

PaybackTimes

A social service initiative newsletter from **srijan**[®]
Building Tomorrows

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A construction worker undergoing ECG test at the Health Camp

Health screening for construction workers at Greenfield City

Greenfield City, 6 April, 2019 Srijan Realty in association with iKure organised a free Health Check-up Camp for construction workers at Greenfield City project site. The camp aimed to identify and meet the health and wellness requirements of low-income workers who are often unable to access basic health care facilities.

“The General Health and Eye Check-up camp was organised to spread awareness among the workers about benefits of good health. Free health check-ups, medicines and spectacles were provided to the construction workers at the site,” said Rajiv Agarwal, Associate Vice President, Commercial, Srijan Realty.



A worker receiving doctor's consultation.

“Many of the workers at our sites have health problems but they do not get the chance to visit doctors. As real estate developers we are committed to the health and well-being of our workforce and have been organising such screening camps at our sites from time to time,” informed Vinod Agarwal, Director, Srijan Realty Private Limited.

Around 350 workers were screened on 4th and 5th April. Height, weight, pulse rate, oxygen saturation and random blood sugar were checked. After consultation the screened patients were sent for ECG or Eye Screening. Free medicines and spectacles were also provided.



A worker's eye being tested

Primary Health Centre at Domjur spreads Covid-19 Awareness and Counselling

Domjur-Howrah, 15 March 2020 Corona virus has spread to every continent except Antarctica, since its emergence in Asia late

last year. Cases are rising daily in Africa, America and Europe and Asia. Countries are racing to slow the spread of the virus.

Srijan starts Primary Health-care Centre in Howrah

Domjur-Howrah, 29 December 2019

Srijan successfully launched a Primary Healthcare Centre at Domjur, Howrah with an aim to provide accessible and affordable primary health services to the local community. The Primary Health Centre will cater to the health needs of the local population as a hub clinic through a network of clinical team supported through cutting edge technology by iKure.

The focus of the clinic will be to provide patients with cost-effective and accessible primary health solutions by effectively using technology. The clinic aimed to provide sustainable healthcare for pregnant women and children through school health and maternal health programs. The clinic operations thus aimed to build trust and bonding with the local community.



Patients being checked at the Primary Healthcare Centre

“Access to regular doctor's consultation and community awareness drive can create a strong impact in the health outcomes of the beneficiaries, improve productivity and reduce life-long disability and mortality rates in the region surrounding Primary Healthcare Centre at Domjur. We are proud to be associated with Srijan for this initiative,” said Sujay Santra, Founder and CEO, Ikure-Techsoft Private Limited.

“We are excited to join hands with iKure for setting up the Primary Healthcare Centre at Domjur. Srijan is committed to the healthcare needs of the local community of the catchment regions of our business. We are confident that this clinic will become a gamechanger for the community healthcare needs,” said Shyam Sundar Agarwal, Chairman, Srijan Realty.



A healthcare personnel feeds patient data in the system for telemedicine

Covid-19 Awareness and Counselling

Continued from Page 1 The only way to curb the spread of the virus is by testing and treating patients, carrying out contact tracing, limiting travel, quarantining citizens, and cancelling large gatherings such as sporting events, concerts, and schools. “The pandemic is moving like a wave, one that will crash on those least able to cope. Everyone needs to act immediately to prepare, respond, and recover,” said Sujay Santra, Founder & CEO, Ikure Tech-soft Private Limited.



Masks being distributed to villagers

He further said that Srijan responded to this situation and requested them to create mass awareness regarding the Pandemic at Domjur. The solution involved creating mass awareness through a combination of IVR (Interactive Voice Response) and iKure Health App. The information shared was in strict compliance with Government protocols and available in the local languages.

The Interactive Voice Response was aimed to make the community aware of the various measures to be taken to fight COVID-19. Terminologies like social distancing, hand-washing hygiene and phobia around quarantines and self-isolation was explained in the local language. People were encouraged to answer the questionnaire for self assessment based on symptomatic behavior and seek doctor’s consultation, if required.



Self-help group visits the local village

“Srijan Realty is committed to the wellbeing of the community at Domjur, Howrah. A Telemedicine Application was launched by iKure for the patients visiting our Health Centre at Domjur. The Telemedicine App enabled community members to schedule consultations with remote Physicians. Frontline health workers also visited the patients at their homes and facilitated this engagement,” said Pawan Agarwal, Director, Srijan Realty.

