HCFI ready to open its gates to the 24th Perfect Health Mela

- The Mela will be inaugurated by the Hon’ble Chief Minister of Delhi Shri Arvind Kejriwal
- The event will be an amalgamation of knowledge, awareness, and fun as also an opportunity to network and gain information on preventive health

New Delhi, 03 October 2017: The festive season has brought with it a plethora of events taking place around the city. In what can be called an event that is a mix of knowledge, awareness, and fun, the HCFI is all set to open the gates to the 24th edition of the MTNL Perfect Health Mela (PHM). The PHM is a flagship event organized every year by the HCFI, a leading national non-profit organization, committed to making India a healthier and disease-free nation. With “Digital Health” as the theme this year, the Mela will be on from 4th to 8th October 2017 at the Talkatora Stadium, New Delhi. The event is jointly organized by the Health and Family Welfare Dept. NCT Delhi, MTNL, NDMC, and other central and Delhi state government departments. The Indian Medical Association (IMA) will be the knowledge partner for the event.

The first PHM was held in 1993. It was earmarked by the Government of India through the release of a National Postal Commemorative stamp. The Mela this year is a precursor to the event’s silver jubilee celebrations to be held in 2018. The event will see a mélange of entertainment activities, lifestyle exhibitions, competitions, workshops, health education camps, and check-ups. PHM is based on the concept of creating mass awareness about preventive health measures using a consumer-driven model as the base.

Speaking about this, Padma Shri Awardee Dr K K Aggarwal, National President Indian Medical Association (IMA) and President Heart Care Foundation of India (HCFI) and Dr RN Tandon – Honorary Secretary General IMA in a joint statement, said, “The PHM is a perfect mix of awareness, knowledge, and fun. We are pleased to have the Hon’ble Chief Minister of Delhi Shri Arvind Kejriwal inaugurate the Mela which is expected to see a huge footfall like every year. There are activities for everyone ranging from inter-school and college competitions in the field of music, art, creative writing, sports, and dance; to lifestyle oriented workshops on topics such as safe water, air and earth; lectures, live health checkup camps, and entertainment programmes. We will also have experts at the Mela who will shortlist heart patients or children with congenital heart defects for free screening, consultation, and financial assistance through the Sameer Malik Heart Care Foundation Fund, an initiative by the NGO to ensure that no person dies of heart disease because they cannot otherwise afford treatment.”

While there are many highlights in the Mela this year, some special ones include: Harmony & Ecofest National inter-school competitions, Youth Rock Band/Orchestra Festival, Divya Jyoti Medical Masti Youth Festival, All Pathy Conference, All Religious Conference, Nukkad Natak, live webcast with prominent doctors, and a 3-day workshop on Health Food for a Healthy Heart by food expert
Ms Geeta Anand. PHM will also offer the unique opportunity to network with over 200 organizations including those from the state and central government, PSUs, and leading corporates. 

Adding further, **Dr Aggarwal**, said, “The HCFI also released talismans for a healthy life called the Health Sutras in September during a press conference preceding the PHM. These aim at educating the masses about what steps to take for preventive health. We are sure that this year too, the PHM will be an enlightening and entertaining event, for one and all. We encourage everyone to attend it in large numbers and make the best of everything available.”

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 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**

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