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CORPORATE - ACADEMIA **CSR PROJECT**

Phase I Report

FOREWORD



Dr. Prachi Gupta

Director
Centre for Digital Marketing,
Strategy & Analytics

With higher education undergoing major transformation, integrating technologies and communities, an ecosystem is getting created, which can impart education to youth in a way which builds them into professional corporates and responsible citizens. Today government, industry, community have joined hands with educational institutes in creating that ecosystem.

The National Education Policy, 2020 (NEP) envisions a value-based, equitable, and high-quality education system. Successful implementation of the same calls for concerted efforts from all stakeholders.

Chitkara University which has always been committed towards making a positive impact on the students and communities around has implemented NEP 2020 in full spirit. Since inception, the University has been at the forefront of social welfare initiatives and its commitment to social responsibility is an important part of its mission.

Aligning with the philosophy of Chitkara University and NEP 2020, a project ‘Swasthya se Digital Saksharta tak’, focusing on health and digital literacy of rural women was conceptualised, in collaboration with a corporate, Punjab Chemicals and Crop Protection Ltd. (PCCPL), which shares similar ethos to that of Chitkara University. PCCPL works on the philosophy of “Let us grow together”.

I believe that good intentions and noble objectives get a boost when multiple hands join in, each adding its share of capability, helping move ahead strongly, to leave an impact. This CSR project ‘Swasthya se Digital Saksharta tak’, funded by corporate and executed by academia, is a long journey towards positively impacting rural women, but the first step taken in this direction gives us a sense of accomplishment and satisfaction.

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Project Phase 1 Free Medical checkup, Health education & Data collection through 3 health camps



CHITKARA UNIVERSITY | **PUNJAB CHEMICALS AND CROP PROTECTION LTD.**

FREE MEDICAL CHECKUP and HEALTH EDUCATION CAMP FOR WOMEN

ਔਰਤਾਂ ਲਈ ਮੁਫਤ ਮੈਡੀਕਲ ਚੈਕਅਪ ਅਤੇ ਸਿਹਤ ਸਿੱਖਿਆ ਕੈਂਪ

Date : 19th March, 2024
Time : 10:00 AM - 2:00 PM
Venue: Gurudwara, Ramnagar, Rajpura

Organized by Chitkara Business School, Chitkara University & Punjab Chemical and Crop Protection Limited

ਸਿਰੀ : 19 ਮਾਰਚ, 2024
ਸਮਾਂ : ਸਵੇਰੇ 10 ਵਜੇ ਤੋਂ ਦੁਪਹਿਰਾ 2 ਵਜੇ ਤੱਕ
ਸਥਾਨ : ਗੁਰਦੁਆਰਾ, ਰਾਮਨਗਰ, ਰਾਜਪੁਰਾ

ਵਧਾਵਾ ਅਯੋਜਿਤ: ਚਿਤਕਾਰਾ ਯੂਨੀਵਰਸਿਟੀ ਅਤੇ ਪੰਜਾਬ ਕੈਮੀਕਲ ਆਂਡ ਕਰੋਪ ਪ੍ਰੋਟੈਕਸ਼ਨ ਲਿਮਿਟਿਡ



Introduction



'Swasthya se Digital Saksharta tak', is a noble project initiated by Chitkara Business School in collaboration with Punjab Chemicals and Crop Protection Ltd. This initiative aims to empower rural women through creating awareness regarding health by incorporating digital technology in it. Focusing on the dual challenges of health and digital inequities prevalent in rural areas, an intensive program was run to solve the problems of health, specially focusing on the women of rural area. Three health check- up camps were organized for the rural women of the adopted villages of Chitkara University. Out of these three camps, two of them were conducted in the targeted villages while one camp was conducted at the Chitkara University campus, for the female housekeeping staff, who also come from the nearby villages of the University. These camps focused on addressing key health concerns relating to oral care, nutrition, menstruation, menopause, and post pregnancy health related issues. This initiative also gave exposure to the MBA and BBA students of the University to interact with the rural women and empathize with their health concerns. Therefore, these camps provided students with an opportunity to gain valuable insights into the health conditions and digital challenges faced by rural populations. This also helped the students in creating a sense of sensitivity and social responsibility towards upliftment of the society.

The project has successfully achieved its aim to identify knowledge gaps in the field of health, which will help in the second phase of the project to address these issues through videos using digital platforms. The initiative focuses on promoting digital literacy and health education amongst the rural women. By analyzing the project's impact, recommendations for future initiatives has been suggested for sustained improvements in women's psychological, social, and physical well-being, thereby leading to their holistic development. Enhancement of the quality of life for rural women is the ultimate goal of this project.

'Swasthya se Digital Saksharta tak'

Corporate funded CSR Project

Chitkara Business School, Chitkara University & Punjab Chemicals and Crop Protection Ltd. signed an MOU for conducting a collaborative CSR Project 'Swasthya se Digital Saksharta tak'. Both parties teamed up for designing, developing and executing Social welfare program especially women centric for increasing awareness of rural women towards their health and hygiene and empower them by means of digitalization. It also involves engagement of young college students in understanding rural/ village development related challenges.



