा प्रमाणित संस्था





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Ref. No. /377/CM/RMCH/2025

Date - 08/04/25



## **Rohilkhand Medical College & Hospital, Bareilly**

Department of Community Medicine

### **Office Circular**

A Village Health Camp is being organized at Village – Panch Doura Kala on 09th April 2025 from 09:00 a.m. – 3:00 p.m. Following Faculty, JRs, Interns & Staff will attend the camp (as per duty roster sent by various departments)

<u>Date/Day</u>	<u>Faculty/ Resident</u>	<u>Department</u>	<u>*Interns Posted*</u>
09/04/2025 Wednesday	Dr. Ajay K. Agarwal Dr. Hasan Zaidi (JR – 2)	Community Medicine	Aman Garg Ambika Roy Anand Kumar Jaiswal Ananya Jha Ananya Singh Anjali
	Dr. Deepak (JR-3) Dr. Praveen Kumar (JR-2)	Orthopedic	
	Dr. Tania Monga (JR-2) Dr. Sonam Kukreja (JR-1)	Gynecology & Obstetrics	
	Dr. Anjali	Dental	
	Dr. Aakriti Khemka (JR-3)	ENT	
	Dr. Kusum Dr. Abhishek Bansal	Pediatrics	Staff
	Dr. Pranjali (JR – 2)	Ophthalmology	Pooja, Rajeev, Vedpal, Babita, Deepmala, Neha, Kasim Anuradha,, Kuldeep, Manju

**NOTE: Vehicle will leave at 8:30am from Principal office gate.**

Camp Co-ordinator : Miss Muskan (Mob.7906754347)

#### **Copy to:**

- > The Principal & Dean
- > The HOD (ENT)
- > The HOD (Orthopedic)
- > The HOD (Pediatrics)
- > The HOD (Ophthalmology)
- > The HOD (Dental)
- > The HOD (Gynecology & Obstetrics)
- > Transport Supervisor

*Rashmi Katyal*  
**Dr. Rashmi Katyal**  
 Professor & Head  
 Department of Community Medicine  
**Professor & Head**  
 Deptt. of Community Medicine  
 Rohilkhand Medical College  
**BAREILLY.**

A village health camp was organized in Panch Doura Kala on 9<sup>th</sup> april 2025.

- Total 80-100 patients were examined by the doctor panel.
- In this camp the registration fees of Rs 10/- were collected from the patients.
- General checkup, Eye checkup, Dental checkup, etc of patient was done and 2 days medication were given to them
- The sansitisation of patients was done regarding their health needs, prevention and treatment at affordable rates in Rohilkhand Medical College was explained to them.
- Total 15 patients were referred to RMCH





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Date:- 08/04/25

## Rohilkhand Medical College & Hospital, Bareilly

Department of Community Medicine

### Office Circular



A Village Health Camp is being organized at - **Bhagwatipur** on **12<sup>th</sup> April 2025** from **09:00 a.m. – 3:00 p.m.** Following Faculty, JRs, Interns & Staff will attend the camp (as per duty roster sent by various departments)

<u>Date/Day</u>	<u>Faculty Resident</u>	<u>Department</u>	<u>*Interns Posted*</u>
12/04/2025 Saturday	Dr. Ghos Ahmed Dr. Aniket Shukla (JR – 2)	Community Medicine	Anand Kumar Jaiswal Ananya Jha Ananya Singh Anjali Ankit Raj Anmol Varshney
	Dr. Rahul Chaudhary (JR-3) Dr. Vidhi Goel (JR-2)	Orthopedic	
	Dr. Apeksha Satish (JR-2) Dr. Sonal Das (JR-1)	Gynecology & Obstetrics	
	Dr. Kriti	Dental	
	Dr. Priyanka Pal (JR-3)	ENT	
	Dr. Yes Joshi Dr. Prema	Pediatrics	Staff
	Dr. Deepti (JR-2)	Ophthalmology	Reeta, Vivek K. Mishra, Sushila Deopa, Sushila Devi, Sarla, Sita, Sushma

**NOTE: Vehicle will leave at 8:30am from Principal office gate.**

**Camp Co-ordinator :- Mr Ram Kishor (Mob. 8057751373)**

#### Copy to:

- The Principal & Dean
- The HOD (ENT)
- The HOD (Orthopedic )
- The HOD (Pediatrics)
- The HOD (Ophthalmology)
- The HOD (Dental)
- The HOD (Gynecology & Obstetrics)
- Transport Supervisor

*Rashmi Katyal*  
**Dr. Rashmi Katyal**  
Professor & Head  
Department of Community Medicine  
Professor & Head  
Deptt. of Community Medicine  
Rohilkhand Medical College  
BAREILLY.