He further informed that a Covid-19 Health Intervention Programme was also initiated for the factory workers and labourers working in and around Domjur area. The intervention focused on awareness, counseling and screening of Covid-19 by conducting General Health Camps with specific services like patient registration, measurement of patient vitals, patient screening and identifying high risk patients and referring them for further laboratory tests and providing medicines to patients as per diagnosis made by Doctor.

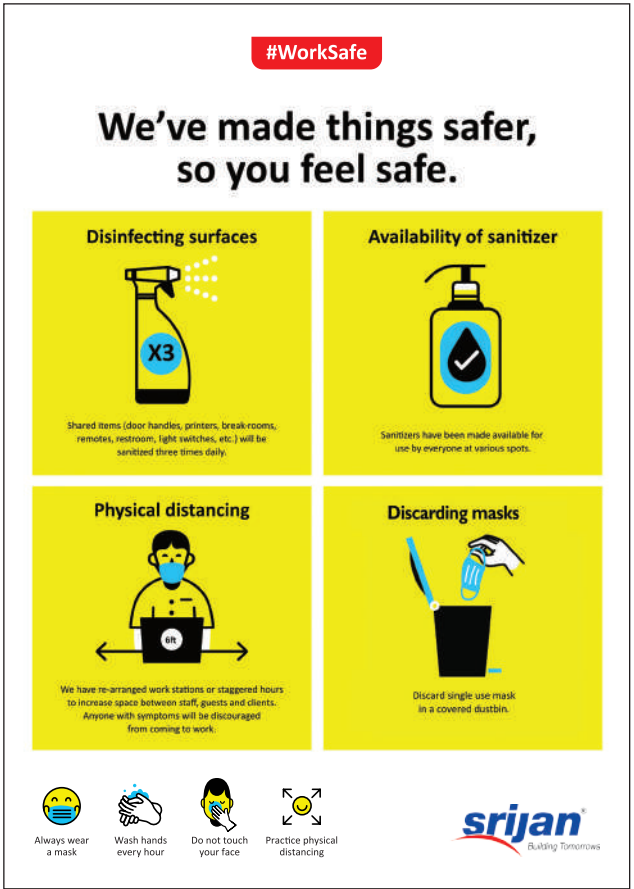


Villager sharing health details



Doctor teleconsulting

Some posters put up at Srijan offices on Covid-19 awareness for staff



Field survey being conducted by the self-help group

Srijan Realty joins hands with the Indian Army to make the City Cleaner and Greener

Kolkata, 26 August 2019 In an effort to make Kolkata a Cleaner and Greener place to live Srijan Realty joined hands with the Indian Army for an Urban Plantation Drive 2019 in Kolkata Maidan and Fort William. Adequate tree cover is an essential link in the bio-diversity chain, and to create sustainable and livable urban areas.



Tree plantation at the Fort Willaim

“Srijan is committed to make Kolkata sustainable, healthy and energy efficient city. Thus preservation of green spaces is very important for both health and economy, they make urban areas a joy to live, work and invest in,” said Mr Pawan Agarwal, Director, Srijan Realty. He also thanked the Indian Army for the association and pledged to make the City Cleaner and Greener. The plantation



School children plant trees

programme was uniquely devised with Srijan’s commitment to not only plant 1000 trees in the Kolkata Maidan and Fort William but also to maintain the trees for the next two years through periodic cleaning, watering, pruning, insect management and by spraying organic fertilizers.

The Indian Army believes in serving the people whether in war or peace. Pollution is the biggest environmental issue in the urban cities. Kolkata is less than 5% green whereas the national average is 19.49%. An IISC study showed that Kolkata’s tree cover fell from 23.4% to 7.3% over the last twenty years. Urban Tree Plantation today is essential for future generations. Trees reduce temperature by 8-degree Celcius and reduce airconditioning needs by 30% thus saving energy. Mature trees help in ground water recharge and mitigates climate change. Trees serve as excellent filters for pollutants and they improve physical and mental health of humans, they also provide habitat to birds and animals.



Maidan visit by Pawan Agarwal (centre) with Mallika Jalan (extreme right)

Ward Cleaning Drive for a litter-free city

Kolkata, 21 December 2019 With increasing urbanization and changing lifestyles Indian cities now generate eight times more waste. Srijan Realty felt the need to start a campaign to make the community and citizens aware against Littering the first step towards Waste management. “The idea was not only a cleanliness drive but also an awareness drive for the local community to keep the city clean and litter free. Srijan Realty being a socially responsible corporate citizen is committed to make the city Cleaner and Greener,” said Vinod Agarwal, Director, Srijan Realty.



