

Newsletter

DOCTORS FOR YOU

September, 2025

GAUTAM BUDDHA NAGAR FLOOD RESPONSE

Supported by: HCLF



Doctors For You, with the support of HCL Foundation (HCLF), in collaboration with the District Disaster Management Authority (DDMA) and government stakeholders, mounted a timely response to the rising Yamuna water levels in Gautam Budh Nagar. Our teams worked on the ground to safeguard the health and well-being of affected families through a combination of awareness, medical support, and essential supplies.

Key highlights of the intervention:

- 12 awareness sessions on health and hygiene, reaching 892 community members.
- 11 health camps, providing essential care to 814 beneficiaries.
- Distribution of 500 sanitary pads, 150 chlorine tablets, and 500 units of bleaching powder, ensuring menstrual hygiene and safe water practices.

In total, the response reached 1,980 beneficiaries.

PUNJAB FLOOD RESPONSE



As part of our ongoing flood relief response in Punjab, Doctors For You, in collaboration with local stakeholders, organized medical camps in the worst-affected areas of Gurdaspur and Ferozepur. The camps were planned after detailed ground assessments to identify exact locations and beneficiaries most in need of immediate assistance.

Through these camps, we were able to reach a total of 452 beneficiaries, including 135 men and 317 women. Services focused on essential healthcare, health awareness, and addressing urgent needs of displaced and flood-affected families.

Our continued engagement with communities, along with the support of local partners, ensures that timely and equitable assistance reaches those most vulnerable in this crisis. The efforts of our team were also recognized locally, as the Gram Panchayat Sarpanch of Village Warsola, Gurdaspur, appreciated our work and presented our team with an award for their dedicated service.

SPECIAL HEALTH CAMPS FOR THE SEX WORKER COMMUNITY

Supported by: HDFC ERGO



Under HDFC ERGO WCW Project, a special health camp was conducted to support the sex worker community in Tamil Nadu. Through this camp, various essential healthcare services were provided, including general health check-ups, eye examinations, and non-invasive cancer screenings.

In the month of September 2025, the camps were held in Vellore and Salem districts, respectively, benefiting a total of 172 individuals. These camps were made possible through the collaborative efforts of a local NGO that are committed to supporting the sex worker community and other marginalized groups.

VISTEX EQUIPMENT SUPPORT: ENHANCING SAFETY

Supported by: Boeing



DFY-Vistex Charitable Hospital in Masarhi is significantly enhancing its safety with the installation of a new, comprehensive fire detection and suppression system that meets NABH standards. This initiative is sponsored under Boeing and it directly increases the hospital's overall safety capacity. Construction is also moving forward with environmental sustainability as a key consideration. Currently, exhaust work is underway, and the necessary piping has been delivered, marking excellent progress on this crucial safety upgrade.

STATE-LEVEL LAUNCH OF SWASTH NARI, SASHAKT PARIVAR ABHIYAAN

Supported by: Siemens Healthineers



On September 17, 2025, the DFY NCD Screening team in Kohima participated in the state-level launch of the Swasth Nari, Sashakt Parivar Abhiyaan, a campaign promoting women's health, nutrition, and fitness. The initiative focuses on comprehensive NCD screenings, including hypertension, diabetes, oral, breast, and cervical cancers, as well as anaemia, TB, and sickle cell disease. DFY's involvement supports early detection and diagnosis of cancer in Kohima. The launch was attended by key officials, including Shri Anoop (IAS), Commissioner & Secretary, H&FW, Nagaland, who visited the DFY team to show support.

DENTAL CAMP AND COMMUNITY INITIATIVES

Supported by: Sensodyne and Haleon



In a pioneering effort to improve oral healthcare access, a mobile dental van supported by Sensodyne and Haleon conducted free dental screenings and treatments across Delhi & Mumbai. Implemented by a dedicated medical team, the camp reached underserved areas including slums, schools, and community centers, ensuring dental care for residents who often face barriers to such services. Equipped with modern dental tools, the team provided screenings, treatments, and preventive oral health education. The initiative not only addressed immediate dental needs but also fostered long-term community engagement, highlighting the impact of collaboration and innovation in healthcare delivery.

