

Public-private partnership or PPP scheme was taken up by the Department of Health and Family Welfare, Government of West Bengal to set up upgraded facilities at the different rural hospitals. Ashok Laboratory has set up diagnostic facilities 3 hospitals.

The first such centre was set up at Sonarpur in May 2008 and from the beginning it was a success. The attendees at the health centre increased dramatically and ultrasonogram was also started. The next centers were set up at Nimpith and Mathurapur. With the help of Rotary club of Rabindra Sarobar, an ultra visit therapy lamp for newborns was also donated to Sonarpur Rural hospital, as part of corporate responsibility.

The public-private partnership is a very important step for Ashok laboratory as the policy of the government schemes to be make healthcare affordable for the semi urban and rural sector, through setting up health trust and insurances. Ashok Laboratory, through execution of PPP projects was thus able to gain confidence and garner support amongst the health department personal, which might be of advantage in subsequent days to come.