

Implemented by:  
**DOCTORS  
FOR YOU**  
THERE TO CARE

A CSR initiative by:  
**Pfizer**

# PROJECT AASTHA

**1** year  
The program started

**8** States

**9330**  
Accommodation/travel support

**12380**  
Supported in application for Govt Fund

**70,000+**  
Beneficiaries of Aastha project



**Patient  
Care**

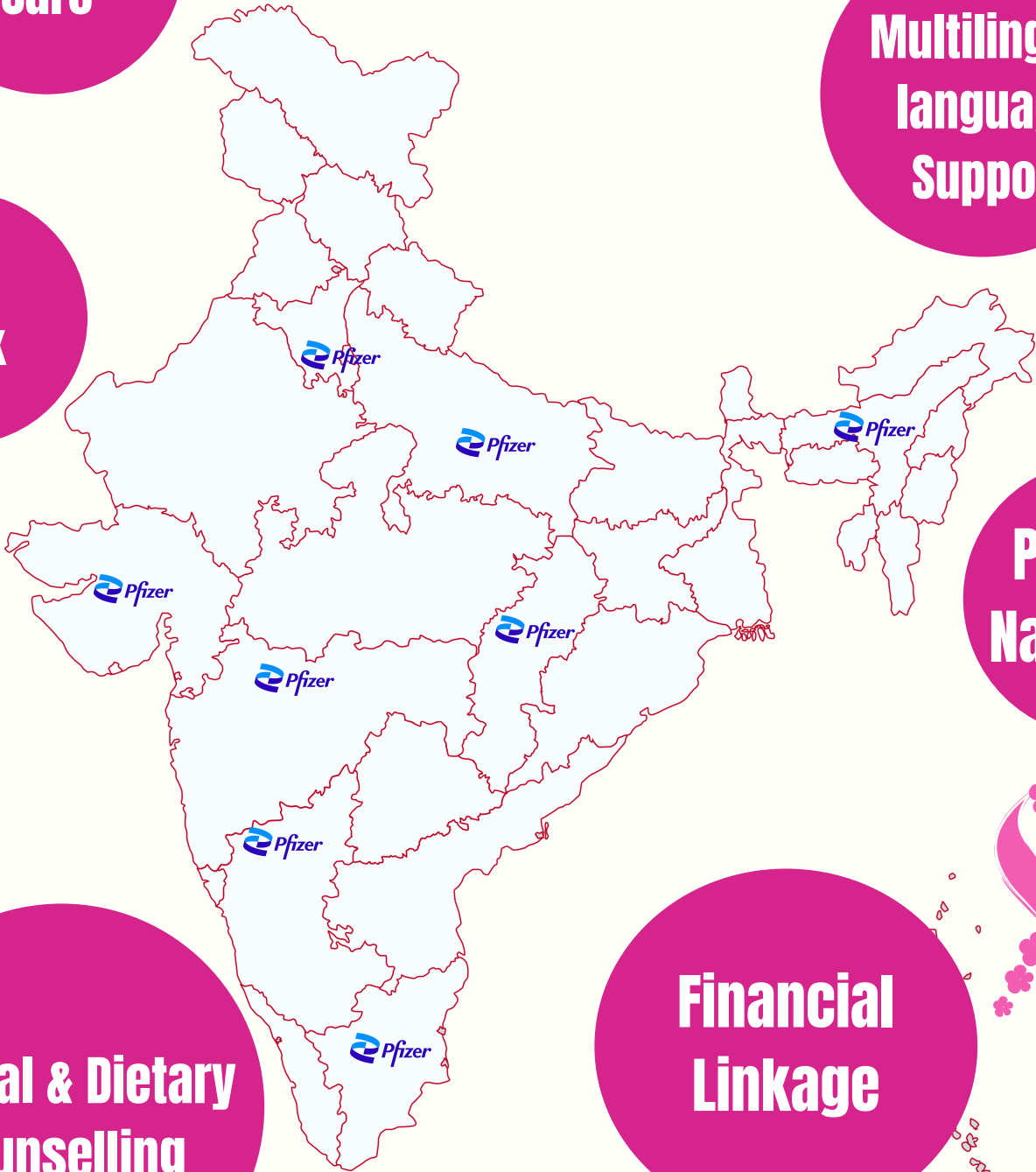
**Multilingual  
language  
Support**

**Help  
Desk**

**Patient  
Navigator**

**Mental & Dietary  
Counselling**

**Financial  
Linkage**



***A CSR Initiative by Pfizer & Implemented by Doctors For You to  
Support Oncology Patients & their Care-Givers***

# PROJECT AASTHA

*A CSR Initiative by Pfizer & Implemented by Doctors For You to Support Oncology Patients & their Care-Givers*



Project Aastha, a CSR initiative by Pfizer and implemented by DFY, is a program that works to provide aid to cancer patients during the course of their diagnosis, treatment and rehabilitation phase. The Project is aimed at establishing a support system that facilitates the best available care to oncology patients. Project Aastha also has a functioning helpline number, ensuring rapid and effective response to the patients. Our Cancer Helpdesk is a step towards the betterment of the community and we aim to serve the patients with care and support. Our team of experts is working 24x7 through the Helpdesk to provide the required information & help to the queries.

The major pursuits of Project Aastha include helping the oncology patients and their caretakers with hospital registration, lodging information, local accommodation information & guidance, counseling patients & their family, linking the patients to various departments, labs & pharmacy, patient assistance in terms of mobility & transfer to ambulance, finance support application guidance, to give them information about the online platforms that offer Government schemes and to assist them with any additional queries that they may have related to their treatment.

DFY, in support with Pfizer has collaborated with the renowned hospitals across India to reach maximum number of patients to make this project a major success.

Some of the renowned hospitals that we have tied up are Victoria Hospital Bangalore, TATA Mumbai, Indira Gandhi Institute of Medical Sciences Patna (Bihar), Safdarjung Hospital New Delhi, Gujarat Cancer & Research Institute, Regional Cancer Centre JLN Medical College Raipur (Chhattisgarh), Dr. B. Borooah Cancer Institute Guwahati (Assam) and others. We have successfully supported over 6 Lakh oncology patients across India so far.

Considering the pandemic scenario, our doctors & staff members take all measures to follow precautionary guidelines for the safety of all. We have also distributed masks, sanitizers & nutrition supplements to the patients on World Cancer Day 2022 across various hospitals as well as organized awareness sessions to mark this important day to spread awareness about the wide spreading cancer disease and how to detect its early signs.

Our doctors & staff members are working around the clock to provide financial guidance, emotional support and counseling to the oncology patients Pan India.

**Project Aastha - a CSR initiative by Pfizer, is a program that aims to provide support to cancer patients during their patient journey through the diagnosis, treatment, and rehabilitation phase. The project is being implemented by DFY to establish a support system that facilitates the best available care to oncology patients and their care-givers.**