The team cleaning up litter on the road

As part of its campaign Srijan initiated a ‘Ward Cleaning Drive’ in association with The Bhawanipur Education Society College. The initiative was supported by Ashim Bose, Councillor, Ward 70, Kolkata Municipal Corporation. The plan was



The drive commences from the College to undertake a one hour ward cleaning drive on Saturday mornings. Participants picked up waste paper, plastic, cigarette butts, ghutkha sachets and various other kinds of litter thrown away on the pavements and roadsides.

“Our students are extremely excited to associate with Srijan Realty for this unique initiative. We look forward to create more awareness in the community through the Ward Cleaning Drive in different parts of the city,” said Dilip Shah, Dean, The Bhawanipur Education Society College.



The team in front of Srijan House

Echoing Mahatma Gandhi’s words, the motto of the initiative was “Be the change you want to see in the world”.

Supporting underprivileged patients

Kolkata, 15 April 2019 Srijan Realty Private Limited has associated with reputed hospitals like RN Tagore International Institute of Cardiac Sciences and Saroj Gupta Cancer Centre & Research Institute to support patients needing help to save the life of loved ones.



Gudia Devi with her baby

“Srijan has pledged an amount Rs twenty lakhs for patients undergoing high risk surgeries for brain and spine, heart, lungs and kidneys along with critical road accidents victims admitted at RN Tagore International Institute of Cardiac Sciences,” said Ram Naresh Agarwal, Director, Srijan Realty.

He further mentioned that an additional amount of Rupees five lakh has been pledged for cancer patients admitted at the Saroj Gupta Cancer Centre & Research Institute.

Free health check-up camp at Raghunathpur

Raghunathpur-Sonarpur-Rajpur, 30 June 2019 Srijan Realty in association with Lions Calcutta Greater Medicare Centre and Poleghat Gram Panchayat conducted a general health check-up camp for the local community living in Raghunathpur village in Sonarpur Tehsil of South twenty-four Parganas district in West Bengal. There are around 615 houses in the village and Rajpur is nearest town which is approximately 4 kilometres away.



Eye check-up conducted at the camp

Almost 100 patients were extensively screened at the camp for Eye, Dental and General Health problems. They were advised free medicines and 11 patients were advised for cataract surgery at the Lions Calcutta Greater Medicare Centre at Raghapur.

“Owing to the expansion of EM Bypass to Southern Bypass the hinterland is garnering increased attention from the prospective homebuyers. As real estate de-

velopers we see a huge potential in this region. However the wellbeing of the local community is always our priority and we plan to conduct more such health camps for the villagers in this region,” said Ram Naresh Agarwal, Director, Srijan.

The suburbs of the Southern Bypass region has a livelihood mix of cultivators, agricultural labourers, household industry workers and other workers. Real Estate development in this region will be redefining the demography of the region.



Dental check-up conducted at the camp



Poleghat Gram Panchayat members visit the health camp

Shibrampur Clinic is serving the poor for the last 5 years

Shibrampur, Maheshtala, 5 April 2020 The clinic at Shibrampur was inaugurated in the year 2014 in association with Rural Healthcare Foundation for serving the underprivileged population living in the vicinity. The clinic currently runs General Medicine department for six days a week Saturday to Thursday.

“Srijan Realty has been striving to address the gap in the availability of low-cost primary health care for urban underprivileged communities. We are extremely happy that our clinic at Shibrampur has impacted 23000 lives since its inception in 2014,” said Vinod Agarwal, Director, Srijan Realty

“In urban areas, quality treatment provided by private practitioners is unaffordable for underprivileged people. Lack of proper medical care makes the underprivileged communities vulnerable to various diseases, affecting their quality of life, as well as their very limited income. We thank Srijan Realty for partnering with us for the Shibrampur Clinic,” said Anant Nevatia, Trustee, Ruralhealthcare Foundation.



Doctor treating a patient at Shibrampur Clinic



Patients standing in a queue to register themselves

Stay healthy with Yoga

Domjur, Howrah 21 June 2019 A Yoga session was organised for the employees and construction workers at Srijan Industrial Logistic Park on International Yoga Day, celebrated on June 21 every year to mark the importance of Yoga for good health. Yoga is a physical, spiritual and mental practice that had originated in India and has been practiced by people across the world for good physical and mental health.

According to Prime Minister Narendra Modi, Yoga is an invaluable gift of India's ancient tradition. It embodies the unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being.

“Yoga is a mind-body practice that combines physical poses, controlled breathing, and meditation or relaxation. Yoga helps to reduce stress, lower blood pressure and lower your heart rate. We were overwhelmed to see the zeal and enthusiasm of our employees during the Yoga session. We are always committed to the health and well being of our employees,” said Ram Naresh Agarwal, Director, Srijan Realty.



