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GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS



3 GOOD HEALTH AND WELL-BEING

SUSTAINABLE DEVELOPMENT GOALS

International Men's Day – 2026

GAIN MORE KNOWLEDGE
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PRESIDENCY UNIVERSITY

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EVENT REPORT

International Men's Day – 2026

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1. About Event

The Institutional Social Responsibility (ISR) Cell, Presidency University, organised an **Ayushman Card Distribution Drive** on the occasion of **International Men's Day on 19 November 2026** at Presidency University, Bengaluru.

The initiative was organised to mark International Men's Day by promoting healthcare awareness and facilitating access to healthcare benefits through the Ayushman Bharat scheme. The programme aimed to support eligible beneficiaries by facilitating the distribution of Ayushman health cards, which provide access to healthcare benefits under the scheme.

The initiative reflects the University's commitment to promoting community welfare, healthcare accessibility and social responsibility through meaningful outreach activities.

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2. Event Details

- **Title:** International Men's Day – Ayushman Card Distribution Drive
- **Date:** 19 November 2026
- **Venue:** Presidency University, Bengaluru
- **Organised by:** Institutional Social Responsibility (ISR) Cell, Presidency University

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3. Objectives

The programme was organised with the following objectives:

- To commemorate International Men's Day through a community-oriented healthcare initiative.
- To promote awareness about accessible and affordable healthcare services.
- To facilitate the distribution of Ayushman health cards to eligible beneficiaries.
- To create awareness about the healthcare benefits available under the Ayushman Bharat scheme.
- To encourage individuals to utilise government-supported healthcare services.
- To strengthen the University's commitment towards community welfare and social responsibility.
- To promote inclusive access to healthcare facilities and benefits.

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4. Event Proceedings

The Ayushman Card Distribution Drive was organised at Presidency University as part of the International Men's Day observance on 19 November 2026.

The programme focused on facilitating access to healthcare benefits through the distribution of Ayushman health cards to eligible beneficiaries. The initiative highlighted the importance of healthcare accessibility and the role of awareness in ensuring that individuals can benefit from government-supported healthcare schemes.

The event was documented through photography and videography to capture the proceedings and the participation of beneficiaries. A dedicated group photograph was also arranged as part of the event documentation.

The programme was further documented through a short video reel highlighting the initiative and its significance in promoting healthcare awareness and community welfare.

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5. Outcomes & Impact

- Commemorated International Men's Day through a healthcare-focused social responsibility initiative.
- Facilitated access to Ayushman health cards for eligible beneficiaries.
- Promoted awareness about healthcare benefits available under the Ayushman Bharat scheme.
- Highlighted the importance of accessible healthcare services and government-supported welfare initiatives.
- Strengthened the University's efforts towards community engagement and social responsibility.
- Created digital documentation of the initiative for institutional communication and outreach.

Institutional Social Responsibility

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6. SDG Alignment

The initiative aligns with the following United Nations Sustainable Development Goals (SDGs):

- **SDG 1 – No Poverty:** Contributing to financial protection for economically vulnerable families by facilitating access to healthcare benefits and reducing the financial burden of medical and hospitalisation expenses.
- **SDG 3 – Good Health and Well-being:** Promoting healthcare accessibility and awareness by facilitating access to healthcare benefits under the Ayushman Bharat scheme.
- **SDG 10 – Reduced Inequalities:** Supporting equitable access to healthcare benefits for eligible beneficiaries, particularly those from economically disadvantaged communities.

- **SDG 17 – Partnerships for the Goals:** Supporting the reach of government-supported healthcare initiatives through institutional outreach and community engagement.

