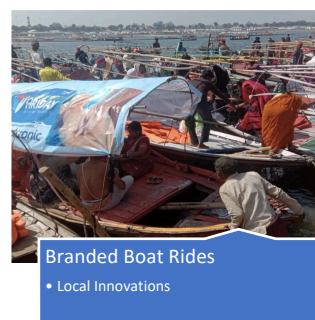
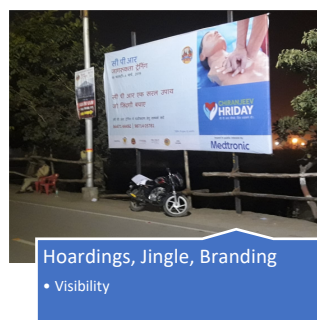


‘Chiranjeev Hriday – CPR Seekho, Dil Dhadakne do’ is a campaign by India Medtronic designed with the objective of spreading awareness around Sudden Cardiac Arrest (SCA) and train thousands people in Cardio-Pulmonary Resuscitation (CPR) on the platform of Divya Kumbh 2019. It is estimated that the annual incidence of deaths due to sudden cardiac arrest are around 7 lakhs in the country and 95 percent of those who experience sudden cardiac arrest die because they do not receive life-saving therapy within four to six minutes. *Divya Kumbh 2019*, world’s largest human gathering, becomes a one of a kind platform to take the message of Chiranjeev Hriday to a large section of the society – primarily first responders like police force, fire department, emergency staff etc.

CAMPAIGN JOURNEY



KEY INNOVATIONS



Supported by

CAMPAIGN HIGHLIGHTS



CPR TRAININGS

More than 7800 devotees and first responders combined have been trained in CPR and given a certificate. The trainings were undertaken by qualified professionals based in Prayagraj. Being based in the city gave them an additional advantage of being able to better connect with the masses. A continuing training camp is organised at Netra Kumbh everyday which witnesses a daily footfall of 5000. Along with that, trainings were also undertaken at other locations like Thana Akhada, Iscon complex, Railway Police Force complex and along with *nukkad nataak* activation.

7800+ People trained in total

350+ First responders from Thana Akhada, Railway Police Force, Civil Defence Force trained

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NUKKAD NATAK AND CPR EXPRESS

Divya Kumbh 2019 has a total footfall of ~14 crore people – thus making it world's largest human gathering. We used the attractive and engaging medium of street performances with an interesting character – CPR Baba, to spread awareness around SCA and how CPR can save lives. The street performers were aboard a campaign branded vehicle – CPR Express. The vehicle stopped at multiple locations in the *mela* premises where the street performers gathered onlookers and in an engaging story like format urged people to get trained in CPR.

~100 Nukkad Nataks performed

~4000 People engaged

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CHIRANJEEV HRIDAY RALLY

Chiranjeev Hriday culminated on 3rd March 2019 with the Chiranjeev Hriday Rally. 100+ campaign volunteers and college students participated in the rally to spread awareness around Sudden Cardiac Arrest and importance of CPR. The rally was flagged off from the National Media Centre in the Kumbh Mela complex and culminated at the Mela Administration Office in Kumbh Complex. The volunteers painted the town with Chiranjeev Hriday by wearing campaign branded T-shirts and caps and waving the campaign flag. Thousands of on-lookers were engaged through campaign branded messages on placards and banners. Slogans around Chiranjeev Hriday campaign filled the air.

~100 Students and volunteers participated

~3500 People reached

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AKHARA**

[illegible]

CPR और अचानक कार्डियैक एरेस्ट के प्रति जागरूकता बढ़ाने के लिए दिव्य कुंभ 2019 में मेडिटेशन की पहल चिरंजीव हृदय

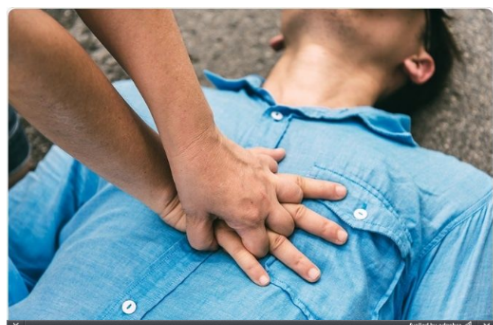
- भारत में हर साल दिल की बीमारियों से होने वाली मौतों में से लगभग 10.3% का कारण अघानक कार्डियक अरेस्ट होता है, मतलब लगभग सात लाख लोग
- अघानक कार्डियक अरेस्ट का अनुभव करने वाले 95% लोग मर जाते हैं क्योंकि उन्हें बार से छह मिनट के भीतर जीवनरक्षक चिकित्सा प्राप्त नहीं होती है

