

INDIAN MEDICAL ASSOCIATION (HQs.)



(Registered under the Societies Act XXI of 1860)

Mutually Affiliated with the British & Nepal Medical Associations

I.M.A. House, Indraprastha Marg, New Delhi-110 002

Telephones : +91-11-2337 0009 (10 lines), 2337 8680, 2337 8053, 2337 0352

Fax : +91-11-23379470, 23370375, 23379178

Website: www.ima-india.org ; Email: hsg@ima-india.org

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Padma Shri Awardee
(M): 9847062019
Email: dramp2014@gmail.com
Skype @ dramp2014

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Padma Shri, National Science Communication &
Dr B C Roy National Awardee
(M): 9811090206
Email: hsgima@gmail.com
Skype @ drkkaggarwal
Apple Facetime @ +919811090206

IMA/HSG/B-12

April 1, 2015

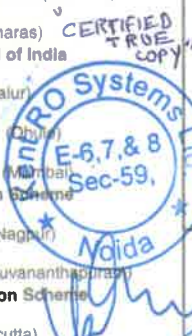
MEMORANDUM OF UNDERSTANDING

The following MoU has been signed between Indian Medical Association and Kent RO Systems Ltd. on first day of April 2015.

1. Kent RO Systems Ltd. has offered to work with IMA under Swachh Bharat Swasth Bharat Programme of IMA as IMA Kent Initiative for safe water consumption with an aim to reduce the burden of diarrheal deaths in the country.
2. Before signing the MOU and accepting their proposal, IMA evaluated Kent's RO+UV Water Purifier. Based on the available literature, and IMA found that their purified water not only removes bacteria, viruses but also dissolved impurities.
3. Based on the above observations, IMA decided to work with Kent RO Systems Ltd. Under the 'IMA Kent Initiative', both organisations will jointly create awareness for water hygiene and prevention of diarrheal deaths.
4. In Public interest, Kent RO Systems Ltd. will spread the following message through their advertisements: "Safe Water Prevents Water Born Diseases (Indian Medical Association along with IMA Swachh Bharat Swasth Bharat Logo)"
5. The IMA Kent Initiative can be quoted by Kent RO Systems Ltd. in their other publications and awareness activities.
6. IMA and Kent RO Systems Ltd. will come out with periodic public display 'Safe Drinking Water Initiative Posters'
7. IMA will also inform all the members regarding this initiative by emails, sms and newsletters.
8. IMA Kent initiative will also take up joint community water hygiene projects.
9. IMA Kent Initiative campaign will last till September 2017.

Authorized Signatory
For
Indian Medical Association

Authorized Signatory
For
Kent RO Systems Ltd.



e-connect with Team IMA

Video Conferencing: I.P. Address: 59.177.181.174-PI.get in touch with Team IMA office for pre-scheduling and technical assistance.

www.gotomeeting.com: Please get in touch with Team IMA office for pre-scheduling, technical assistance and implementation.

IMA Rare Blood Group Online Blood Bank Directory

www.ima-india.org/rare

IMA Online Sentinel Events Reporting Initiative

www.ima-india.org/sentinel

IMA Online TB Notification Initiative

www.ima-india.org/tbnotify

All communications intended for headquarters office should be addressed to the Honorary Secretary General