

Project generated by: **Contribution 1mission-1million**
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>

Country: **India**

Titel of the project: **INDIA AF DAY**

Project details

suresh sagarad

Award amount: €100,000

Series of Short messaging to every Indian! about AF (Where, When, Why, What, Who and How).

India has emerged as global economic power in last decade and had witnessed revolution in communication. Today India has more than billion people and most are using mobile communication system. Short messaging system has become art and science of communication and serves the purpose too. In INDIA AF DAY we want to send sms to all Indian mobile holders about Atrial fibrillation and its ill effects and how to fight against. There will be series of sms about AF (WHAT, WHEN, WHY, WHO, WHERE and HOW about AF!). I am sure this is the right way to reach Every Indian Today!

Audience

Type

- AF Patients
- Healthcare professionals
- General public
- Media

Location

India, Asia