Hon’ble Chief Minister of Delhi Shri Arvind Kejriwal inaugurates Heart Care Foundation of India (HCFI)’s annual flagship event – the MTNL Perfect Health Mela

The Mela will be organised from 4th to 8th October 2017 at the Talkatora Indoor Stadium, New Delhi
The inaugural saw a magnificent play by artists from the National School of Drama

New Delhi, 04 October 2017: Heart Care Foundation of India (HCFI), a leading national non-profit organization committed to making India a healthier and disease-free nation flagged off its annual flagship event – the MTNL Perfect Health Mela (PHM) today. The 24th edition of the Mela being held this year will be a precursor leading up to its silver jubilee celebrations starting the next year. The PHM is being held from 4th to 8th October 2017 from 8 am to 8 pm at the Talkatora Stadium, New Delhi.

Inaugurating the event was none other than the Hon’ble Chief Minister of Delhi, Shri Arvind Kejriwal. Shri Satyendar Jain – Hon’ble Minister of Health & Family Welfare, Govt. of NCT of Delhi was the Chief Guest.

Other dignitaries present included Sh. Shantmanu Development Commissioner Handlooms & Handicrafts Govt. of India, Sh. S Y Quraishi Former Election Commissioner of India, Sh. Ashok Chakardhar Padamashri Awardee, Smt. Chanchal Yadav, Secretary, NDMC, Smt. Bharti Shivaji Mohiniattam Exponent, Guru Jitendra Maharaj, Kathak Exponent, Dr Sandhya Purecha, Bharatnatyam Exponent, Smt. Rajana Gauhar, Oddissi Exponent & Smt. Pinki Jangra, Boxer.

The PHM is a mass health awareness module attracting over 2 to 3 lakh visitors every year. In its 24th edition, the event is being organized in association the NDMC, MCD and IMA (knowledge partner for the event). MTNL is the title sponsor. Started in 1993, the MTNL Perfect Health Mela is a confluence of tradition and modernity and has over the past 25 years been successful in creating mass awareness about important aspects of health using a consumer-driven model as the medium. Some of the primary features of this event include health check-up camps, entertainment programmes, lifestyle exhibitions, workshops, and competitions.

Addressing the gathering, Hon’ble Chief Minister of Delhi, Shri Arvind Kejriwal, said, “Prevention is better than cure and this event is a perfect platform to reinforce this. The Delhi government has been working towards making Delhi a clean and green city, and its citizens free of diseases. The Perfect Health Mela will help in supplementing our efforts through the various activities that are being organized over the course of the event. It is indeed a laudable effort by the HCFI and other organizers who have been working every year to make this event more innovative and knowledgeable. The theme this year is also in perfect alignment with making preventive health a priority for all. I congratulate the HCFI and wish the Mela all success.”
There was a performance by Ayush artists in association with CCRYN, which focused on parasympathetic lifestyle as a path to wellness.

Speaking on the occasion, Shri Satyendar Jain – Hon’ble Minister of Health & Family Welfare, Govt. of NCT of Delhi said, "It is heartening and encouraging to see the work being done by HCFI towards preventive health education in the country. Apart from keeping one's surroundings clean, it is also important to live a balanced life. This means being active, eating healthy, and getting timely check-ups. All this is often underestimated, and as a result, there has been a rise in the incidence of non-communicable diseases in the country today. This Mela is the perfect platform to create awareness on all these aspects. The best part of this event is that it is open for all, and caters to people of all age groups. I congratulate the HCFI and others on their efforts."

Among other things, the Mela will focus on generating oxygen through indoor plants, promoting fast food (easy to eat and quick items like fruits and vegetables) as opposed to traditional fried fast food items, learning to create noise and pollution free environments, importance of doctor-patient relationship, eliminating refined carbs, and misuse of antibiotics.

Adding further, Padma Shri Dr K K Aggarwal, National President Indian Medical Association (IMA) and President Heart Care Foundation of India (HCFI), said, "The PHM is in its 24th year this time. The last few years have seen the event covering varied issues with the aim of creating awareness and ensuring health for one and all. This year will be different only in terms of newer events and more focused efforts with all the activities being organized. There will be consultations through live web casts with prominent doctors, workshops, free health check-up camps, and involvement of the youth through various competitions. We are happy to have the Hon’ble Chief Minister of Delhi, Shri Arvind Kejriwal inaugurating the event as also the other dignitaries present here. Basic preventive health education must start from the early years itself. I urge one and all to come and become a part of this five-day event and make the best out of it."

Day one of the event also saw many events such as Harmony and Eco-fest school festival and Anmol (celebrating children with different abilities). The large gathering on the first day itself is proof the popularity of the Mela among the young and old alike.

Padma Bhushan awardee, Shri Raja Radha Reddy, opined, "I am happy to see that the Mela is also using dance as a medium to create awareness on health. Dance is an expressive and powerful medium and I am sure it will be interesting for both students and the general public. In today’s age, it is important to accord utmost priority to one’s health failing which we can become prone to many lifestyle conditions. I am happy to be a part of this event and congratulate the organizers."

Adding further, Shri P K Purwar, CMD, MTNL, said, “We must embrace the digital era to raise mass health awareness. The mela will be a complete WiFi zone and will be web cast live to those who cannot attend the event due to geographical boundaries. We are happy to be the title sponsor this year too and will continue to extend our support in the years to come. I congratulate HCFI for its efforts.”
Speaking on the occasion, Dr P K Sharma MOH NDMC said that PHM offers the unique opportunity to network with over 200 organizations including those from the state and central government, PSUs, and leading corporates.

Financial and technical assistance will be provided by the Sameer Malik Heart Care Foundation Fund for heart patients who cannot afford treatment.

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.

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