The 24th HCFI MTNL Perfect Health Mela concludes with stellar performances and successful mass health awareness initiatives

New Delhi, 08 October 2017: Heart Care Foundation of India (HCFI), a leading national non-profit organization committed to making India a healthier and disease-free nation concluded its annual flagship event – the 24th MTNL Perfect Health Mela today. The five-day event was organized jointly with the Health and Family Welfare Dept. NCT Delhi, MTNL, NDMC, and other central and Delhi state government departments. The IMA was the knowledge partner for the event. The theme for this year’s event was ‘Digital Health’, a concept which talks about how technology can help in preventive health and creating mass health awareness. Experts at the Mela deliberated and debated on strategies for preventive health and health management.

The Health Mela is a confluence of tradition and modernity and has successfully since the past two and a half decades been working towards creating mass awareness on all aspects of health; using a consumer-driven model as the medium. It began with much fanfare and a grand inauguration by the Hon’ble Chief Minister of Delhi, Shri Arvind Kejriwal on the 4th of October 2017.

Speaking at the valedictory, Padma Shri Awardee Dr KK Aggarwal, President HCFI & National President IMA, said, “I am extremely happy at the successful conclusion of the event and the huge participation. It is time to focus on preventing lifestyle diseases by making certain changes to our diet and lifestyles. I also urge everyone to have a healthy Diwali and take necessary precautions to protect oneself and others from injury and harm. Avoid bursting crackers as they can contribute to increasing pollution levels in the city and thereby hamper health.”

The five-day event served as a podium for over 40 on-the-spot competitions in which over 8200 children from various schools and colleges took part with great enthusiasm. Among the competitions were Indian and western dance, fashion show, rock band, Mehendi art, collage making, painting, and slogan writing. There were also special performances by the Punjabi Academy, the Urdu Academy, and the National School of Drama, which added value to the event. The purpose behind these competitions and performances was to use infotainment as a way of imparting health education to the masses.

With lifestyle diseases on the rise, the Mela focused on various aspects of preventive health. The message conveyed was that a healthy diet, physical activity, and stress-free life can go a long way in preventing many lifestyle conditions. Experts also shortlisted some people with heart diseases for support and treatment under the Sameer Malik Heart Care Foundation Fund.

Adding further, Dr R N Tandon, Honorary Secretary General IMA, said, “This is another one of IMA’s efforts in sensitizing the masses on health and connected issues. The IMA has always worked towards preventive health and creating awareness and this year was no different. I am happy to see the youth participate in large numbers and takeaway some valuable lessons from this Mela.”

A one-of-its-kind All Religious Conference titled Asto Ma JyotirGamaya and an All Pathy Conference with the theme Rog EkIlajAnek were also organized on the last day of the Mela. In both the conferences, the panels constituted eminent medical practitioners and Dharma gurus, respectively. They shared valuable insights and enlightened the audience with their rich experience and
knowledge. A performance by the Rajasthan Academy added fun and fervor to the last day of the Mela.

**Speaking at the valedictory, Dr P K Sharma, Medical Health Officer, NDMC and the civic partner of the year's Perfect Health Mela, said** "We all thank everyone who came and attended the 24th Perfect Health Mela and made it such a success. We are happy to be supporting this event every year and will ensure to extend the same support in the years to come."

Among other things, the Mela focused 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. 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.

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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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