The first phase of the project ‘Swasthya se Digital Saksharta tak’ was conducted in village Bijanpur, Derabassi on 16th March, 2024 and in village Ramnagar on 19th March 2024 and on 4th April 2024 in Chitkara University Punjab campus for housekeeping female staff. The main objective of organising this health check-up camp for the females was to create awareness among women and ensure stronger, healthier and empowered women amongst rural community. The main activities undertaken during these health check-up camps included free medical check-up by a team of doctors from Fortis, Indus and Gyan Sagar hospitals who conducted general health, dental, gynaecology check ups and distributed free medicines. During the camps MBA students of public health department imparted some crucial information and easy tips on basic hygiene & nutrition to these women and our tech-savvy BBA Digital Marketing students showed the ladies the ropes to enter exciting digital world. It was a great learning event for all the females who participated in the camps and it helped them to get a health & tech boost, which brought smiles on their faces.

Team of faculties, students from Digital Marketing, Health Management program and Admin of the Chitkara Business School, enthusiastically contributed in providing their services towards smooth conduction of the camps. The CSR project partnered with Punjab Chemicals and Crop Protection Ltd and added value to students who got exposed to the challenges of rural life and gained important lessons on social responsibility.

Objectives

The primary objectives of the ‘Swasthya se Digital Saksharta tak’ project were:

- To identify the awareness level of rural women towards healthy living and challenges faced by them.
- Spread awareness, impart education, develop digital skills which promote health among rural women & empower them.
- Provide assistance and enable accessibility by providing offline and online learning resources.
- To assess the impact of health education and digitalization.
- To recommend new project measures to the Corporate to enhance the health eco-system on the basis of impact assessment, outcomes & findings from the current project.
- To engage young college students in understanding rural development challenges and fostering a sense of social responsibility.

Research Methodology

The study was designed to assess health and digital literacy among rural women of Bijanpur and Ramnagar villages, as well as housekeeping staff at Chitkara University Punjab Campus. Data collection utilized structured questionnaires to gather information on dental hygiene, nutrition, menstruation, menopause, pregnancy, post-pregnancy issues and digital literacy alongside clinical examinations conducted during health check-up camps. The collected quantitative data was analyzed using descriptive statistics with SPSS, Stata, Excel, and EViews to identify key health concerns and gaps in digital literacy. These insights guided the creation of targeted intervention strategies, which will be used to make videos. Then these videos will be uploaded on the tablets, which will be distributed among the rural females. While collecting the responses, ethical measures were included, such as informed consent and maintaining confidentiality. The results provide valuable information for developing effective health and digital literacy improvement strategies for Phase 2 of the project.



Findings from the health survey of the rural females

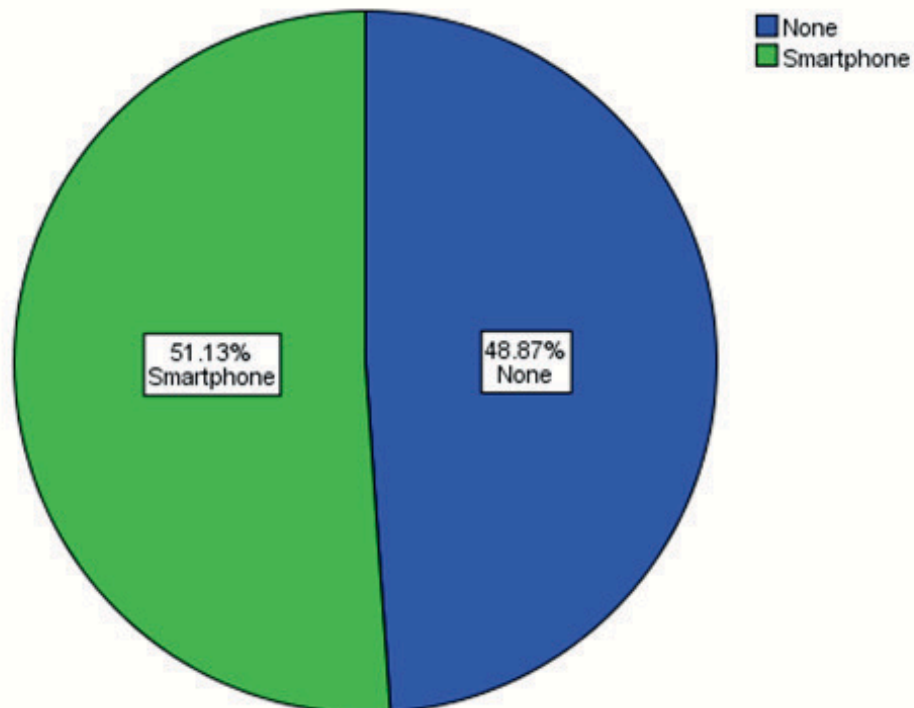
1. To find out the digital literacy awareness of the rural females in terms of the usage of internet for obtaining health related information, digital health tools used by them and their willingness to use health technologies and innovations.

- Out of the total 221 respondents 51% use smartphones, while the rest of them don't use any digital platform to access internet. 64% and 54% of the respondents falling in age group of 18-35 years and 36-54 years, respectively use more digital platforms for accessing information than other age groups.

