

Monday, October 24, 2016**NATIONAL PERSPECTIVE****Seminar on healthcare for the less-privileged held**

KARACHI, Oct 24 (PR): Pakistan's healthcare imitates unequal access to health facilities, inadequate allocation for health, high population growth, infant mortality, poverty and malnutrition. The students of the Public Relations and Corporate Communication, Institute of Business Management (IBM) organized an event, titled 'Healthcare for the Less-Privileged'.

The seminar was attended by CEOs, directors, managers, doctors and healthcare professionals from hospitals, pharmaceutical companies, NGOs, private and the public sector. Renowned environmentalists, nutritionists, and public figures from welfare trusts, blood banks and youth parliament were also among the guests. A large number of students, faculty and administrative staff attended the event.

The participating organisations included SIUT, Indus Hospital, Hashmanis Eye Hospital, Civil Hospital, youth parliament, Alamgir Welfare Trust, Rangoonwala Foundation, Fatimid Foundation, Red Crescent Society and others.

Rector and Executive Director, Talib Karim, EMEC, at the IoBM acknowledged the presence of health luminaries. While addressing the seminar, he explained how the IoBM contributes to education in business management and allied disciplines, including a well-established health and hospital management program.

Dr Anwar Naqvi of the

SIUT appreciated the efforts of the IoBM students for organising a purposeful event. He gave an overview on healthcare in Pakistan and the stupendous contribution made by the SIUT for this cause for the last 44 years.

Asad Gondal discussed the sustainability in providing consistent healthcare facilities to the less-privileged of the country, which goes beyond the concept of CSR and charity. He said the RB introduced their Project HOPE, which empowers women to educate the families of their areas on the proper hygiene and healthcare procedures and enable them to fight against diarrhea. Brand Manager of GSK Portfolio, Hammadullah, discussed the issues Pakistan's lower segment faces in attaining proper healthcare provision and how GSK was relentlessly working to support the poor with their health needs.

The National Media policy on Healthcare for the Less-Privileged, a significant discovery point of this entire session, was brought forward by a faculty of IoBM, Sir Parvez Jamil. This policy would enable the lower segment of the society an effective, quick, and cost-free access to qualified doctors' consultancy.

As healthcare is very expensive and not affordable to masses, the policy would allow them to receive free of charge medical consultancy through radio, newspaper, and television in the form of live shows, radio discussions, and news articles.