

HCFI conducts healthcare awareness campaign

24 August 2018 | News | By Sonali Wankhade

The campaign's launch focused on strategies to reduce indoor air pollution and the need to use medical devices manufactured in India.



A National NGO, Heart Care Foundation of India (HCFI) working in the healthcare sector, launched the 'Make in India for Cure in India' and 'Indoor pollution is slow poison' campaigns. Campaigns are part of a precursor to the 25th MTNL Perfect Health Mela to be held in from 24th to 28th October 2018 at the Talkatora Indoor Stadium, New Delhi.

The Perfect Health Mela is a one-of-its-kind event held every year with a mission to generate all-around awareness on health. In its 25th edition, the event expects participation from over 1,00,000 individuals from all walks of life.

The campaign's launch focused on strategies to reduce indoor air pollution and the need to use medical devices manufactured in India. The aim is two-fold: to raise awareness on the fact that indoor air pollution can affect health as much as outdoor pollution; and to realize the goal of affordable healthcare through the Make in India for Cure in India movement.

The second largest killer, poor indoor air quality is responsible for about 1.3 million deaths in India each year, according to statistics. A building-related illness can be linked to an identifiable causative agent (e.g. hypersensitivity pneumonitis, allergic asthma related to a sensitizing agent). Host factors, such as bronchial hyper reactivity and psychosocial work issues, play a role in some cases.

As per industry estimates, the Indian medical devices market will grow to USD 50 billion by 2025. Currently, India is counted among the top 20 global medical devices market and is the 4th largest medical devices market in Asia after Japan, China and South Korea.

Speaking on this, Mr Rajiv Nath, Forum Coordinator Association of Indian Medical Device Industry (AIMED) said, "Make in India is imperative for Cure in India. Without medical devices there cannot be any health care delivery. With the government's intentions to make India a global medical devices manufacturing hub in the coming years and to achieve the overall goal of affordable health care for all by making all critical and lifesaving medical devices available at affordable prices, it is highly imperative to translate these intentions to implementing policies that boost this campaign."