Table No.1: Devices regularly used to access the internet

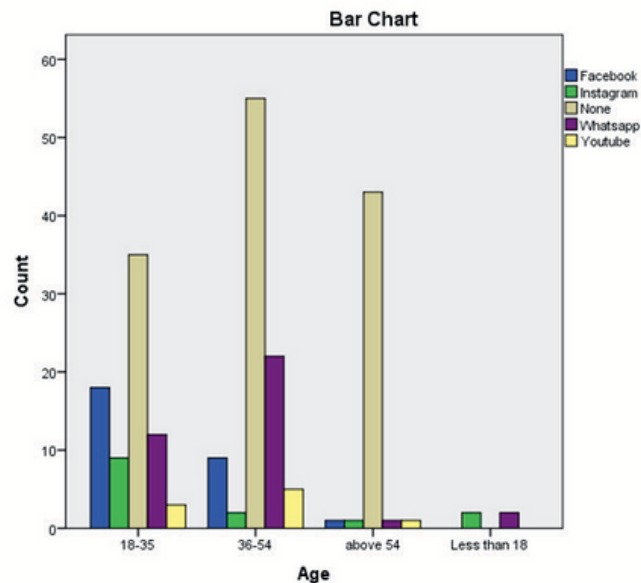
	Frequency	Percent
None	108	48.9
Valid Smartphone	113	51.1
Total	221	100.0

Figure No.1: The percentage of respondents who use smartphone as device to access internet



- Those who use online services for obtaining any health-related problems, 16.7% of the respondents use WhatsApp and 12.7% of them use Facebook as their digital platforms.

Figure No.2: The percentage of respondents using different platforms for obtaining health related problems



- 88.2% of the respondents don't use any digital health tools. Only 11.8% of them use digital health tools at home for their own use. Among these respondents, most of them use digital thermometers only for their use.
- 96.4% respondents don't use any online medical consultation services for their health-related problems.
- Out of the total respondents, 76% are the respondents that are not willing at all to try any digital platforms for obtaining any health-related information. However, rest of the 24% respondents are willing to try new digital platforms and technologies, if made available to them.

Looking up from the perspective of housekeeping staff working in the Chitkara University Punjab campus and females of Ramnagar and Bijanpur 86.4% of the housekeeping staff working in the Chitkara are not willing to try new digital platforms. Whereas, 13.6% of them are willing for it. On the other hand, 66% of females of Ramnagar and Bijanpur did not show their willingness to new digital technologies and platforms. Still, 34% of them are willing to try them.

Table No. 2: Willingness of the respondents to try new digital health technologies

	Frequency	Percent
Not willing at all	168	76.0
Valid Very willing	53	24.0
Total	221	100.0

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Figure No.3: The percentage of the respondents willing to try new digital health technologies

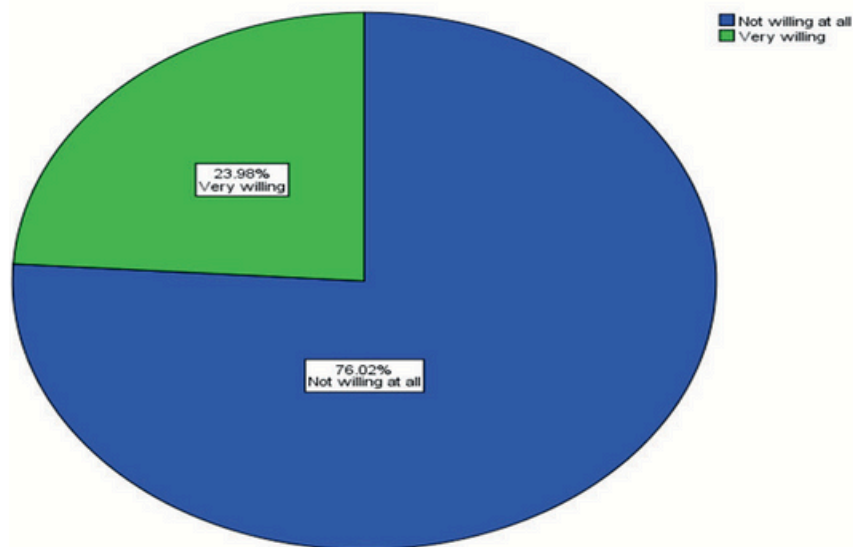
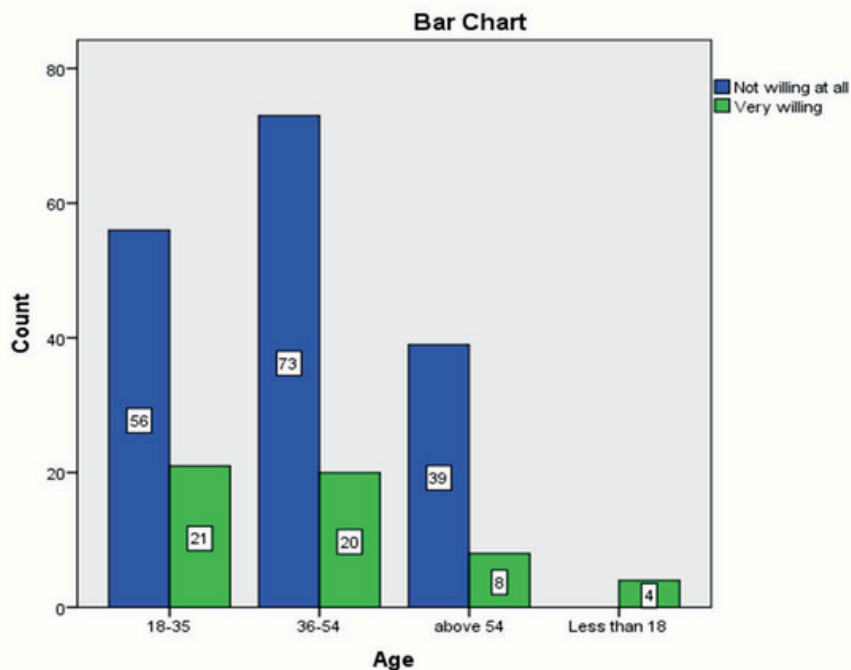


