

STRENGTHENING RURAL HEALTH THROUGH CSR: EYE CARE, WOMEN EMPOWERMENT & LIVESTOCK WELFARE

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SEARCH

Social Education of Awareness & Research in Health

INTRODUCTION

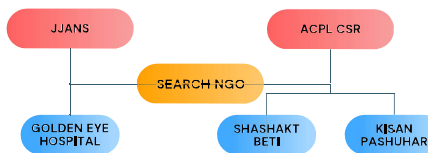
SEARCH NGO (Social Education of Awareness & Research in Community Health) is a Rajasthan-based non-profit organization focused on improving community health and social well-being through awareness, research, and structured CSR interventions. It has been actively involved in executing health camps, women's hygiene programs, and livestock productivity projects. SEARCH collaborates with corporates like ACPL and institutions like Golden Eye Hospital, and implements government-funded community development programs.

VISION & MISSION

Vision: To empower communities through sustainable health, hygiene, and livelihood solutions, ensuring equity and access for all.

Mission: To act as a catalytic agency facilitating impactful CSR and government welfare programs in Rajasthan, by promoting healthcare access, empowering women, and enhancing rural productivity through strategic partnerships.

STRUCTURE



IMPLEMENTATIONS

During my internship at SEARCH NGO, I implemented several key strategies through hands-on involvement in community-based CSR initiatives. I contributed to the planning and execution of mobile eye screening camps by assisting in coordination with Golden Eye Hospital, managing beneficiary feedback, and documenting attendance and outcomes. I designed both Google Forms and manual feedback tools to collect real-time data, which were field-tested and adapted for better usability. Applying my knowledge of Behavior Change Communication (BCC), I created culturally appropriate IEC materials and awareness posters, particularly for the "Shashakt Beti" women's hygiene project.

EXPOSURE & LEARNING

Classroom Learnings:

- CSR strategy, policy framework
- Monitoring & Evaluation (M&E) tools
- Communication for development
- Gender and public health theory

Practical Exposure:

- Execution of CSR camps and reporting
- Used Google Forms, Excel dashboards
- Created awareness posters and feedback tools
- Worked on menstrual hygiene under Shashakt Beti

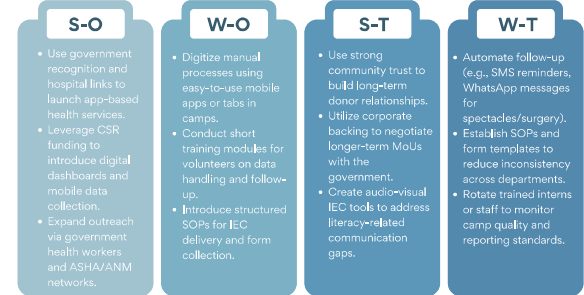


Fig 1. Detailed distribution of CSR activities in areas near JAIPUR

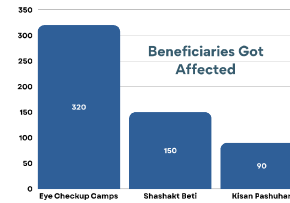


Fig 2.



CHALLENGES

- Delay in documentation due to low digital literacy
- Limited data standardization across departments
- Communication barriers in low-literacy rural populations
- Taboo in menstrual hygiene topics during outreach

SUGGESTIONS

- Introduce digital beneficiary tracking via mobile tools
- Translate feedback forms and IECs into vernacular languages
- Create standard templates for camp reporting and case documentation
- Introduce post-camp referral follow-up system (especially for spectacles/surgery)

LEARNINGS

- Real-time exposure to CSR operations and field-level documentation
- Gained knowledge in designing IEC material and data collection tools
- Understood behavioral change communication (BCC) at grassroots level
- Learned ethical field storytelling through interviews and case studies