



Heart Care Foundation of India's (HCFI) annual flagship event – the MTNL Perfect Health Mela to focus on ways to wellness, health awareness, and roots of ancient Indian medicine, among other things

The theme for this year's Perfect Health Mela will be 'Digital Health', encompassing improving healthcare through technology

New Delhi, 02 August 2017: HCFI, a leading national non-profit organization, committed to making India a healthier and disease-free nation, today announced the theme and details of its flagship event, the MTNL Perfect Health Mela 2017. The Mela will be organized from October 4-8, 2017 at the Talkatora Indoor Stadium, New Delhi jointly with the Health and Family Welfare Dept. NCT Delhi, MTNL, NDMC, and other central and Delhi state government departments. The Indian Medical Association will be the knowledge partner for the event.

The Perfect Health Mela is an annual event curated to spread mass health awareness using entertainment as a medium. The theme this year is **"Digital Health"** and will focus on ways to wellness, health awareness, roots of ancient Indian medicine, wellness through music, dancing and health, and saving the girl child, among other things.

Speaking about the Mela **Padma Shri Awardee Dr KK Aggarwal, President HCFI & National President IMA** said, "The theme for this year's Perfect Health Mela is in alignment with PM Modi's idea of a digital India. It will lay emphasis on 'digital health' which is an umbrella term covering the convergence of digital and genomic revolutions. Digital health encompasses using technology to empower people in tracking, managing, and improving their own health and that of their near and dear ones. This will in turn help them live better and more productive lives, and bring about improvements in the societal health at large."

Started in 1993, the Perfect Health Mela caters to people from all age groups and all walks of life. It showcases activities across categories such as health education seminars, check-ups, entertainment programs, lifestyle exhibitions, lectures, workshops, and competitions. The Mela is attended by over 200 organizations each year including those from the state and central government, PSUs, and leading corporates.

Dr RN Tandon – Honorary Secretary General IMA, said, "The IMA wholeheartedly supports any initiative that lays emphasis on the betterment of society's health and creates awareness on health issues. The Perfect Health Mela is one such event organized every year and the IMA is proud to be the knowledge partner for this event."

Among the various events being organized this year are the Harmony & Ecofest National inter-school competitions, Youth Rock Band/Orchestra Festival, Divya Jyoti Medical Masti Youth

Festival, All Pathy Conference, All Religious Conference, and Nukkad Natak. Free medical check-ups will be provided to all visitors.

Adding further, **Mr A K Sareen, Deputy General Manager Marketing MTNL Corporate Office**, said, "With India going the digital way, the theme for the Perfect Health Mela is only too apt. As with every year, this year too we are happy to be sponsoring this event, which will help people know and take advantage of various health care programmes."

Dr P K Sharma, MOH, NDMC & the civic partner of the year's Perfect Health Mela in a statement added, "We laud the Heart Care Foundation of India for this initiative and for continuing to organize this even year after year. We will extend our complete support towards making the event a success".

For more information about the event, please visit www.perfecthealthmela.com/ <http://www.heartcarefoundation.org/> Entry to the Mela is free for all.

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About Heart Care Foundation of India

Initiated in 1986, the Heart Care Foundation of India is a leading National NGO working in the field of creating mass health awareness among people from all walks of life and providing solutions for India's everyday healthcare needs. The NGO uses consumer-based entertainment modules to impart health education and increase awareness amongst people. A leading example of this is the Perfect Health Mela; an annual event started in 1993 that is attended by over 2-3 lakh people each year. The Mela showcases activities across categories such as health education seminars and check-ups, entertainment programs, lifestyle exhibitions, lectures, workshops, and competitions. In addition to this, the NGO conducts programs and camps to train people on the technique of hands only CPR through its CPR 10 mantra for revival after a sudden cardiac arrest. They currently hold three Limca Book of World Records for the maximum number of people trained in hands-only CPR in one go. Keeping Article 21 of the Indian Constitution in mind, which guarantees a person Right to Life, Heart Care Foundation of India has also recently initiated a project called the Sameer Malik Heart Care Foundation Fund to ensure that no one dies of a heart disease just because they cannot afford treatment.

For more information, please contact

Heart Care Foundation of India

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