Employees performing Yoga

Pukka school for the tribal children of Meghalaya run by Ramakrishna Mission

Cherrapunjee, 11 August 2019 Ramakrishna Mission, Sohra (Cherrapunjee) has been imparting basic and free educational services among the underprivileged, uneducated tribal poor girls and boys of different villages in remote parts of Meghalaya like Shellapunjee, Kalibari, Sohbarpunjee, Kalatek and so on.

They run 57 lower and upper primary schools with 6000 students and 250 teachers. Recently they have planned to upgrade all the schools from primary to secondary level within five to seven years.

Srijan Realty salutes the efforts of Ramakrishna Mission at Sohra for spreading the light of education in the remotest corners of Meghalaya.

“We feel blessed to be part of this noble cause. We are 100% committed to support Ramakrishna Mission for making a two storied ‘pukka’ school building designed with necessary infrastructure and to upgrade the existing hutment type school from Primary to Secondary level at Kalatek, Meghalaya, a remote village adjacent to the Bangladesh border,” said Pawan Agarwal, Director, Srijan Realty.



Shyamadas De, Senior Vice-President, Projects, Srijan Realty donating a cheque to Swami Anuragananda Ji Maharaj, Secretary, Ramakrishna Mission, Sohra (Cherrapunjee)



Under construction school building at Kalatek

Srijan Realty starts Skill Development initiatives for construction workers

Kolkata, 13 February 2020 Srijan Realty in association with CREDAI National joined hands with National Skill Development Corporation (NSDC) and Certification from Charter Schools Development Corporation of India (CSDCI) to support the skill development initiative by the Government of India’s ‘Pradhan Mantri Kaushal Vikash Yojna’.

“The worker certification program held at Srijan Industrial Logistic Park showed Srijan’s commitment towards skilling the unorganized workforce. This program will give a huge sense of achievement

and self respect amongst the workers and will be conducted in our every project,” said Shyamadas De, Senior Vice-President, Projects, Srijan Realty.

He further informed that workers having prior competencies developed informally will be formally recognised through this certification. A worker who is even a class five dropout will have the opportunity to get a certificate that shall be recognized globally. The other important benefits of this certification is that successful candidates will get Pradhan Mantri Suraksha Bima

Yojana (PMSBY). Post certification for three years PMSBY provides life coverage of Rupees two lakh for accidental demise or permanent total disability and Rupees one lakh for permanent partial disability.

The certified candidates will also be eligible for MUDRA Loan. Pradhan Mantri Mudra Yojana supports MUDRA (Micro Units Development & Refinance Agency Limited) a new NBFC to lend to non-corporate, non-farm sector income generating activities of MSME credit needs below Rupees ten Lakh.



Workers display the Pradhan Mantri Kaushal Vikash Yojna banner



Workers attend the Skill Development programme

Srijan Charitable Hospital takes healthcare service to the last mile

Salasar, Churu, 15 April 2020 Srijan Charitable Hospital has been serving the local community at Salasar for the last 4 years. Salasar is a village located in Sujangarh Tehsil of Churu district in Rajasthan. The village has 959 houses and having a population of 5914 as per Population Census 2011.

The hospital has twenty beds and a dedicated team of healthcare professionals including general physicians, eye specialists and a dentist. It has a Pharmacy, USG, ECG and X-Ray facility, Pathology Lab and also has an Ambulance service for the patients. Last year total 30000 OPDs, 2000 USGs, 19000 Pathology Tests, 2100 X-Rays and 500 ECGs were conducted in the hospital.

“Srijan Charitable Hospital has been serving not only to the local community but the huge inflow of tourist coming to Salasar. The economy of Salasar depends on religious tourism due to the presence of the Balaji Temple, Anjani Mata Temple and Ram Mandir. The tourist inflow is highest during two major festivals including the six days of Sharad Purnima and two days of Hanuman Jayanti.

During these festival periods foot-fall is around one lakh per day. Otherwise, the tourist inflow is around one lakh per month.

Other than agriculture, the economy of the villagers depend on serving tourists through activities like shopsnear temple,dharmashalaandhotels. We are very excited to make a positive impact on the healthcare services for the people living and visiting Salasar,” said Shyam Sundar Agarwal, Chairman, Srijan Realty.



Srijan Charitable Hospital at Salasar



Patients at the IP Ward



Check-up at the OPD



School children undergoing health check-up