

## Press Release

### Canara Bank, Biocon Foundation and OTTET join hands to strengthen Healthcare Delivery in Odisha

**Bangalore, India, March 6, 2014**

Canara Bank has lent support to Biocon Foundation and OTTET (Orissa Trust of Technical Education) for a unique public private partnership (PPP) with the Odisha government to deliver a novel e- healthcare program for the underprivileged and rural communities in the state.

OTTET has been actively engaged in an e-Health program with the Government of Odisha through PPP to provide access to quality healthcare for 51,000 villages in Odisha. Biocon Foundation has joined hands with OTTET to augment and implement a unique mega-ICT based e-Health project in the state. The partners through this collaboration will strive to deliver evidence-based health care to effectively deal with primary health and chronic conditions in communities that have poor access to quality healthcare.

Under this PPP, Biocon Foundation & OTTET will set up an electronic diagnostic facility, an e-Health Centre, managed by local young entrepreneurs, at all the Primary Health Centers (PHC) of the Odisha government.

This young entrepreneur will be provided financial assistance by Canara Bank and will be trained by Biocon Foundation & OTTET to support the medical officer at the PHC for various healthcare and diagnostic services.

An MOU was signed today between Biocon Foundation, Canara Bank and OTTET.

Commenting on this unique PPP model, Kiran Mazumdar Shaw, Chairperson, Biocon said, *"We are very pleased to receive support from Canara Bank for enabling our partnership with OTTET to realize the objectives of delivering e-healthcare to the people of Odisha. We aim to strengthen the present public healthcare delivery system in Odisha, by providing solutions around primary & secondary healthcare with effective use of technology. Additionally this unique social entrepreneurship model will result in the creation of real jobs and development of semi-skilled talent in the rural areas. This*

*demonstrates our commitment towards inclusive development by empowering rural communities."*

OTTET Managing Trustee Mr. K. N. Bhagat said " *We are committed to creating parity for all through the unity of technology and social entrepreneurship that will deliver Healthcare for all & Services for all. We believe this PPP model will achieve all-round Socio-Economic & National Development."*

He further added "*The project aims to provide rapid diagnosis, reduce out of pocket expenses and drastically, cut down hospitalization whilst ensuring transparency and accountability for every single patient*".

Expressing his delight R. K. Dubey, Chairman, Canara Bank said, "*Canara Bank has always been at the forefront in delivering financial services to underserved communities. The bank's support to this Public Private Partnership demonstrates the bank's commitment to lifting communities out of poverty and poor health.*"

This single point, see and treat model of e -health centre is critical to improving the health of rural communities for whom even reaching a PHC is a major challenge. The e-health centre entrepreneur trained to deliver good quality healthcare services will support the Medical officer at the PHC for the following:

- a) Measuring each patient's vital stats like BP, Pulse, Haemoglobin, & Blood sugar.
- b) Providing diagnostic tests that the doctor prescribes and requires for accurate diagnosis
- c) Providing telemedicine consultation for patients who require specialist advice

Additionally, this model will focus on getting all the patient records captured on the electronic system which will provide easy access for the treating doctors both at the PHC and at tertiary hospitals.

It will ensure that each patient's life long medical record is available online thus improving the treatment standards across all health centres. In addition, patient data will be available to the government to study disease patterns and to create a database, which will help implement evidence based health care interventions.

Canara Bank is engaged in banking services, including providing financial services and facilities to the MSME sector in India. Under this scheme the bank will support this path breaking project by providing loans for these entrepreneurs. By doing so the bank is

making it possible for thousands of unemployed young people to establish and run their own enterprises.

Thus this PPP project will address the spectrum of health care needs as well as provide employment for a large number of young people.

### **About OTTET**

*OTTET is a Not for Profit organization registered under the Indian Trust Act in the year 1993 located in Bhubaneswar and is involved in education, training and healthcare services and poverty eradication program in the state of Orissa. OTTET is dedicated to create enlightened citizens and re-vitalization of villages through its unique programs- Education for all, Healthcare for all, Service for all, Moral & Spiritual Re-generation of Mankind which aims in converging the Role of Government, Corporate & Civil Society. For more information: <http://odisha.ottetelemedicine.com/>*

### **About Biocon Foundation**

*The Biocon Foundation, was set up in 2005 to make enduring social impact through sustainable community development programs in the areas of healthcare, education and infrastructure development including housing and sanitation. Biocon believes its corporate social responsibility lies in enabling an ecosystem that can deliver affordable and effective healthcare to the less privileged among India's rural and urban populations.*

*The Foundation strongly believes in collaborative efforts to make a meaningful impact and its initiatives are directed towards comprehensive programs driven through public private partnership. It endeavors to impart better learning to the underprivileged students in the rural schools through various education initiatives, and is constantly engaged in empowering the communities it serves. For more information: [www.bioconfoundation.org](http://www.bioconfoundation.org)*

### **About Canara Bank**

*Canara Bank is an Indian state-owned bank headquartered in Bangalore, Karnataka. It was established in 1906, making it one of the oldest banks in the country. Widely known for customer centricity, The bank was nationalised in 1969. Today, Canara Bank occupies a premier position in the comity of Indian banks with an unbroken record of profits since*

*its inception. Not just in commercial banking, the Bank has also carved a distinctive mark, in various corporate social responsibilities, namely, serving national priorities, promoting rural development, enhancing rural self-employment through several training institutes and spearheading financial inclusion objective.*

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