ACDC

**Ashiana Medicare & Maternity Centre**

At District Muzaffar Garh & Faisalabad , Punjab Pakistan

This is a project proposal to establish a hospital in District Faisalabad where all types of treatment will be provided on nominal cost. The patients of Paralysis will be especially benefited because of advanced medical technology.

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ACDC Organization

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**Table of Contents**

1. **Executive Summary**
2. **Project Title**
3. **Location of Project**
4. **Area Profile of Muzaffargarh&faisalabad**
5. **Objectives of the Project**
6. **Implementation Strategy of the Project**

**Executive Summary**

**District Muzaffargarh is the most important city of Punjab because of being hub of business, education and health facilities. The people of south Punjab have great interaction with the city for fulfillment of their different type of needs. Since, kot addu , Ali pur, Jatoi, muzaffargarh are not far away from here, a large number of Peoples also visit here to satisfy their needs related to education, business and health. Regarding health care facilities, the situation is not up to the mark. Health care facilities are very less to cater for the needs of local as well as outer population and there is need of the day that more and more health care facilities may be built in the city to cater overwhelming needs of the area. Keeping in view the dire need, it has been proposed to establish a state of the art hospital with all the modern health care facilities so that a large number of patients may get quality treatment on nominal expenses to enable them healthy citizens of the country. The hospital will be built in Union Council Zulfiqar abad(sultan colony) . The proposed building is situated on M,M Road, and easily approachable by the people.**

**Project Title:**

Ashiana Medicare & Maternity Centre

**Location of Project:**

**District Muzaffargarh & Faisalabad**

**Area Profile of District Multan:**

**Faisalabad City is a hub of Business in Punjab Province of Pakistan. It is located almost in the center of the province.**

**District Faisalabad is spread over an area of --------square Kilometers comprising of following 4 towns:**

1. **Iqbal Town**
2. **Layllpur Town**
3. **Jinnah Town**
4. **Madina Town**

**Faisalabad is a commercial and industrial centre, as it is connected with the rest of the country through rail and air including the other industrial hubs such as Lahore, Karachi, Gujranwala, Quetta and Multan. Industries include fertilizer, cosmetics, glass manufacturing, production and processing, large textile units, flour mills, sugar and oil mills and large-scale power generation projects. It is famous for its Cotton Market**

**Multan is an important agricultural centre. Wheat and sugarcane are the main crops grown in the district. Moreover, rice, maize, tobacco, bajra, moong, oil seed, mustard and sunflower are also grown in minor quantities in the district. Mangoes, citrus, guavas and pomegranate are the main fruits grown in the Multan district. Additionally, dates, jaman, pears, phalsa and bananas are grown in minor quantities in the district.**

**The city is also rich in minerals. These include argillaceous clay, coal, dolomite, fire clay, gypsum, limestone, silica and rock salt. Most of these are excavated for commercial activities and transported to other cities within the country. Many industrial factories are being inaugurated to handle the separation and quality control of these minerals. The minerals in the city are used in dolomite processing, fire bricks/refractories, hollow glassware, insulators/capacitors and ceramics.**

**Since Faisalabad is agriculture-based, there is also plenty of livestock still growing at a positive rate, which has led to milk processing/dairy products units, ice cream manufacturing, animal and poultry feed, dairy farms, cattle/sheep/goat fattening plants, meat/poultry processing units, leather garments manufacturing, leather footwear, cosmetics, tinned goods and pharmaceuticals.**

**The majority of Faisalabad residents speak Punjabi language. A good portion of the people are conversant in Urdu. English is understood by the educated. The majority of the people are Muslims. However, the city does have significant Sikh and Hindu communities within the district. There are still temples and Gurdwaras within the city.**

**Faisalabad has traditionally been a melting pot of several distinct ethnic groups due to its location at the intersection of all four of Pakistan's main provinces and due to its historical significance as a centre of learning and culture. As a result, Faisalabad today consists of Punjabi Saraiki, Haryanvi, Baloch, Pashtun, Sindhi, and Urdu-speaking Muhajirs who arrived at the time of independence in 1947.**

**The hospital will be established in Union Council Makkoana 229/RB Jaranwala road of District Faisalabad which is very neglected part of the district. After establishing this facility, the local people especially females and children will be greatly benefited and they will be provided quality treatment.**

**Objectives of the Project:**

**The objectives of the project are as follow:**

* **To establish a state of the art hospital**
* **To equip the hospital with latest equipment**
* **To hire medical, technical and admin staff for the hospital**
* **To provide health care facilities for indoor as well as outdoor patients**
* **To provide treatment on nominal fee for the patients**
* **To provide treatment to at least 85,000 patients annually**

**Implementation Strategy of the Project:**

1. **Procurement of Equipment and Furniture:**

**First of all, capital items of equipment and furniture will be procured. For this purpose, a procurement committee will be responsible for whole procurement. According to financial policy of Ashiana Medicare & Maternity Centre, these items will be procured on from the market on the basis of open competition.**

1. **Hiring of Staff:**

**For hiring of staff, an advertisement will be published in newspapers so that the competent staff may be identified and hired. Potential candidates will be interviewed by a professional panel.**

1. **Inauguration Ceremony:**

**An inauguration ceremony will be arranged where donor of the project and important dignities of the city will be invited and will be oriented with the project. After this ceremony, services of the hospital will be started formally.**

1. **Monitoring the Progress:**

**A committee, comprising two members of the board of Ashiana Medicare & Maternity Centre will be formed to monitor the activities and prepare progress reports on monthly basis. These reports will be shared with the donor on regular basis.**