



We have Special  
Consultative Status  
with United Nations  
ECOSOC

# RURAL HEALTH CARE FOUNDATION

RHCF model was one of the winning entries at iDIYA social challenge 2011 by **Indian School of Business, Hyderabad**

A case study on our innovative model of operations has been published by **Harvard Business School**

Selected for **Yale University's** Global Social Entrepreneurship/India Program 2017-18.

A case study on RHCF was done by students of **NUS Singapore**

We have received **FICCI Healthcare Awards** in 2016 and 2019

We have received **IIM Ahmedabad and TATA Trust's The Red Brick Summit Social Impact Awards** in 2017

Won **30+** other National Awards, Recognitions along with features in leading news channels and papers

**OVER 13 YEARS**

OF COMMITMENT TO THE POOR COMMUNITIES OF WEST BENGAL.

**3 MILLION PATIENTS**

TREATED WITH QUALITY CARE AND TREATMENT

**Primary Healthcare for Low-income Communities of West Bengal through 9 rural centres**

**Crisis Relief for Affected Communities of West Bengal with relief aid and medical camps**



30,00,000+	Patients Treated, Since Inception, Through <b>Our Primary Healthcare Centres</b>
44,000+	Patients Treated at the <b>Cyclone Amphan Medical Camps</b>
43,000+	Families Affected By COVID And Amphan Provided with <b>Food And Essentials Relief</b>
15,000+	Poor And Mildly Affected COVID Patients Provided with <b>Medicine Kits</b>
10,000+	Patients Treated at the <b>Cyclone Yaas Medical Camps</b>
10,000+	Patients Treated at the <b>Cyclone Bulbul Medical Camps</b>
1600+	People Provided with <b>1<sup>st</sup> Dose of COVID-19 Vaccine</b>
1300+	Families in Sundarbans Affected by Cyclone Yaas Provided with <b>Food and Essentials Through Food For Work Programme</b>
1100+	COVID Patients in Home Isolation Provided with <b>Oxygen Concentrators During the 2<sup>nd</sup> Wave of the Pandemic</b>

# **HOLISTIC APPROACH AMPLIFIED IMPACT**

**CURATIVE**  
CARE WITH  
WELL-EQUIPPED  
HEALTHCARE  
CENTRES ACROSS  
WEST BENGAL

**PREVENTIVE**  
CARE WITH  
OUTREACH  
PROGRAMME FOR  
GENERAL  
WELLNESS

The centres treat **35000+ patients** from densely populated regions and we focus on greater impact through **maximized reach**



Door-to-door screening for **40,000 people** are conducted by trained women within **10-12km radius of each centre**



# ADVANTAGES OF RURAL BRANDING

Strong and **targeted brand exposure** in expanding rural market, with high population density

Positioning of company as socially conscious and responsible for a **positive brand recall**

Increased **emotional connection score** with the consumer which can build brand loyalty

Combining marketing efforts with social projects would aid and **impact the rural areas**

# OPPORTUNITIES OF BRANDING WITH RHCF

## PRIMARY CARE CENTRES

- High daily footfall of 1000+ patients (+family members accompanying them)
- Centres operate in large 1000-1500 sq.ft space with general, eye, dental and homeo depts. and pharmacies as well as a reception/waiting area
- Staff members would have uniforms
- Patients are given 1-week supply of medicines in carry bags.

## OUTREACH PROGRAMME

- Our uniformed team visits each household and screens each individual member of the family
- The medical equipment and other necessities are carried in bag to each household
- A relatively substantial amount of time and engagement is involved for each family

Logo and product names on staff outfits, staff bags, medicine carry bags etc.

Products or logos displayed in centre premises and/or stated as sponsor of the programme