A village health camp was organized in Bhagwatipur on 12<sup>th</sup> april 2025.

- Total 60-80 patients were examined by the doctor panel.
- In this camp the registration fees of Rs 10/- were collected from the patients.
- General checkup, Eye checkup, Dental checkup, etc of patient was done and 2 days medication were given to them
- The sansitisation of patients was done regarding their health needs, prevention and treatment at affordable rates in Rohilkhand Medical College was explained to them.
- Total 12 patients were referred to RMCH



# BAREILLY INTERNATIONAL UNIVERSITY

(Established Under Govt. of U.P. Act 26 of 2016)

Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly-243006 (U.P.) INDIA

Phone: 0581-2526011-12, Fax: 0581 - 2303345

Email: [info@biu.edu.in](mailto:info@biu.edu.in) Website: [www.biu.edu.in](http://www.biu.edu.in)







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## PROBLEM ENCOUNTERED AND RESOURCES REQUIRED:-

### Problems Encountered:

- **Limited Awareness:**
  - People in rural and underserved urban areas may not fully understand the importance of regular health checkups.
  - Cultural or social barriers may prevent certain groups from seeking medical care.
- **Inadequate Healthcare Infrastructure:**
  - Health centres may lack sufficient equipment or staff to conduct comprehensive checkups, especially in rural areas.
  - Limited space or outdated facilities can hinder the delivery of services.
- **Shortage of Trained Medical Personnel:**
  - Lack of skilled healthcare professionals, such as doctors, nurses, and lab technicians, to handle increased patient flow.
  - Difficulty in recruiting and retaining healthcare workers in remote areas.
- **Funding and Budget Constraints:**





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- Limited government or organizational funding to sustain the subsidised health checkup program.
- Need for long-term financial planning to cover operational costs (e.g., equipment, staff, medicines).
- **Logistical Challenges:**
  - Transportation and accessibility issues, particularly in rural areas, making it difficult for people to reach health centres.
  - Difficulty in ensuring consistent availability of subsidised services across remote locations.
- **Stigma and Trust Issues:**
  - People may distrust the quality of care at subsidised or government-run health centres, preferring private providers.
  - Stigma around certain diseases or conditions may discourage people from getting checked.

## Data Management and Follow-Up:

- Inadequate systems to track patient data, follow-up care, and ensure proper treatment.
- Fragmented health records and lack of integration across health centres.

## Resources Required:

- **Human Resources:**
  - Trained medical personnel (doctors, nurses, lab technicians) to conduct checkups and handle patient inquiries.
  - Administrative and support staff for managing scheduling, patient intake, and follow-up processes.
  - Community outreach workers to raise awareness and encourage participation.
- **Medical Equipment and Supplies:**
  - Basic diagnostic equipment (e.g., blood pressure monitors, glucose meters, diagnostic kits) for conducting checkups.
  - Essential medications and medical supplies for immediate treatment or referrals.
- **Financial Resources:**
  - Government or donor funding to subsidize health checkup costs, equipment procurement, and infrastructure upgrades.
  - Budget for transportation and mobile health units in remote areas to ensure wider access.
- **Infrastructure and Facilities:**
  - Improved or expanded health centre facilities to accommodate the increased number of patients.



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- Mobile clinics or temporary setups for rural areas with limited healthcare access.
- **Technology and Data Management Systems:**
  - Digital health records system to track patient health data, monitor checkup outcomes, and manage follow-ups.
  - Telemedicine infrastructure for remote consultations, if necessary.
- **Community Engagement Resources:**
  - Awareness campaigns (flyers, radio, social media) to inform people about the availability and benefits of subsidised checkups.
  - Partnerships with local leaders, NGOs, and community groups to encourage participation and build trust.

**Signature**

**Dean/ Principal**

**Rohilkhand Medical College**

**& Hospital**