



Rachita's 'Mediceva' from Ranchi among Top 75 Womenpreneurs

Why in News?

- On November 7, 2022, Rachita Kasliwal's startup 'Mediseva - Achhe Swasth Ka Vaada' from Ranchi, Jharkhand, has been selected by Prime Minister Narendra Modi as a better initiative in the category of Jai Vigyan and Jai Anusandhan and selected it among the top 75 womenpreneurs across the country.

Key Points

- It is noteworthy that the Government of India had taken the initiative of 'Innovation for You' on the occasion of the 75th Amrit Mahotsav of Independence, in which especially women startups were included.
- Rachita's 'Mediseva' initiative is currently benefiting five states and apart from this, more than 400 people are directly connected to employment.
- Rachita said that the idea of Mediseva came to her in view of the lack of medical treatment in rural areas during the Corona period, which is flourishing with time. The startup started in December 2020 and will now make its service available in Nepal from December 2022, moving internationally.
- Rachita said that her startup is fulfilling the availability of medical services in rural areas, under which medical centers are being prepared in remote rural areas, where people are being connected from medical consultation to specialist doctors. In the medical center, the general physician helps in the first aid of the people through the medical vital machine and if needed, the doctors of the center are connecting the villagers from technical facility to specialist doctor, which is providing better treatment facilities to the villagers.
- Mediseva has currently expanded to rural areas of Madhya Pradesh, Maharashtra, Uttar Pradesh, Odisha and Assam. In these states, 50 medical centers are providing medical services to the people of rural areas.
- Rachita says that this idea of Meditech can be adopted by a 12th pass person for his employment. For this, the person should have 10×10 space, computer, internet and other resources. After this, by contacting the institution, you will be able to complete the formalities of the franchise with Rs 5000.
- From this amount, Rs 2500 and 18% tax will be taken as franchise fee. At the same time, the remaining Rs 1500 will be made available in the wallet of the operator of the center, so that the person can meet the initial consultancy fee. Apart from this, other facilities of the medical center will be made available on the lines of Mediseva.
- Rachita's idea of creating employment at the lowest cost has given it a place in the country's women's entrepreneurship.
- Rachita has been the winner of Mediseva - Global Entrepreneur Summit 2022, Global Hackathon 2022, Heart Pitch Competition 2022, Tycon Business Pitch Competition 2022. Apart from this, she has received seed funding of Rs 35 lakh under the Startup India scheme and Rs 1.15 crore from horsetable shows.

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