Table No.3: Willingness of the respondents to try new digital health technologies (Age- wise)

		How willing are the respondents to try new digital health technologies? (Age wise)		Total
		Not willing at all	Very willing	
Age	18-35	56	21	77
	36-54	73	20	93
	above 54	39	8	47
	Less than 18	0	4	4
Total		168	53	221

Figure No.4: Number of respondents that are willing to try new digital health technologies (Age-wise)



Key points to be addressed towards the awareness of using digital platforms for health education.

- Females should be made aware that they can use different social media platforms for obtaining health related information.
- They should be encouraged to use online medical consultation for managing their health.
- They should be educated towards the significance of using different digital platforms and digital technologies for obtaining health related information through seminars and workshops.

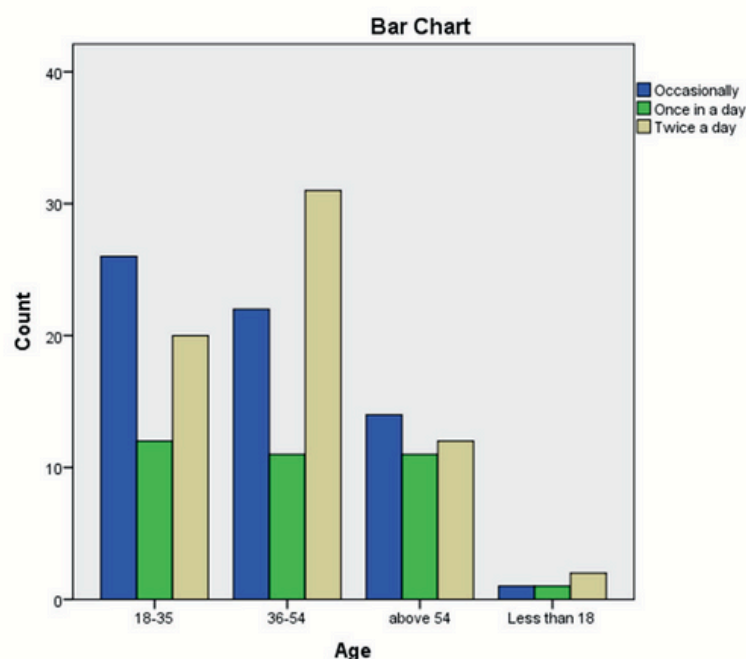
2. To find out the awareness level of rural females towards dental health and hygiene.

- Out of total 163 respondents, 60% of the females did not experience any tooth related discomforts in the past 6 months.
- 94.5% of the total respondents use brush and paste for maintaining their dental hygiene. Daatan, mouthwash and tongue scrapper were other sources which are used for maintaining the dental care.
- 64.4% of females were unable to notice any changes in the appearance and texture of their teeth and gums over the period of time whereas remaining 35.6% could notice any such change.
- Out of total respondents, 63 females which constitutes 38.7% brush their teeth occasionally while 21.5% (35 respondents) brush their teeth once in a day and 65 respondents (39.9%) brush their teeth twice a day. In the age group 18-35 years out of 58 females 26 females brush their teeth occasionally whereas if we see in age group 36-54 years out of 64 females 22 females brush their teeth occasionally and in the age group 54 and above 14 females have agreed to brush their teeth occasionally.

Table No.4: Frequency of Respondents' Daily Teeth Brushing (Age-wise)

