

World Kidney Day 10th March 2016: An Initiative by Fortis Hospital & Kidney Institute, Rashbehari Kolkata

Please note that on 10th March Fortis hospital & Kidney Institute (FHKI) had organized a Walkathon in the morning from FHKI which was combination of Staff drawn from all the 3 units of Kolkata (FHKI / FHL & FMC). The no of Participants who took part in the walkathon were nearly 140.

The Walkathon was flagged off at the FHKI gate by Mr. Samir Singh (Zonal Director) jointly with Mr. Arnab 'Riingo' Banerjee (Director) of the film "MESSI", to be released shortly.

The walk started at 11 am from FHKI .The route chosen for the walk was Bean – shaped & it was restricted to the busy roads of South Kolkata for proper visibility amongst the passerby. There was curiosity amongst the general people throughout the entire route. The walkers returned to FHKI after completing the entire route (6.5 KM appx).

In the afternoon, a Press meet was organized with the leading Consultants, comprising of **Dr. Arup Ratan Datta (Director- Dept. of Nephrology), Dr. Shivaji Basu (Director – Dept. of Urology), Dr. Upal Sengupta (consultant Nephrologist), Dr. Suchandro Das(Consultant Nephrologist)& Mr. Samir Singh (Zonal Director)**. All of them spoke to the Media persons regarding Kidney Diseases & the measures for prevention. They also requested the Media to educate the General Public about the reasons for Kidney failure & measures to prevent the same through their tips.

On the occasion 10 Patients who had undergone Kidney Transplantation at FHKI were present along with their Donors. These patients were extremely thrilled to share their experience in the presence of the Media before & after the operation. All of them spoke highly about the treatment rendered to them at Fortis.

On the eve of **World Kidney Day**, a big Flex covering the Front view of FHKI was placed on 1st March, with the message – **Let's Pledge to keep our Kidneys Healthy**

On 2nd March – Pledge Board was placed on the front side of FHKI which was signed by the entire Top Consultants with their messages & Local Councilor along with Facility Director. We had also placed **Pledge Boards in leading Corporates like- IOCL / ONGC & ICICI Lombard**. The total no of signatories were over 600

We had in addition done **Branding work in the Tram Cars** which runs in South Kolkata (Specially plying between Tollygunge – Ballygunge). This initiative was extremely new, as no other hospital had opted for this mode of transportation for publicity. This has caught the eyes of the local people & is being appreciated.

We are hopeful that these initiatives will have a positive impact on the presence of FHKI in the field of Kidney Care in the minds of the General public which will help in increasing the footfalls at FHKI.