



NAYA JEEVAN

doctHERs

Integrating Innovative Asset Protection
Digital Financial Inclusion,
Women's Entrepreneurship &
Digital Health Service Delivery



Digital (Health + Finance): Keeping Your Workforce On The Go

Primary Care via Telemedicine - doctHERs



OUR UNIQUE APPROACH FOR EACH TARGET BENEFICIARY SEGMENT



OPTIMIZE WELLBEING

WEARABLES, STRESS REDUCTION
TECHNIQUES, ACTIVE LIFESTYLE



RETAIN & ENHANCE PERFORMANCE

LIFE/DISABILITY INSURANCE FOR
OCCUPATIONAL HAZARDS; COVERAGE
FOR PARENTS



INCENTIVIZE RETAIL PERFORMANCE

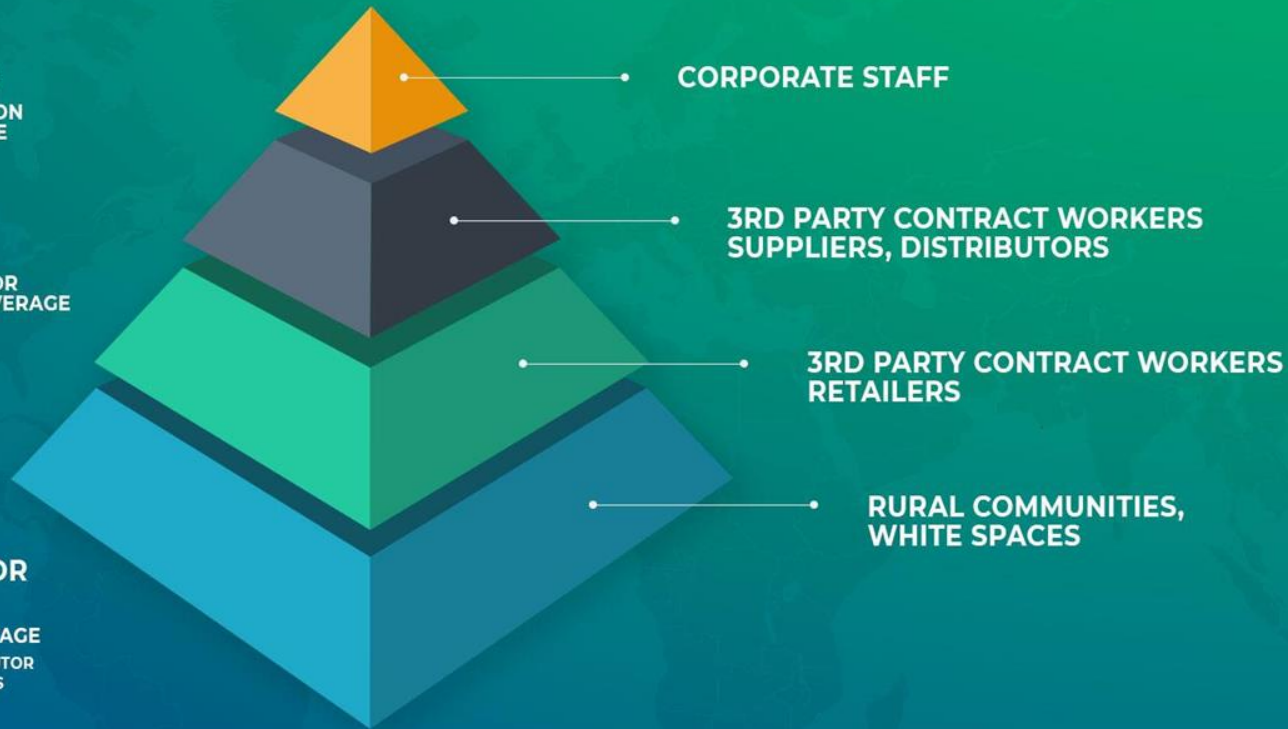
INCENT TO IMPROVE
BOTTOM LINE