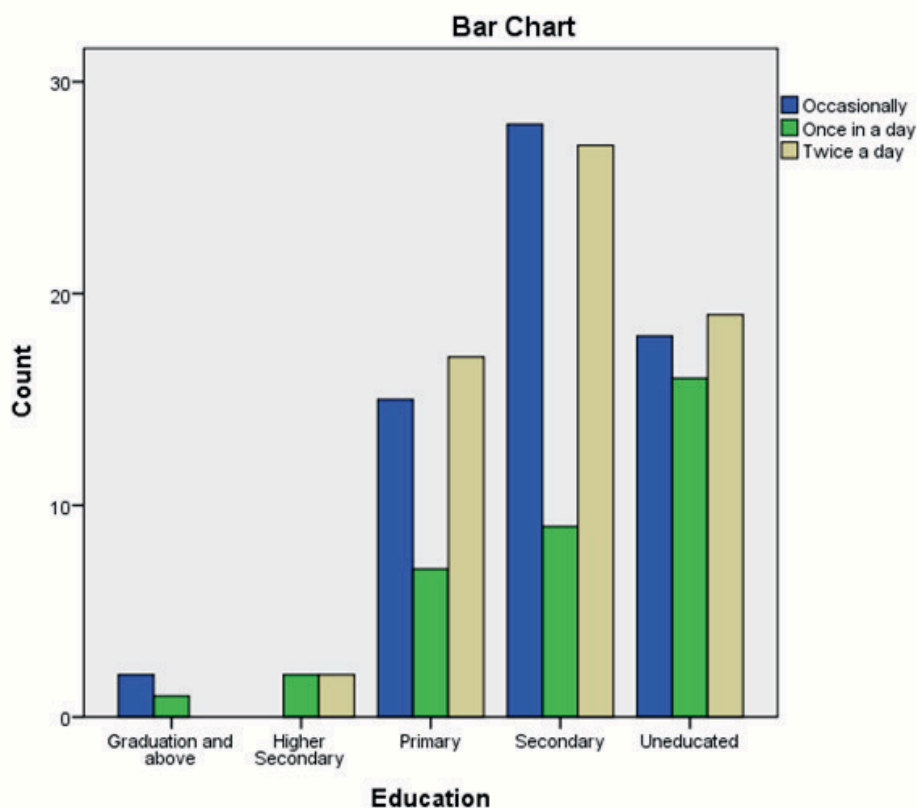
	Age	How frequently do you Brush your teeth each day?			Total
		Occasionally	Once in a day	Twice a day	
	18-35	26	12	20	58
	36-54	22	11	31	64
	above 54	14	11	12	37
	Less than 18	1	1	2	4
	Total	63	35	65	163

Figure No.5: Frequency of Respondents' Daily Teeth Brushing (Age-wise)



- If we check the frequency of brushing from the prospective of educational background the results shows that 38.5% of the females with primary education, 43.8% of the females with secondary education and 34% females who are uneducated do brushing of their teeth occasionally.

Figure No.6: Frequency of Respondents' Daily Teeth Brushing (education-wise)



- Out of 163 respondents, 91 females which is 56% were diagnosed with dental cavities and other dental problems. However, 44% females (72) were not diagnosed with dental problems. 50% of the respondent's experience sensitivity towards hot and cold drinks. 32.5% females have experienced bleeding and swelling of their gums.

Table No.5: Dental Problems among respondents

Dental Problems	Do you experience following dental problems?	
	Yes	No
Dental Cavities	91	72
Bleeding of Gums	53	110
Sensitivity of teeth	80	83

- 63.2% females (103) are not aware of the importance of regular dental checkups and cleanings whereas only 36.8% females (60) females were aware of importance of maintaining dental health.
- When the respondents were asked about their satisfaction level regarding the conditions of their teeth and gums, 48.5% females had a neutral opinion. They were neither satisfied and nor dissatisfied while 30.7% females were satisfied and 13.5% were dissatisfied with their dental conditions.
- 52% of the respondents have agreed to the fact that they have concerns regarding their health and would like to discuss their issues with dentists in health checkup camps.

Key points to be addressed towards the health education related to Dental care.

- Females should be encouraged to brush their teeth twice a day for better oral health.
- They should be educated towards regular dental checkup for good oral health.
- They should be made aware with different dental problems and suggestions should be made how to manage those dental health issues.

3. To find out the awareness of the rural females towards nutrition for better health.

- Out of 153 respondents, 49% respondents are not aware of the potential health risk associated with poor diet. Especially in age group of above 54 years 83.3% females are not aware of the health risks. 86.8% of uneducated females are unaware of the health risks, while 81% of primary educated females are aware of the health-related risk linked with poor diet.
- 88.4% of housekeeping staff working in Chitkara University Punjab campus are aware of the risks, while 79.8% of the female respondents from the rural areas of Ramnagar and Bijanpur are unaware of the health risk involved with poor diet consumption.
- The findings depict that 48% of females don't pay attention to their sugar intake. Out of these 73 females, 49 (58.3%) are the rural females of Ramnagar and Bijanpur village and 23 females (34.8%) are housekeeping staff working in Chitkara University, Punjab Campus who don't pay attention to their daily sugar intake levels. Also, 60% of uneducated females don't pay attention to their sugar intake.
- Out of 153 female respondents, 96 of them (62.7%) are not aware of their daily recommended fibre intake. In age groups, 36-54 years and above 54 years, 61% and 89% females respectively are unaware of their daily fibre intake. Also, 77.4% of the females from the rural village of Ramnagar and Bijanpur are unaware of their daily fibre intake, while; 55% of housekeeping employees of Chitkara University, Punjab Campus are aware of it. The findings also show that females who are uneducated are not aware about the recommended daily intake of fibre for a woman.

- 77% of the total respondents agreed to the fact that they don't follow any specific dietary plan. Though, 86% of them are aware of 3 meals in a day concept.
- The results also depict that 55% of the respondents do consume fruits and vegetables in their daily diet. While, 45% of them rarely consume them.
- 64% of the respondents i.e. 98 respondents rarely engage in any physical activity or exercise to stay fit.
- Out of 153 females, 120 females (78.4%) are not taking any supplements in their daily life to remain fit.
- 81 respondents (53%) drink water less than daily recommended water intake in a day.

