

स्मृति जूबिन इरानी
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सत्यमेव जयते

MESSAGE

मंत्री
महिला एवं बाल विकास
अल्पसंख्यक कार्य
भारत सरकार

Minister
Women & Child Development
Minority Affairs
Government of India

On behalf of the Ministry of Women & Child Development, Government of India, I extend my warmest congratulations to Project Prayaas for its exceptional initiative in the field of women's empowerment. It gives me great pleasure to acknowledge the outstanding work that has been undertaken by Project Prayaas, focusing on improving the health insurance accessibility for underprivileged women.

The concept of organizing health camps for marginalized women and facilitating their access to health insurance is not only innovative but also profoundly impactful. In a nation where access to healthcare is a fundamental right, it is disheartening to observe that many vulnerable individuals, particularly women from disadvantaged backgrounds, remain bereft of such privileges. Project Prayaas is, commendably, bridging this chasm by ensuring that these women receive the essential healthcare coverage necessary to maintain their well-being and productivity.

I am profoundly impressed to learn that, through the two health camps conducted thus far, Project Prayaas has touched the lives of more than 1,250 women and distributed health insurance policies with a cumulative premium value exceeding INR 2 million. The collaboration with Jana Small Finance Bank, a leading institution working closely with joint liability groups, and Star Health & Allied Insurance Company Limited, India's largest private retail health insurance provider, is a testament to the substantial impact and scalability of this initiative. Last, but not the least, having a global technology company in the payments space agree to contribute to subsequent year health insurance premiums makes this even more impactful.

I am also delighted to note that the initiative has garnered recognition from DainikEkmat newspaper. This media coverage is certain to inspire other young individuals to engage in women's empowerment. Project Prayaas is setting a compelling example for the youth of our nation to follow, and I have unwavering confidence that these efforts will significantly transform the lives of women and girls throughout India.

I would like to extend my sincere appreciation to the dedicated team at Project Prayaas for their unwavering commitment to the cause of women's empowerment and their dedication to creating a meaningful impact in the lives of underprivileged women. I am confident that this initiative will continue to achieve remarkable milestones in the future, and I eagerly anticipate witnessing the remarkable accomplishments that lie ahead.


(Smriti Zubin Irani)

