BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

BD pays tribute to nurses with sand art

15 May 2020 | News

International Nurses Day couldn't have been complete without acknowledging the pivotal role played by the nursing community worldwide.



The World Health Organization (WHO) has designated 2020 as the Year of the Nurse and the Midwife and International Nurses Day (May 12) was a perfect way to express gratitude and acknowledge the commitment of nurses in the healthcare system in serving patients selflessly.

International Nurses Day couldn't have been complete without acknowledging the pivotal role played by the nursing community worldwide. To thank the nurses, Becton Dickinson India (BD India), a global medical technology company launched a digital campaign “With You For You” including a sand art video.

Vishal Taneja, Business Director- BD Medical-India/South Asia said,” With the world making every effort to combat coronavirus, we at BD will like to take this opportunity to express our gratitude towards the healthcare warriors; the Nurses who are at the forefront of this pandemic. Driven by our purpose of advancing the world of the health, our digital campaign – “With You For You” is our tribute to millions of nurses and doctors for their selfless work to save millions of lives. Their well-being and safety is of utmost importance to the community.”

Under the newly launched digital campaign “With You For You”, the five-minute ‘Sand Art’ video depicts the undefeatable work done by the nurses in serving humanity. Staying away from home and leaving their family members behind; hospitals and clinics have become a new home for them. Since the beginning of the pandemic, they have been standing tall and strong while saving many lives every hour every day.

“With You For You” is a campaign dedicated to celebrate the heroism of nurses and doctors. Through this platform, experiences and untold stories of nurses and doctors during this covid era will be shared with the country and worldwide in the form of videos and collage, thanking them for their selfless work.