Heart Care Foundation of India to create health awareness this festive season through its annual flagship event – the MTNL Perfect Health Mela

Delhites will get their health dose the fun way by participating in various cultural events and health activities, which will be hosted during the five-day celebrations

Delhi Health Minister Satyendar Jain to inaugurate the event

New Delhi, 07th October 2016: Heart Care Foundation of India, a leading national non-profit organization 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. A confluence of tradition and modernity, the main aim of the Mela is to create mass awareness about all aspects of health; using a consumer-driven model as the medium. Celebrating 25 years of its inception, the Perfect Health Mela 2016 will be inaugurated by none other than Delhi Health Minister – Shri Satyendar Jain.

The event 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 of this year’s event is “One Health”. The event will aim at raising mass level preventive health awareness about lifestyle diseases such as heart disease, hypertension, diabetes as well as addressing the current vector-borne disease menace in the country with special reference to chikungunya, dengue, malaria and Zika. A special focus will be laid on anti-natal health.

Addressing a press conference, Padma Shri Awardee Dr. KK Aggarwal, President HCFI &President Elect IMA said, “Our main motive behind organizing the MTNL Perfect Health Mela is to educate people about numerous easy ways by which they can prevent themselves from contracting common lifestyle and environmental diseases using entertainment as a medium. We will be focusing our messaging around common lifestyle and mosquito borne diseases this year. For the first time ever we will also be organizing an event called IMAGodhbharai at the Perfect Health Mela year to raise awareness about the importance of pre-natal health and well-being. We thank all our partners for supporting us for 25 years now.”

The Perfect Health Mela is designed to cater to people from all age groups and walks of life. It incorporates activities across categories such as health check up camps, entertainment programs, lifestyle exhibitions, workshops, and competitions. For the first time ever, key activities and discussions of the Perfect Health Mela will be webcasted live for those to see who were unable to attend the event. The aim being to raise preventive health awareness amongst the maximum number of people.
Speaking about the event, Padma Vibhushan Awardee Dr Sonal Mansingh said, “I congratulate Heart Care Foundation of India for keeping up the healthy legacy. I am proud to be associated with the event, and as they say, nothing is better than saving lives of the individuals and being at the service for the betterment of the society. This event approaches society as a whole and this is what makes it such a huge success.”

Adding to this, Dr P K Sharma, Medical Health Officer, NDMC “We wholeheartedly support Heart Care Foundation of India’s out-of-the-box initiative to reinstate the value of preventive health measures. We encourage everyone to come and attend the event for all the health related queries solved in an easy way. The Perfect Health Mela is in line with our aim of making India a healthy and a disease-free country”.

For more information about the event, please visit www.perfecthealthmela.com. Entry to the Mela is free for all. The other dignitaries present on the dies Dr R N Tandon, Hony Finance Secretary IMA & Dr V K Monga, Deen IMACGP

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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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