Discount coupons for the products for the communities

Any other method that ensures visibility and engagement with the rural masses

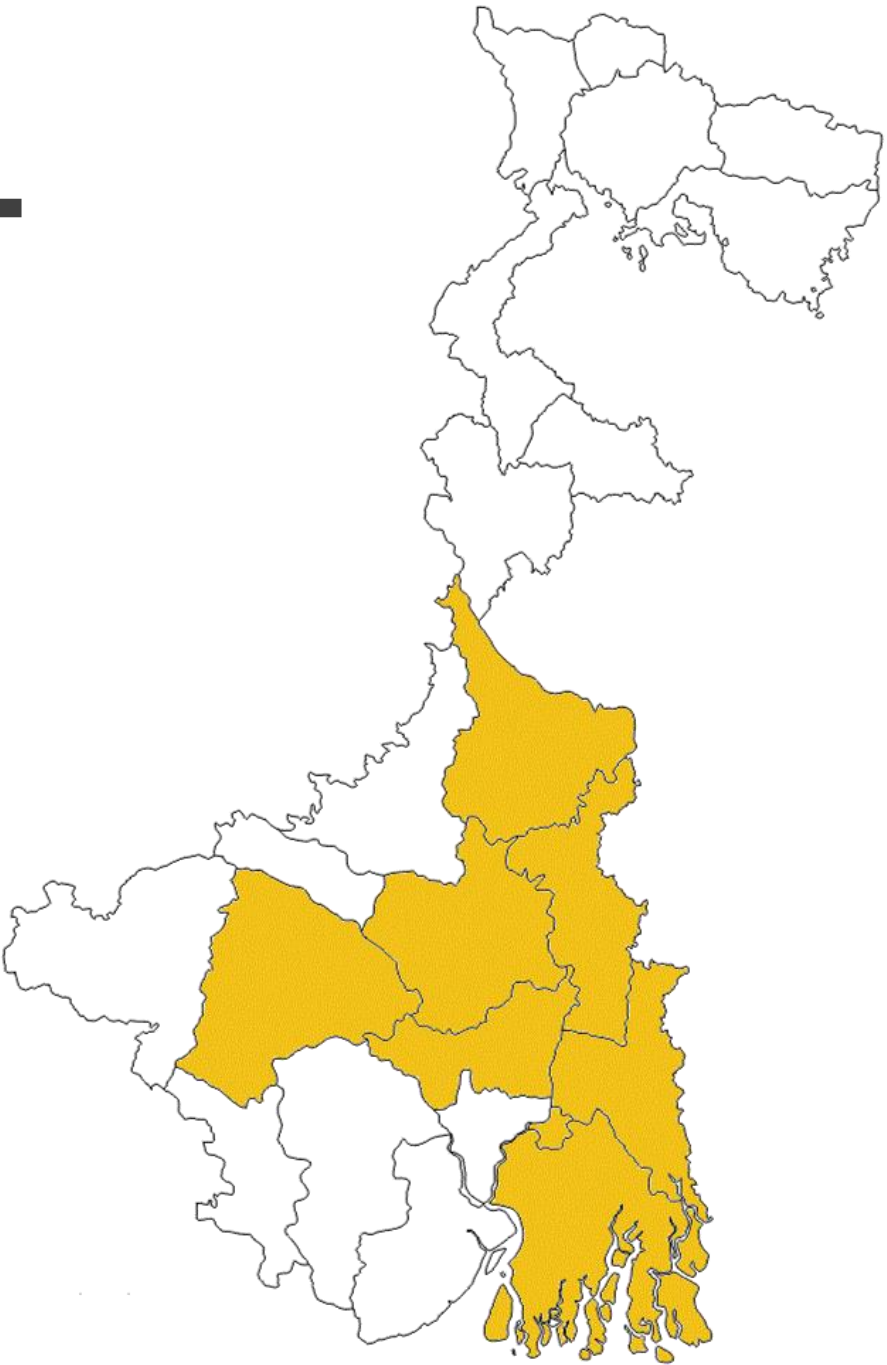




# AREAS OF RURAL BENGAL WITH RHCF PRESENCE

7 Districts of W.B. with 10 Rural Primary Care Centres

DISTRICTS	CENTRES	AREAS COVERED
Hooghly	Helan Jagatballavpur	400+ Villages  10+ Blocks
Nadia	Mayapur	
North 24 Parganas	Manigram Swarupnagar	
Purba Bardhaman	Patuli Kusumgram	
South 24 Parganas	Jamtala	
Murshidabad	Pirtala	
Bankura	Rasulpur	





# CURRENT **REACH** IN RURAL BENGAL

## DIRECT BENEFICIARIES

**75,000+**

beneficiaries/ month

We treat over 35k patients each month through our 9 healthcare centres.

We screen over 10,000+ people through our outreach programme.

## INDIRECT BENEFICIARIES

**175,000+**

people/ month

Immediate family members and friends of the patients benefit from recovery of patients or effective management of their diseases.

Our high footfall attracts rural vendors also often sell their goods in the vicinity of our centres.

## REACH OF CARE

**2,080,000+**

people across 10 blocks of 7 districts

Each centre makes treatment accessible to 40+ villages, many of which are further away from the centres.

Our-door-to-door screenings are conducted in each household within 10-12km radius of each centre.

# TRADITIONAL CHANNELS OF ADVERTISING & BRANDING

**HIGH  
COST**

**LOW ENGAGEMENT  
& CONVERSION**

TYPE	CHANNEL/ PLATFORM	REACH	COST	ENGAGEMENT & ROI
Top local newspapers	Anandabazar Patrika	Circulation: ~13 lacs Readership: ~58 lacs	One full page display ad  Rs. 500,000 to 1,000,000	<ul style="list-style-type: none"><li>• Low visibility</li><li>• Very low engagement</li><li>• Difficult to measure actual reach</li></ul>
	Bartaman	Circulation: ~6.3 lacs Readership: ~10.3 lacs		
OOH	Outdoor Hoardings	Varied, depending on location	1 hoarding for 1 month (average)  Rs.75,000/-	<ul style="list-style-type: none"><li>• High visibility</li><li>• Low engagement</li><li>• Fewer ones in rural areas</li><li>• Difficult to measure actual reach</li></ul>

# BRANDING WITH RHCF

We will charge  
**RS. 10/- PER BENEFICIARY**  
treated or screened

MEASURABLE  
REACH AND ROI

We work directly with our fairly large number of beneficiaries, making measurement of actual visibility easy.

HIGH VISIBILITY

For patients waiting at the centre and for families who are being screened, the advertised product would have a substantial time for visibility

BETTER  
ENGAGEMENT

Combined with high visibility and a sense of trust, we have built within the communities, there is a higher chance of engagement

SOCIAL IMPACT

Promotion and advertisement of company products will have an actual social outcome and impact with measurable benefit for the under-served rural people







## **RURAL HEALTH CARE FOUNDATION**

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[www.facebook.com/ruralhealthcarefoundation](https://www.facebook.com/ruralhealthcarefoundation)

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