

Consumer Online Foundation

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Aim

- To promote traditional healthcare options in the country
- To promote preventive and promotion of healthcare to keep healthy citizens healthy. It was to empower patients to make informed choices based on well documents credible information on safety, efficacy and quality of Traditional Medicines.

Action plan

- We are planning to develop a Strategy to build the trust amongst the Patients to encourage use of Traditional Medicines and publish documents to be made available in several languages based on a robust communication plan. The key activities will be build consensus amongst all stakeholders on the Marketing and Communication Strategy to reach out to the citizens globally on the various forms of Traditional Healthcare available in India through the virtual world by use of Information Technology and Social Media.

Budget

1. Creating a Website (Portal) and promoting through the Social Media to increase the reach. The grant will be used for 6 months to launch the Portal.

Collaborations

We shall call at least One IAPO Member organisation from all the WHO Regions to collaborate but yet to contact any at this point of time.

We are already in Collaboration with Banaras Hindu University, Quality Council of India, Federation of Indian Chamber of Commerce and Industry and Patient Safety & Access Initiative of India Foundation.



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How to find us



Website: www.jagograhakjago.com



Facebook: [jagograhakjago1983](https://www.facebook.com/jagograhakjago1983)



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