Table No.6: Adherence of respondents to Daily life practices

Categories	How many respondents follow following things in their daily life?	
	Yes	No
Follow dietary plan	35	118
Exercise Regularly	55	98
Consume fruits and Vegetables	84	69
Aware of 3 times a meal	131	22
Take Supplements	33	120
Adequate Water Intake	72	81

Key points to be addressed for imparting knowledge of nutritious diet for good health

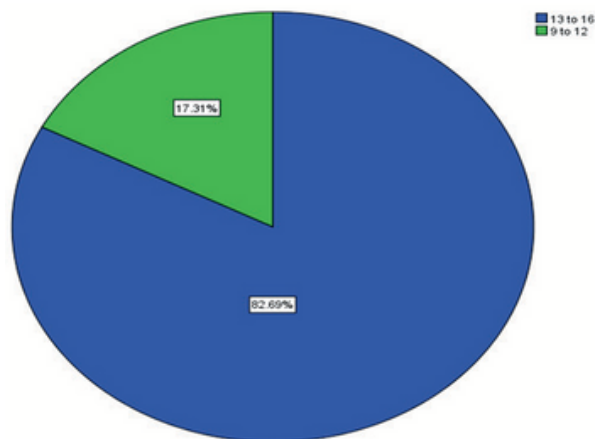
Females should be educated towards the relevance of a balanced diet and different risks associated with not following of a balanced diet on regular basis. They should be made aware with the limit of daily sugar intake, fibre requirement of our body and consumption of fruits and vegetables for a healthy body. They should be encouraged to increase their daily water intake for staying hydrated. They should be encouraged to take health supplements if required and engage themselves in various physical activities for staying healthy.



4. To find out the awareness level of rural females towards menstruation and how they are managing the menstrual hygiene and menstruation health issues.

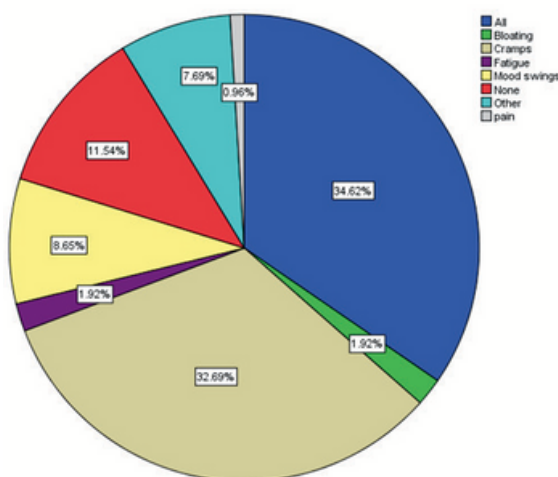
- Out of total 104 respondents, 82.7% females got knowledge about menstruation in the age of 13-16 years, while only 17.3% females got information about it in the age of 9-12 years. 82% of females got information regarding menstruation from their families and the rest of them got to know about the same from school.

Figure No.7: Age at which respondents received information about Menstruation



- Findings shows that 81% of the females feel comfortable while discussing about menstruation with others and 98% believed that menstruation is a normal process. Looking at the symptoms, around 33% of the females experienced cramps as discomfort during periods.
- Bloating, Mood swings, fatigue were the other discomforts experienced by the females during menstruation. Very few females confirmed that they felt swelling in legs, low bleeding and knee pain during periods. These discomforts were managed by the respondents with the help of rest, hot water bottle and by pain killers.