[illegible]

कुंभ मेले में 10 हजार लोगों को मिलेगी CPR ट्रेनिंग, जानिये हार्ट अटैक आने पर कैसे जान बचा सकती है ये टेक्निक

अधानक दिल का दौरा पड़ने की स्थिति में यदि तुरंत इलाज न किया जाए तो व्यक्ति की जान जा सकती है। सीपीआर एक मरीज की धड़कन को फिर से शुरू करने में मदद करने के लिए एक तकनीक है। हाथों से सीपीआर को तुरंत शुरू किया जा सकता है।

By [Uzma](#) | Follow | Published: February 19, 2019 05:45 PM | Updated: February 19, 2019 05:45 PM



फोटो-पिक्सावे

अघातक दिल का दौरा (Heart Attack) पड़ने पर सीपीआर (कार्डियोथोमोनी
resuscitation (CPR) की जीवन रक्षक प्रक्रिया मरीज की जिंदगी बचा स
लिए इडिया मेडिटानिक ने यहां कुम्भ मेले में चिंटेडिय हृदय, सीपीआर सीखो, 2024

Bid to increase awareness about CPR

PIONEER NEWS SERVICE ■ ALLAHABAD

Uttar Pradesh Minister of Health and Family Welfare, Sidharth Nath Singh, inaugurated an awareness programme which will train 10,000 people at Kumbh Mela to perform life-saving cardiopulmonary resuscitation (CPR) procedure during sudden cardiac arrest.

This Chiranjeev Hriday programme has been launched by Medtronic to increase awareness about CPR and sudden cardiac arrest. Every year around 10.3 per cent of cardiovascular deaths in India are because of sudden cardiac arrest which means a loss of around seven lakh lives. "CPR is the key to survival," says the motto of this programme.

लोगों को किया गया शिक्षित

NEWS 18

BE A HERO
YOUR TWO HANDS
CAN SAVE A LIFE

24 CPR TRAINING

6:00 News 18 UK BREAKING

News18

Medtronic launches Chiranjeev Hriday at Divya Kumbh



PARATYFAGE
Tiddahs Nish Nish, Man-
of-Health & Family
Planning, has recently
suggested the antenatal
program that will turn
Mediterranean-style living
into a life-saving
CPR procedure during
pregnancy.

At the recent 10.3
Percent of Cardiovascular
Disease in India Are Be-
lieved to be Caused by
Lifestyle, Which Means a
Lot of Atoned Being Laid

campaign at the Kanish
Mela, Pratyag that will
turn 10,000 people who
live in the city into
producers during child
birth.

Pratyag said that the
(SCN) is an electrical prob-
lem of the heart that begins
a chain of heart beat
problems that can lead
to a medical diagnosis
(cardiac fibrillation). If not
treated, it can lead to a
fatal heart attack. SCN
can be fatal. Signs of SCN
include unconsciousness
or collapse, it is estimated
that the annual incidence
of deaths due to cardiac
arrest is 100 per 100,000
people in the country. 7-
9 percent of these who are
not treated die within 30
days. The reason for this
is because they are not
receiving life-saving
treatment for six weeks
after the diagnosis. Pratyag
said that diagnosis after
cardiac arrest, the chance
of survival is almost 0
percent. 5

Showing signs of SCN

World's largest human gathering becomes platform for innovative healthcare campaigns

Organizations flock to Divya Kumbh 2019 to initiate and expand their public health campaigns. Emergency healthcare solutions, eye care, spectacle distribution, general healthcare are some of the top healthcare initiatives undertaken at the mega religious event.

By BioVoice Correspondent • February 21, 2019



AMPLIFICATION

Along with on-ground trainings and innovative activations, we also employed public relations as a tool. With a press conference on 17th February 2018, we kick started the media campaign. The press conference saw participation of Dr. Mukul Mishra, Dean and Head of Cardiology at RML Institute of Medical Sciences. Amit Singh, Director of Govt. Affairs at India Medtronic.

40+ Media coverage total

5 Electronic media coverage

30,00,000+ Expected reach of media coverage

Top publications:

- ETHealthWorld
- Doordarshan
- News18 India
- Live Today
- Financial Express
- BioVoice
- Punjab Kesari Online
- Hindustan
- Express Healthcare
- Business World
- Indian Television
- Daily Hunt
- Lokmat
- India.com