

## P&G Health partners with PHFI for digital project at Goa

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The project was launched at an event at Goa by Minister Smriti Irani



Procter & Gamble Health Limited has announced its partnership with the Public Health Foundation of India (PHFI) to implement a digital health project in the state of Goa under its corporate social responsibility (CSR) program 'SEHAT'.

Speaking about the program, Milind Thatte - Managing Director, Procter & Gamble Health Limited stated, "The uniqueness of this project is the coming together of diverse partners who are pooling in their resources and expertise to make a sustainable difference to public health in the state. Funded by P&G Health, the project will be implemented by PHFI in partnership with the Directorate of Health Services Goa and Department of Women & Child Development Goa and comprises the deployment of PHFI's 'Swasthya Sahayak' digital device at 30 'Health and Wellness Centers' to improve delivery of reproductive and maternal health services."

The project was launched at an event at Goa by Minister Smriti Irani (Union Minister of Women and Child Development, and Textiles), Minister Dr. Pramod Sawant (Chief Minister of Goa), Minister Vishwajit P Rane (Minister of State for Health, Women and Child Development, Skill Development, Industries, Trade and Commerce & Law and Judiciary), Dr. K Srinath Reddy (President- Public Health Foundation of India) and Milind Thatte (Managing Director – Procter & Gamble Health Limited).

Speaking at the launch event, Vishwajit P Rane stated, "We are very excited to be working with P&G Health and PHFI to deploy this innovative program at 'Health & Wellness Centres' across Goa. Using the portable 'Swasthya Sahayak' device, frontline health workers and anganwadi workers will be able to digitize health information of families, conduct diagnostic tests for early detection of deficiencies, identify high-risk pregnancy cases for timely referrals, and help promote healthy lifestyles that benefit both mother and child. Our teams at the Directorate of Health Services, and Department of Women & Child Development will be working together to extend all required support to PHFI to ensure effective project execution and impact."

Procter & Gamble Health Limited (PGHL) aims to channel its CSR efforts towards building a Healthier India through its umbrella program 'SEHAT'. Projects under SEHAT include, but are not limited to Preventive Health, Community Health and

Public Health interventions; Health Awareness, screening and education; Financial Support for Healthcare needs of marginalized & underprivileged communities; Capability-Building of Healthcare Professionals, Healthcare Infrastructure and Healthcare Assistance as part of disaster relief and support.