Figure No.8: Symptoms of Menstruation experienced by the respondents

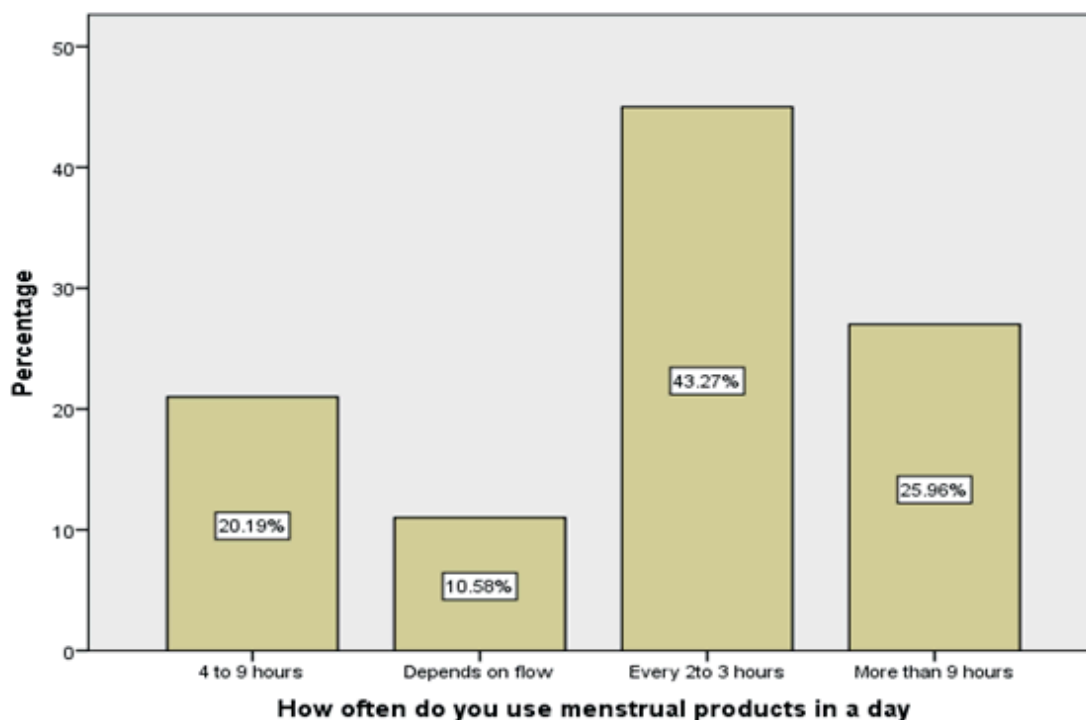


- Findings show that 84% females use sanitary napkins. However, 16% females still use cloth pads during periods. They were still not aware of tampons, menstrual cups and period panties for using in menstruation. 43% of females change their sanitary napkins in every 2 hours. However, 21% of the females use pads for 4-9 hours in a day. Still, 21% of them use sanitary napkins for more than 9 hours in a day.

Table No.7: Frequency of Menstrual product usage per day

	Frequency	Percent
4 to 9 hours	21	20.2
Depends on flow	11	10.6
Valid Every 2 to 3 hours	45	43.3
More than 9 hours	27	26.0
Total	104	100.0

Figure No.9: Frequency of Menstrual product usage per day





93.3% females use trash bins to dispose off their used menstrual products. However, 6.7% females used other options for disposing off the used menstrual products, which included dumping of pads in forest or burning of pads, etc. The results shows that 82% of the females feel that menstruation doesn't affect their daily life style and 85% of the total respondents further agreed that they have never skipped or missed their school or workplace because of menstruation. 90% of the females feel satisfied and don't experience any challenges in accessing menstrual products that are to be used during periods. It was found that 78.8% of the females don't feel any social stigma attached with the menstruation. However, 73% females agreed to the fact that they have faced some kind of discrimination due to menstruation, especially while visiting to temples or while doing Pooja and other household chores at their home.

Key points to be addressed towards menstrual health awareness:

- Females should be educated towards different menstrual products available to them for better comfort and convenience.
- They should be discouraged from using cloth pads as it is not good for hygiene and may lead to infections.
- They should also be made aware about the changing of sanitary napkins during regular intervals for better hygiene.

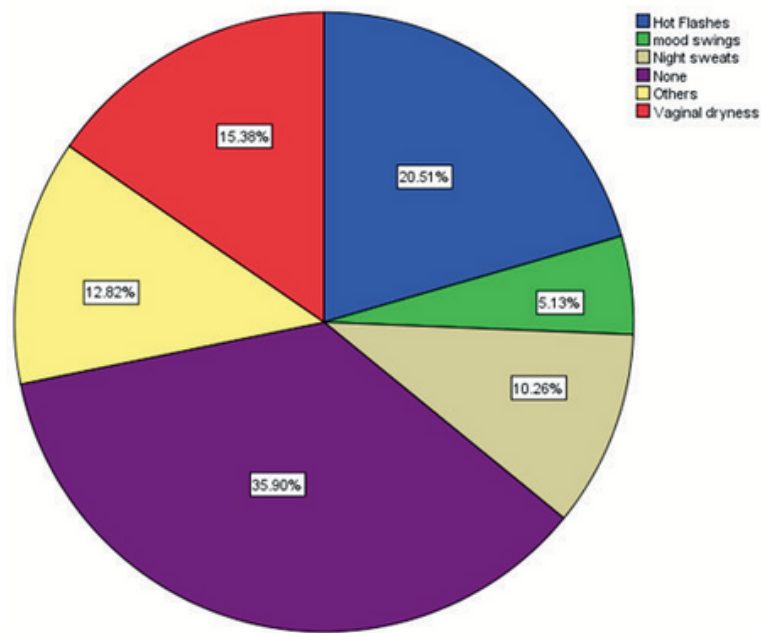
5. To find out the awareness level of rural females towards managing their post menopause issues and the support they are getting for managing those issues.

- Out of total 39 respondents, around 36% of the females do not experience any symptoms related to menopause. However, 20.5% females experience hot flashes followed by vaginal dryness which constitutes 15.4% and night sweats (10.3%) and only 5% females experienced mood swings.

