

## Jiva Ayurveda to promote quality healthcare in rural India

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**Under BharatNet, the Department of Telecom, Government of India has embarked upon a visionary project to connect 2.5 Lakh Gram Panchayat villages with optical fiber connectivity.**



Jiva Ayurveda has partnered with Bharti Airtel under the flagship BharatNet program of the Department of Telecommunications (DoT) to make quality healthcare services available to patients in rural India.

Under the partnership, Airtel and BharatNet have already set up three Broadband Experience Centres in three villages in Uttar Pradesh viz: Ghazipur, Gorakhpur and Varanasi. Airtel has committed to partner with BharatNet in up to 30500 Gram Panchayats.

Airtel will provide 100 mbps connectivity to these Broadband Experience Centers. Through the Centers, villagers in rural settlements will get access to digital and web based services such as online health consultations, online banking and ecommerce. Airtel and BharatNet have partnered with Jiva Ayurveda for online health consultations.

Dr. Partap Chauhan, Director, Jiva Ayurveda said, "Jiva Ayurveda is a leading Ayurvedic treatment service provider company which runs the largest telemedicine centre in the world for Ayurveda. We are pleased to partner with Airtel and applaud the efforts of DoT in this breakthrough and ambitious initiative of BharatNet. Connecting the 2.5 lakh Gram Panchayats will ensure that affordable, quality healthcare becomes accessible at the complete grassroots level."

Under BharatNet, the Department of Telecom (Government of India) has embarked upon a visionary project to connect 2.5 Lakh Gram Panchayat villages with optical fiber connectivity. The project envisages the extension of optical fiber from block head quarter to the gram panchayat level. In the first phase, 1.10 lakh villages have been connected with Optical Fiber for providing seamless broadband connectivity to the rural population. The second phase of the project aims at connecting the remaining 1.4 lakh gram panchayats which is targeted to be completed by March 2019.