Press Release

HCFI to create health awareness during the upcoming festive season through their annual flagship event – the MTNL Perfect Health Mela

Delhites will get their health dose the fun way by participating in various cultural events and health activities, which will be hosted during the five-day celebrations

Prevention of illnesses such as swine flu, dengue and encephalitis to be focus

New Delhi, August 31, 2017: Heart Care Foundation of India (HCFI), a leading national non-profit organization committed to making India a healthier and disease-free nation is all set to open the doors to its annual flagship event – the MTNL Perfect Health Mela. 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.

A confluence of tradition and modernity, the main aim of the Perfect Health Mela is to create mass awareness about all aspects of health; using a consumer-driven model as the medium. In it’s 24th edition, the event will focus on the concept of Digital Health. The event will also aim at raising mass level preventive health awareness about diseases such as swine flu, dengue and encephalitis. Some of its key activities will include health check up camps, entertainment programs, lifestyle exhibitions, workshops, and competitions.

Addressing a press conference, Padma Shri Awardee Dr. KK Aggarwal, President HCFI & National President IMA said, “Our main motive behind organizing the MTNL Perfect Health Mela is to educate people about numerous easy ways by which they can prevent themselves from contracting common lifestyle and environmental diseases using entertainment as a medium. We live in the digital age and must recognize the importance of using digital mediums to spread mass level health awareness. This year we will conduct daily live webcasts; Facebook Live sessions aimed at communicating health messages nationally and offer telemedicine facilities at the Perfect Health Mela. We thank all our partners for supporting us for 25 years now.”

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.”
Adding further, Mr A K Sareen, Deputy General Manager Marketing MTNL Corporate Office, said, “I congratulate Heart Care Foundation of India for keeping up the healthy legacy. With India going the digital way, the theme for the Perfect Health Mela is very relevant. This event approaches society as a whole and this is what makes it such a huge success. We are happy to be the title sponsor of this event and urge everyone to come visit and participate in its activities.”

Dr R N Singh CMO, NDMC said. “We wholeheartedly support Heart Care Foundation of India’s out-of-the-box initiative to reinstate the value of preventive health measures. We encourage everyone to come and attend the event for all the health related queries solved in an easy way. The Perfect Health Mela is in line with our aim of making India a healthy and a disease-free country”.

For more information about the event, please visit www.perfecthealthmela.com. 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 disease prevention and management. The NGO uses consumer based entertainment modules to impart health education and increase awareness about preventive health 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. We 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 also successfully runs 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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