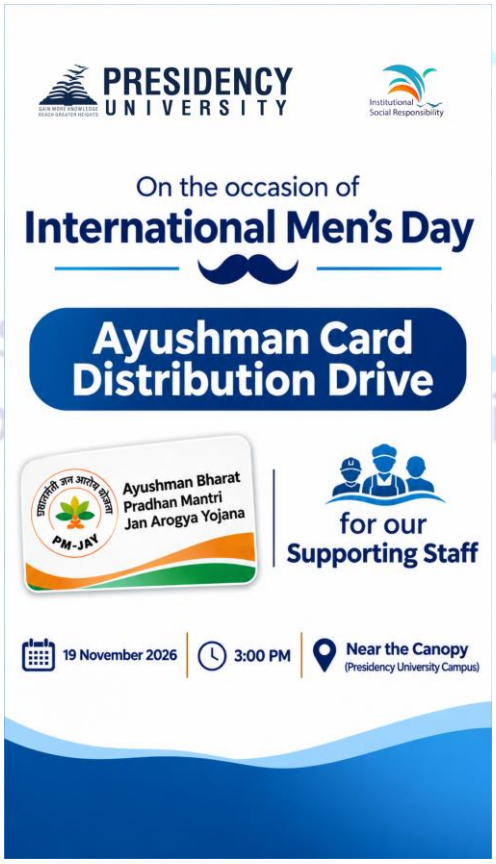
7. Conclusion

The International Men's Day – Ayushman Card Distribution Drive marked the occasion through a meaningful initiative focused on healthcare awareness and accessibility.

By facilitating access to Ayushman health cards and highlighting the benefits of government-supported healthcare schemes, the programme reinforced the importance of inclusive healthcare and community welfare.

The initiative reflects Presidency University's continued commitment to Institutional Social Responsibility, community engagement and sustainable development through activities that contribute to the well-being of society.

Poster



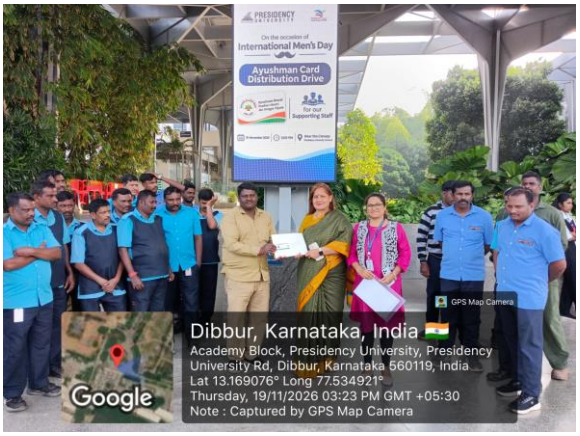
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Event Pictures





Media Coverage

VK ವಿಜಯ ಕರ್ನಾಟಕ e-paper



ಅಂತಾರಾಷ್ಟ್ರೀಯ ಪುರುಷರ ದಿನದ ಪ್ರಯುಕ್ತ ಪ್ರೆಸಿಡೆನ್ಸಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಐಎಸ್‌ಆರ್ (ಇನ್‌ಸ್ಟಿಟ್ಯೂಷನಲ್ ಸೋಷಿಯಲ್ ರೆಸ್ಪಾನ್ಸಿಬಲಿಟಿ) ಘಟಕವು 68 ಸಹಾಯಕ ಸಿಬ್ಬಂದಿಗೆ ಆಯುಷ್ಮಾನ್ ಭಾರತ್ ಆರೋಗ್ಯ ಪತ್ರ ವಿತರಿಸಿತು. ಹೌಸ್‌ಕೀಪಿಂಗ್ ಸಿಬ್ಬಂದಿ, ತೋಟಗಾರರು ಹಾಗೂ ಬಸ್ ಚಾಲಕರು ಈ ಸೌಲಭ್ಯ ಪಡೆದರು. ಐಎಸ್‌ಆರ್ ಘಟಕದ ಮುಖ್ಯಸ್ಥೆ ವನಿತಾ, ವಿದ್ಯಾರ್ಥಿ ವ್ಯವಹಾರಗಳ ವಿಭಾಗದ ಡೀನ್ ಡಾ.ಅನುಸುಖದೇವ್ ಉಪಸ್ಥಿತರಿದ್ದರು.