New Delhi, October 25th, 2016: Heart Care Foundation of India (HCFI), a leading national non-profit organisation committed to making India a healthier and disease-free nation flagged off its annual flagship event – the MTNL Perfect Health Mela today. Celebrating 25 years since it’s inception, the 23rd edition of the Mela is being held from October 25-29, 2016 from 8 am to 8 pm at the Talkatora Stadium in New Delhi.

Inaugurating the event were none other than Shri Satyendar Jain – Hon’ble Minister of Health & Family Welfare, Govt. of NCT of Delhi and Dr SY Quraishi – Former Election Commissioner. Other dignitaries present included Shri Naresh Kumar IAS, Chairperson NDMC & Shri P K Purwar, CMD MTNL.

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 paramount aspects of health; using a consumer-driven model as the medium. Its primary features include health check up camps, entertainment programs, lifestyle exhibitions, workshops, and competitions.

Addressing the gathering, Padma Shri Awardee Dr KK Aggarwal, President HCFI & National President Elect IMA said, "We strongly believe that prevention is better than cure, and it is for this reason that we at HCFI have been trying to impart large-scale preventive health awareness in the Capital over the past 25 years through the Perfect Health Mela. A primary focus of this year’s event is to concentrate on the global ‘One Health’ approach that believes that animal, environment and human health is closely interlinked and must be evaluated as a whole. We will be raising awareness about diseases such as Zika, Chikunguniya, Bird Flu & Dengue that are creating panic and havoc in our country. Tips to prevent lifestyle diseases till the age of 80 will also be shared. I would like to thank all our supporters and partners and hope that together we can continue making a difference to the society in the future as well”.

Speaking on the occasion, Shri Satyendar Jain – Hon’ble Minister of Health & Family Welfare, Govt. of NCT of Delhi said, "I am happy to see the work being done by HCFI to raise preventive health education in the country. The importance of keeping one’s surroundings clean and living a balanced lifestyle is often underestimated, and as a result, individuals end up becoming prey to several modern-day health epidemics. The best part of this event is that it is open for all, and it caters to people of all age groups. By making basic lifestyle changes, a host of diseases can be prevented."

Adding to this Dr SY Quraishi – Former Election Commissionersaid, "In my opinion, basic preventive health education must start from the early years itself. It is commendable how the Mela educates students about health; hygiene and nutrition through a plethora of cultural
activities like inter-school dancing and singing competitions. I urge each and everyone to come and become a part of this five-day event. We at NDMC offer our full support to this event."

Adding to this, Shri P K Purwar, CMD MTNL said, "We must embrace the digital era to raise mass health awareness. For the first time, the mela will be a complete wifi zone and will be web casted live to those who cannot attend the event due to geographical boundaries. I congratulate HCPI and hope to be witness to many more such events in the future".

"Health and sanitation are key contributors to the overall health of a nation. We must keep our environment clean, keep a check on the collection of stagnant water in and outside our houses to prevent mosquito breeding and promote the consumption of safe water to prevent illness. Chikungunya and dengue have been plaguing our city and mass awareness platforms such as the Perfect Health Mela play an important role in encouraging people to adopt a preventive approach. NDMC supports the cause and extends its full support to the event", said Shri Naresh Kumar IAS, Chairperson NDMC

A few unique initiatives at this year's event will include daily webcasts, the IMA Godhbharai event which will involve free advice health advice by gynaecologists, tips, games and fun-filled activities for expecting mothers, and a complete wifi zone for visitors. Financial and technical assistance will be provided by the Sameer Malik Heart Care Foundation Fund for heart patients who cannot afford treatment.

The Perfect Health Mela is organized by HCFI in association with IMA, MTNL, MCD, NDMC, Ministry of Science & Technology and Handicraft, Coca-Cola, LIC, AYUSH GOI, DCW, Women & Child Development, Govt. of Delhi, DTTDC, Johnson & Johnson, Dept. of Environment Delhi Govt., DSACS, DHS, Drugs Control, Family Welfare Delhi Govt. & Delhi AIDS Cancer Society.

Other dignitaries are present Dr Ashok Chakrdhar, Ms Nalini, Ms Kamalini, Sh Fraheem Malick & Sh Ashutosh.

These Department are participate DST, AYUSH GOI, LIC, Dev. Communication Handicraft, Coca Cola, MCD, NDMC, Delhi Govt.

Entry to the Mela is free for all.

- Ends -

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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