DEVELOP MARKETS FOR FUTURE GROWTH

LOCK IN FIRST-MOVER ADVANTAGE

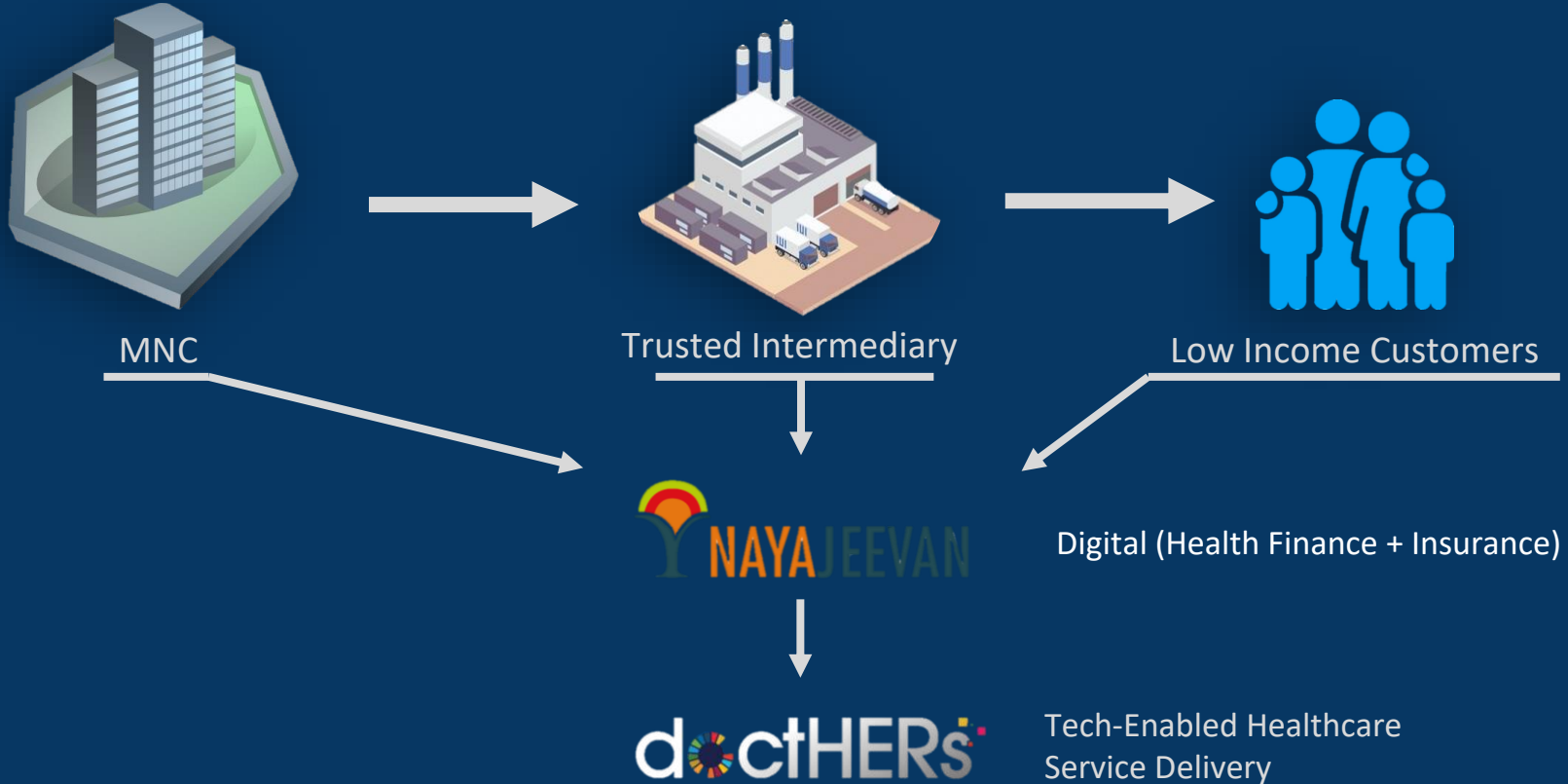
- DAAS MODEL - LEVERAGE DISTRIBUTOR
& LAST-MILE RETAIL RELATIONSHIPS





MEET THE RAMCHAND FAMILY

We Deliver Digital (Health + Finance) Services to the Informal Sector

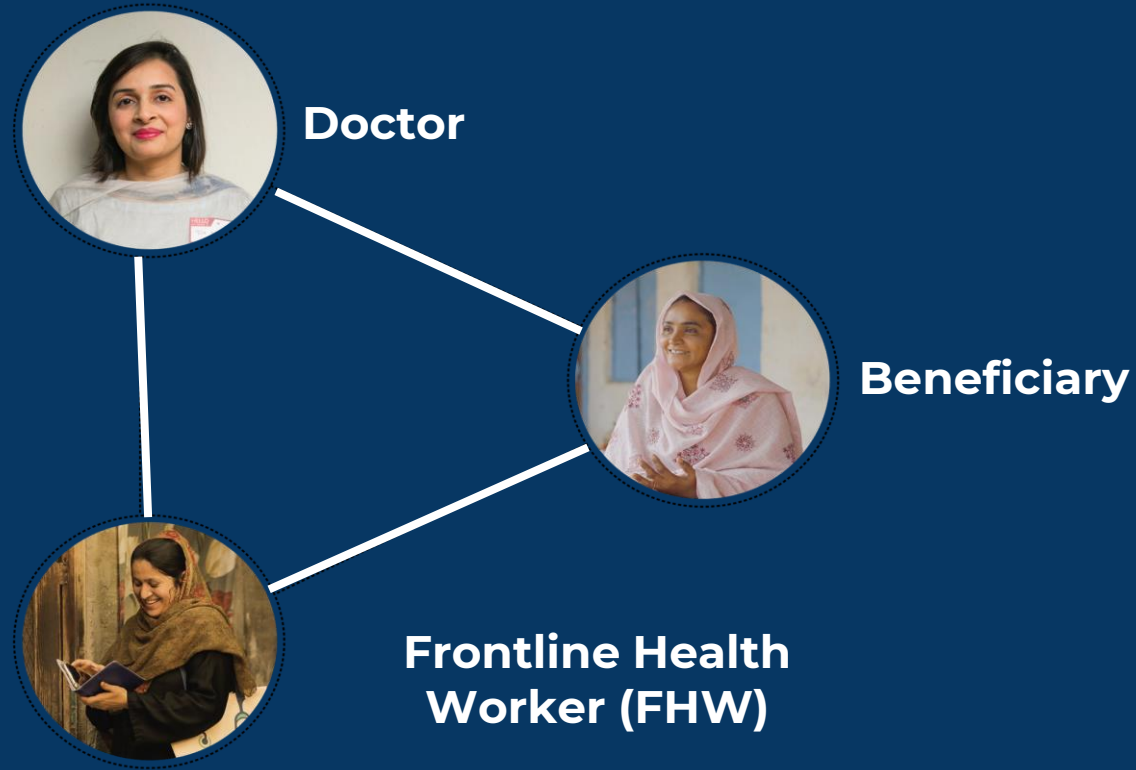


4 KEY COMPONENTS OF OUR MODEL

01. Inclusive Insurance
02. Capacity Building of Women
03. Tech-Enabled Income Generation
04. Digital Financial Inclusion



COORDINATED CARE MODEL



GUDDI BAJIS: TRUSTED INTERMEDIARIES



* to be activated in 2022

FHW-Assisted Telemedicine



and she was very weak then these health worker provided us the prescription given by the doctor and it benefited a lot

Home Health Visits Door- to-Door



PEER-GROUP SUPPORT SYSTEM



TRAINING FOR HCPs



HELP US SAVE THARI PEOPLE FROM
FORCED DISPLACEMENT



<http://www.naya-jeevan.com> <http://www.docthers.com>

MUNJHO SOHNO THAR

COVID-19

2020

Over 125 women died from suicide in Tharparkar over the past 13 months

Mental illness

Spurt in suicide rate in Pakistani desert region linked to poverty driven by climate change

Poverty driven by climate change linked to suicide spike in Pakistani desert region

Thar tops in suicide cases, moot told

OUR INTERVENTIONS - ICE

