

AYUSHMAAN BHARAT PROJECT MATDAN KA MEHETVA PHASE II 3rd FEBRUARY 2024 (SATURDAY)



The NSS Unit of Gitarattan International Business School organized the event "Matdan Ka Mehetva Phase II" under the initiative "Project Ayushmaan Bharat" in collaborative effort took place at Ekta Village, Sewa Basti, Pitampura, Delhi, as part of the Ayushman Bharat Camp GIBS, under the guidance of the esteemed District Magistrate, Mrs. Ankita Anand (North West District), and the respected SDM, Mr. Behrani (Saraswati Vihar).

With the dedicated participation of NSS volunteers and the support of the local administration, the event aimed at providing essential identification documents such as Ration Card, Aadhar Card, Labour Card, Voter Card, Swanidhi Card, and Ayushmaan Bharat card to the underprivileged residents of Ekta Village. This initiative, undertaken with selflessness and dedication, sought to bridge gaps and empower the marginalized community. The project unfolded from 9 am to 5 pm, with NSS volunteers dividing into groups to manage the crowd and facilitate smooth registration. They actively assisted in the registration process, contributing to the success of the event. The broader objective of the Ayushmaan Bharat initiative is not only limited to healthcare but also endeavors to uplift the socio-economic status of the underprivileged.

Addressing the gathering, Mrs. Alka Jindal, Founder President of Aksha Foundation, highlighted the impact of skill development training on the residents, emphasizing that challenges in obtaining government scheme benefits were being addressed through GIBS's continuous efforts for social upliftment. The event saw active participation from 17 government departments, providing assistance and solutions to the people's problems. The SDM and LDM (North West) actively engaged with the community, listening to their concerns and assuring swift resolution through discussion. The success of the event was evident in the enjoyment and coordination of all participants, making it a memorable and impactful initiative.

The NSS unit's undertaking in this event is expected to have a substantial and positive impact on the lives of those residing in the slum area, aligning with GIBS's commitment to social upliftment and community development.

FLYER OF THE EVENT



TYPE OF EVENT	Extra-Curricular
VENUE	Ekta Camp- Pitampura
TIME & DURATION	9:00AM - 5:00 PM
CONDUCTED BY	NSS
ORGANISED FOR	Residentials of Ekta Camp who don't have identification documents such as voter card, aadhar card , ration card etc.
NAME OF THE COORDINATOR	Dr Chetna Mahaur Ms Muskan Grover
ATTENDANCE	9 NSS Volunteers + 220 Residentials of Ekta Camp
RESOURCE PERSON	AKSHA FOUNDATION

<p>OBJECTIVES OF THE EVENT</p>	<ol style="list-style-type: none"> 1. Provide essential identification documents such as Ration Card, Aadhar Card, Labour Card, Voter Card, Swanidhi Card, and Ayushman Bharat card to residents of Ekta Village, Sewa Basti, Pitampura. 2. Bridge gaps and empower the underprivileged community by facilitating access to crucial identification documents, contributing to their socio-economic upliftment.
<p>LEARNING OUTCOME</p>	<p>Families that were once vulnerable to health crises and lacked recognition in electoral processes are now gaining a sense of security and participation in nation's development.</p>
<p>SHORTFALL DURING EVENT</p>	<p>NA</p>

**PREPARED & SUBMITTED BY: PREPARED BY: DR. CHETNA MAHAUR,
ASSOCIATE PROFESSOR, GIBS**