

## Oasis unveils infertility support ecosystem WeCanConceive

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Commemorating the Sexual & Reproductive Health Day 2021 on 12 February, WeCanConceive, a public awareness initiative and first-of-its-kind infertility support ecosystem has been launched. This platform will provide information about infertility awareness and support for couples having difficulties with infertility, challenges with conception. The ecosystem will help such individuals to successfully traverse through their fertility journey.

This sexual and reproductive health awareness ecosystem brings together a global compendium of care givers, renowned fertility experts, media partners, health influencers and social enterprises. Together, we can bring a positive and strong ecosystem for treating infertility and help couples experience the joy of parenthood.

Speaking at the launch of the initiative Sudhaker Jadhav, COO, Oasis Fertility, said, "The idea of #WeCanConceive is to be able to bring all the stakeholders together and provide an ecosystem for those dealing with infertility all of the help at one place."

Dr Durga Rao, Co-Founder and Medical Director, Oasis Fertility mentioned, This initiative of Oasis is to make the public aware of the problems and how they can negate them, it's preventive initiative to help people avoid going to a fertility centre. If we don't act now, this looming problem of infertility is going to impact the future generations. If this generation leads a healthy life, the future generations will also be healthy, or else they will carry all these ill healthy aspects, generation after generation and the consequences are perilous. This initiative to create awareness will curb the deteriorating situation.