



## **IMA-Fortis Swasthyo Sochetonotar Sharod Somman 2016**

*Fortis Hospital and Indian Medical Association (IMA) Bengal have come together to bring in health awareness among the people through a very innovative initiative during Durga Puja, 2016.*

**Kolkata, September 19, 2016:** The age-old maxims like “Health is Wealth” or “Cleanliness is next to Godliness” has become such a cliché that we rather overlook it often. Healthy societies are the greatest assets a country can have. Durga Puja, the most celebrated time of the year can be the best time to educate, aware and set example for healthy society.

Durga Puja is not only a religious festival but also a cultural and social confluence which sees the participation from all religious background. Over 10,000 social clubs or committees organize Durga puja across West Bengal. Fortis Hospital and IMA Bengal with an objective to motivate and inspire these social clubs, have initiated the programme “**Swasthyo Sochetonotar Sharod Somman**”.

This is an endeavour to reach out maximum numbers of committee and clubs dotted across the districts of West Bengal to enthuse them in building a healthier society.

“Over the years, Fortis Hospital is committed towards providing healthcare services to the society. They not only make sure that the programmes are effectual, but also ensure that they are sustainable and pertinent too. “Fortis with it’s believe in prevention is better than cure wants to instill healthy habits and health consciousness among the people. We thought of joining hands with IMA Bengal in this large scale initiative wherein through puja we wish to reach out to large number of people across our state”, said **Mr Samir Singh, Zonal Director, Fortis Healthcare Ltd.**

**Swasthyo Sochetonotar Sharod Somman 2016** is driven by IMA & Fortis Hospital’s common vision, philosophy and the need of the community, keeping health in their main focus.

“Not only splendid lighting, decorated idols, innovative pandals, captivating spectators, but also social responsibility, especially in health care in the society throughout the year should be one of the targets of the puja committees”, **Dr. Santanu Sen, Hony. State Secretary, IMA Bengal**, said.

Interested puja committees can get themselves enrolled for the **Swasthyo Sochetonotar Sharod Somman 2016** from the 19<sup>th</sup> of September till the 30<sup>th</sup> of September. Have to fill up the **FORM** and submit nomination latest by 30<sup>th</sup> September 2016.

The **FORM** will be available at :

1) **Indian Medical Association**

Bengal State Branch

IMA House, 11/3, Dr. Biresh Guha Street, Kolkata- 700 017

2) **JIMA**

IMA House, 53, Creek Row

Kolkata- 700 017

3) **Fortis Hospital**

730, Anandapur, EM Bypass Road,

Kolkata- 700 107

**Course of Action-** The eligibility to participate in the initiative are simple and the puja committees will be assessed based on the activities like *initiatives for health consciousness* taken by them to create a healthy environment for the neighbourhood and their preparedness to handle any medical emergency during the puja in pandals. Fortis Hospital and Indian Medical Association (IMA) will visit the pandals during the days of Durga Puja and the best Puja Committee will be felicitated after proper scrutiny. Felicitations date and time of the selected Durga Puja Committees will be informed on a later date.

**About Fortis Healthcare Limited**

*Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and 329 diagnostic centers.*

**About IMA Bengal**

*Indian Medical Association is the only representative, national voluntary organization of Doctors of Modern Scientific System of Medicine, which looks after the interest of doctors as well as the well being of the community at large. Today, IMA is the premier most organization with its Headquarters at Delhi and State / Terr. Branches in 29 States and Union Territories. It has over 2,15,000 doctors as its members through more than 1650 active local branches spread all over the country.*

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