Embracing the digital age, Heart Care Foundation of India to webcast its annual flagship event the Perfect Health Mela

New Delhi, 14th October 2016: Heart Care Foundation of India, a leading national non-profit organisation 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.

Celebrating 25 years of its inception, the Perfect Health Mela 2016 for the first time will be webcast live for those unable to attend the event. The idea is to raise mass level awareness about the importance of preventive health using a consumer-driven model as the medium. None other than the Delhi Health Minister – Shri Satyendar Jain, will inaugurate the event. Dr S. Y. Quraishi, Former Election Commissioner, will be the Special Guest.

This year, the Perfect Health Mela is being co-organized in association with the IMA, MTNL, Coke, LIC, NDMC & MCD and is scheduled to take place from October 25-29, 2016 at the Talkatora Indoor Stadium, New Delhi. The theme for the event is “One Health”.

“We live in a digital era, and it is important that we embrace technology to achieve our aim of reaching the masses. We are happy to announce that for the first time, people can watch key events at the Perfect Health Mela across the World from the comfort of their homes. This will help us expand our base from just Delhi to cover the entire country”, said Padma Shri Awardee Dr KK Aggarwal, President HCFI & President Elect IMA.

The current vector-borne disease menace in the country will also be addressed at the Perfect Health Mela with particular reference to Chikungunya, Dengue, Malaria and Zika. Various awareness programs around anti-natal health will also be organised.

To watch the event proceedings online please visit http://perfecthealthmela.com/live.aspx.

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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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