EMPLOYEE VOLUNTEER ACTIVITY

Chennai Costal Cleanup with HCLF



Doctors For You (DFY) actively collaborated with HCLFoundation volunteers during the **annual International Coastal Cleanup Day**, combining environmental action with professional medical support. DFY's team ensured the health and safety of all participants, from young volunteers to experienced cleanup crews, providing on-site medical coverage throughout the event. This proactive presence allowed hundreds of volunteers to focus entirely on their mission—clearing the coast—with the confidence that expert medical assistance was readily available. The day's success highlighted the power of collaboration, demonstrating how community service and safety can go hand in hand.

SWACHH BHARAT ABHIYAN

A CSR initiative by: SBI Foundation



In September 2025, Doctors For You and **SBI Mumbai & Ferozepur – Sanjeevani Clinic on Wheels** conducted Swachh Bharat activities in schools to promote cleanliness and hygiene. On **17th September**, SBI organized dustbin donations and a Best out of Waste competition at **Dnyanjyoti High School, Sion Dharavi**. On **25th September**, DFY held a cleanliness drive and hygiene awareness session at **Sher Singh Wala Government Primary School**, providing essential materials like dustbins, brooms, mops, and Harpic. Both initiatives aimed to create healthy, clean, and safe learning environments while encouraging lifelong hygiene habits among students.

POSHAN MAAH 2025

A CSR initiative by: WIPRO Cares



Under the WIPRO Cares program, Doctors For You conducted community awareness and engagement activities for Poshan Maah 2025 (Nutrition Month). A total of 7 sessions reached over 120 beneficiaries, focusing on proper nutrition, hygiene, and healthy eating practices. Activities included interactive sessions with children, nutrition-themed games, and a ramp walk, as well as sensitization of health post staff to strengthen their role in promoting nutrition. Families were encouraged to adopt low-cost, locally available nutritious foods, and IEC materials were distributed to reinforce key messages.

WORLD LYMPHOMA DAY 2025

A CSR initiative by: Pfizer



Doctors For You (DFY) celebrated World Lymphoma Day across Pan-India Pfizer supported cancer centres with the theme “Spreading Awareness on Cancer”, reaching 561 beneficiaries. The event aimed to raise awareness on lymphoma, its symptoms, treatment options, and the importance of early diagnosis. Sessions included speeches on cancer awareness, guidance for patients and caregivers on precautionary measures, and information on available treatment schemes. Special focus was given to cervical cancer prevention, with pamphlets distributed to participants. The program concluded with the distribution of fruits, promoting healthy practices. DFY reaffirmed its commitment to empowering communities with knowledge that can aid prevention and timely care.

WORLD HEART HEALTH DAY 2025

A CSR initiative by: Pfizer



Doctors For You (DFY) celebrated World Heart Day across its pan-India centres, reaching 347 beneficiaries through a series of impactful activities. The program featured awareness rallies, cultural activities, talks by doctors, and moving survivor stories that motivated participants to adopt healthier lifestyles. Key topics covered included understanding cardiovascular diseases, the importance of regular checkups, healthy diet and exercise, stress management, controlling blood pressure, cholesterol and diabetes, and the dangers of smoking and alcohol. Sessions also emphasized recognizing early warning signs of heart attack or stroke and the crucial role of family support.

RELUCTANCE TO ACCEPTANCE: ROLE OF COUNSELLING IN CANCER CARE

A CSR initiative by: Pfizer

Patient Jayanthi, a 62-year-old woman from Kanchipuram, was diagnosed with Stage IIA Infiltrating Ductal Carcinoma (IDC) of the right breast after self-detecting a lump. Although referred to a specialized cancer center, she initially avoided follow-up and treatment due to fear of surgery and chemotherapy, misinformation from community elders advocating herbal remedies, and secondary concerns over treatment costs and hospital visits. On 23/09/2025, an oncology counsellor conducted an in-person home visit, during which her psychological barriers and misconceptions were addressed. Following the counselling, the patient became more receptive to seeking timely medical care and engaging with the healthcare system.

AYUDHA POOJA CELEBRATION AT VICTORIA HOSPITAL



STAFF OF THE MONTH



Designation: Nurse

Project: Access to Care: Nagaland Wellness Initiative
L. Liho Achumi is recognized for her outstanding dedication to the NCD Screening Project in Kohima. Her proactive efforts in organizing screening camps, ensuring patient follow-ups, and maintaining accurate records have greatly improved early detection and management of NCDs.

CONTACT US

For any feedback or inquiries please reach out to us at-



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