Table No.8: Symptoms Experienced Associated with Menopause

	Frequency	Percent
Hot Flashes	8	20.5
Mood swings	2	5.1
Night sweats	4	10.3
Valid None	14	35.9
Others	5	12.8
Vaginal dryness	6	15.4
Total	39	100.0

Figure No.10: Symptoms Experienced Associated with Menopause



- 36% of the total females feel that they get affected by these symptoms in their daily life and remaining don't feel that there is any effect of such symptoms. The findings further suggests that 50% of employed females felt more hindrance whereas
- 70% of unemployed females agreed that there is no impact of the menopause symptoms in their daily routine.
- 69.2% of the females have shown ignorance to these symptoms and have not sought any medical treatment for managing their post menopause health issues whereas 31% of females have consulted with healthcare providers and taken medical help for managing such issues.
- 82% females felt that with the growing age it becomes more challenging for them to manage their health. The results further indicates that
- 77.5% of the total respondents still have hesitation while discussing menopause issues and its impact on their health with their health care providers
- 66.7% of the respondents have shown dissatisfaction with the support and resources provided to them for managing menopause related health issues.
- 89.7% of the respondents don't feel any societal stigma around menopause and 10.3% of the females feels embarrassed while discussing the same with others.

Key points to be addressed towards the health education related to menopause

Females should be made aware of the impact of the post menopause symptoms on their health. They should be educated for different ways by which they can manage the adverse effect of such issues. They should encourage to freely discuss any health-related issue with their health care providers for better guidance and resolving of their queries.



6. To find out the level of awareness in pregnant females of the rural areas and what are the health issues faced by them during pregnancy and how they are managing those issues.

The findings show the main source of getting pregnancy related information for them is their friends and family members. The overall experience of the females during their of the pregnancy was satisfactory in terms of physical and emotional well-being. The main pregnancy related discomforts faced by them were headaches, vomiting, lost appetite, uneasiness, dizziness and weakness. These discomforts were managed by taking medical consultation from doctors and taking required medications. The main lifestyle changes made by the females in their pregnancy are they have changed their dietary habits by avoiding junk food and increased more fruits and vegetable intake. Some of them have also stopped consuming ghee and non veg food items because of high blood pressure and weight gain issues. It was also found that the females were not aware with the dietary guidelines during pregnancy as they lack knowledge regarding proper nutritional requirement during pregnancy.

Key points to be addressed for imparting knowledge of good health during pregnancy:

- Females should be educated towards healthy and balanced eating during pregnancy for good health.
- They should be encouraged to have regular health check-ups during pregnancy and discuss all their concerns with their healthcare providers and should be made aware about the signs of pregnancy complications.

7. To find out the awareness level of females for maintaining good health post pregnancy.

The findings suggests that majority of the females don't discuss their post pregnancy care with their healthcare providers. It was also found that most of the females don't practice any post pregnancy exercises or physical activity. Females were not aware about any information related to postpartum depression and its symptoms. Around 50 percent of the females agreed to the fact that they are not adequately prepared for any physical changes that may happen post pregnancy.

Key points to be addressed for imparting knowledge of post pregnancy health of females

Females should be made aware regarding the post pregnancy diet, physical exercises and any post pregnancy complications. They should be encouraged to discuss their post pregnancy health issues with healthcare providers frequently. Counselling sessions and awareness seminars should be organised to educate them for issues like postpartum depression and physical changes that may occur post pregnancy.

Key areas to be focussed in videos and awareness programs for rural females
Digital Literacy <ul style="list-style-type: none"> • Significance of usage of digital platforms for obtaining health related information • Use of online medical consultation for managing their health.
Dental Health <ul style="list-style-type: none"> • Relevance of maintaining Dental health and brushing daily. • Suggestions should be made how to manage dental health issues like cavities and sensitivity.
Nutrition <ul style="list-style-type: none"> • Awareness towards limit of daily sugar intake, fibre requirement of our body and consumption of fruits and vegetables for a healthy body. • Focus should be towards the relevance of a balanced diet and different risks associated with not following of a balanced diet on regular basis. • Awareness towards increasing their daily water intake for staying hydrated. • Guidance towards relevance of taking health supplements and engaging themselves in various physical activities for staying healthy.
Menstruation <ul style="list-style-type: none"> • Education towards avoiding cloth pads in menstruation as it is not good for hygiene and may lead to infections. • Awareness about the changing of sanitary napkins during regular intervals for better hygiene.
Menopause <ul style="list-style-type: none"> • Education towards focussing on how to manage post menopause symptoms • Encourage them to freely discuss any health-related issue with their health care providers for better guidance and resolving of their queries.
Pregnancy health <ul style="list-style-type: none"> • Females should be educated towards healthy and balanced eating during pregnancy for good health. • Guiding the females to have regular health check-ups during pregnancy and discuss all their concerns with their healthcare providers • Awareness about the signs of pregnancy complications.
Post -pregnancy health <ul style="list-style-type: none"> • Education on the issues like postpartum depression and physical changes that may occur post pregnancy. • Significance of the post pregnancy diet, physical exercises and managing of post pregnancy complications.

Future Scope

Future research could delve deeper into many other key areas of interest, such as examining how digital technology and AI could be incorporated to impact health, further culturally adaptive digital tools can be developed keeping in mind the rural workforce of the nation and future projects can be taken up keeping the long-term effectiveness of digital literacy programs in mind. Additionally, replicating the study in different rural regions could reveal regional variations and help formulate more effective strategies for enhancing women's quality of life. Expanding this project and incorporating more villages of different parts of the country, can potentially lead to the significant improvement of the quality of life of rural women from diverse regions of the country by empowering and advancing each one of them with the digital technology.

The Team



Designed by : Anant Prakash
(BBA Digital Marketing 2021)