

USAID, IPE Global, Wipro GE & 3M partner to launch the Capacity Building Initiative of MerryGold Health Workers

Date: 26th March 2018

Venue: Lemon Tree Hotel, Alwar, Rajasthan

PAHAL (Partnerships for Affordable Healthcare Access and Longevity), a joint initiative of USAID and IPE Global, aims to provide catalytic support to growth stage scalable social enterprises in developing affordable & quality healthcare solutions for the urban poor. PAHAL is a collaborative platform which seeks to connect, capacitate and catalyze innovative social enterprises focused on improving health outcomes. Our Mission is to reach out to 10 million urban poor in India for reduction in out of pocket expenditure for healthcare for underserved urban communities by 30%.

To achieve the above objective of improving health outcomes, PAHAL has partnered with Hindustan Latex Family Planning Promotion Trust (HLFPPT). Merrygold Health Network (MGHN) is a social franchising program by HLFPPT and is India's largest social franchising model network offering quality affordable maternal care, childcare, family planning services. Merry Gold Health Network (MGHN), provides strong community linkages to 700+ urban facilities through its workforce of 15000 community health workers, providing affordable care to over one crore population across seven states.

PAHAL provides Technical Assistance to MGHN to enable it to expand and scale-up services on a sustainable basis. In line with the government priorities towards preventive and promotive health, it is imperative that MGHN makes care affordable and more community centric. MGHN is uniquely positioned to create an efficient cadre of community health workers that can enable health promotion and disease prevention, improve uptake of primary health care services by triggering behavior changes in communities. There is a need to build the capacities of the current cadre of community healthcare workers.

PAHAL has partnered with WIPRO GE and 3M to strengthen MGHN's community based health cadre by providing enhanced skilling and training to its community health workers. This will strengthen outreach in communities and lead to social and economic empowerment of the community health workers (CHWs). The partnership will enable the PAHAL partners to leverage an entire ecosystem of investments in capacity building from the for profit sector for financially viable and socially sustainable projects.

PAHAL organized an event in Alwar, Rajasthan on the 26th March, 2018 where all the project partners came together to launch the capacity building initiative and discuss the vision of the project. This was also the first day of the training program, where 25 health workers were being trained. The initiative will build the capacities of 600 CHWs in the first phase, and take it on to 6000 in the next two years.



Project Team & Partners

The day began with a visit to a healthcare facility of Merrygold Healthcare Network – Ayan Hospital, to meet the franchise owner and understand the role of the Community Health Worker's (CHWs) in improving access to preventive primary care for communities. The USAID and PAHAL team interacted with the doctors at the facility to understand the provider's perspective on access to capital, accreditation and quality standard up-gradation. This was followed by a visit to the training venue to witness the training in action.

Post the visits to the facility and the training venue, all the stakeholders, ie. USAID, IPE Global, GE, 3M and MGHN came together to discuss the plan for scale- up and execution as well as the long term vision for strengthening outreach.



CHW Training



MGHN Facility

PROJECT PARTNERS



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