WKD 2021 Report

Name: Gandham Rajini Kumar

Organization name: Asian Institute of Nephrology and Urology

Country: India

Number of events organized/collected in your country: 1 (AINU 5K Kidney Run)

Activities of note (please give a brief description of the activity with links to online sources that mentioned it):
On the occasion of world kidney day, the Asian Institute of Nephrology and Urology had organized a 5k Run event on 14 Mar 2021. We had an excellent response from participants nearly 200 members involved in that event and we are grateful for their interest of participation and we honored them with medals.

The event was organized with the guidance of World-class Urologist and Nephrologists experts of the Asian Institute of Nephrology and Urology, by strictly following covid precautions.

Pre-event we had posted Healthy kidney diet Creative’s as an Awareness to the followers on internal branding & social media platforms for 10 days. Those diet plans are given by the world class experts of Asian Institute of Nephrology and Urology

We requested one of our visually challenged CKD patient on maintaince dialysis to give an inspirational speech. He, despite his problems continues to be productive in his job and is a fitness enthusiast.

We are overjoyed with the success of this event and looking forward to more events in future.

Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Participant's Reporting Time</th>
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<tbody>
<tr>
<td>6:00 AM</td>
<td>Inviting Chief Guest Shri M. Mahender Reddy Garu, Dr Nageswara Reddy, Chairman Raju Garu,</td>
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<td></td>
<td>Managing Director Dr C Mallikarjuna, Executive Director Dr Purna chandra Reddy</td>
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<tr>
<td>6:15 AM</td>
<td>Introduction to WKD and talk by Raghavendra Satish.</td>
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<td>6:20 AM</td>
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“Warm welcome to all of you on behalf of Asian Institute of Nephrology and Urology

(Welcoming the chief guest Shri M Mahender Reddy garu, Chairman Raju Garu, Dr Nageswara Reddy, Dr Mallikarjuna C, Dr Purna chandra Reddy, Dr Deepak Reddy and Dr Srikanth G on the stage).

“The world kidney Day is celebrated every year to create awareness about kidney diseases and their prevention. This year’s theme is special and is about “Living will with Kidney Disease”. This is aimed at patients who are on treatment for various kidney ailments.

The regular follow ups and need for hospital based therapies can seriously hamper their quality of life.

In this event we have a special guest for the occasion who inspite of these problems chose to live life to the fullest.

We welcome Mr Raghavendra Sai, our hero for the day. Inspite of his vision problems and kidney disease, he continues to be productive, a Software professional by occupation, a half marathoner and an inspirational TED speaker”

(Welcoming Raghavendra Sai followed by Speech)
Address by Dr D Nageswara Reddy garu
Address and flag off by Shri M Mahender Reddy garu.
List of media that published WKD press releases or mentioned WKD related activities (newspapers, magazines, online publications, TV, radio, etc.) – please provide link to online sources:

Media coverage Andhra Jyothi | Deccan Chronicle | Eenadu | V6 Velugu
If you have created a World Kidney Day local website, Facebook page or Instagram account, please provide analytics such as: number of followers/number of site visits in March/ content most requested/page views/posts most liked/hashtag reach, etc….

**ANALYTIC REPORT**

**Facebook**

Event Page - URL: [https://www.facebook.com/events/440613120340264](https://www.facebook.com/events/440613120340264)

<table>
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<tr>
<th>Month</th>
<th>Social Media</th>
<th>People reached</th>
<th>Post engagements</th>
<th>Page likes</th>
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<tbody>
<tr>
<td>March</td>
<td>Facebook</td>
<td>1956</td>
<td>1985</td>
<td>52</td>
</tr>
</tbody>
</table>

[https://www.facebook.com/NephroUroCare](https://www.facebook.com/NephroUroCare)

Total Page likes: 6,080 | Post reach - 27,889 | Post engagements - 1,985

**Posts:**

[https://www.facebook.com/NephroUroCare/photos/pcb.3534374793352547/3534368083353218/](https://www.facebook.com/NephroUroCare/photos/pcb.3534374793352547/3534368083353218/)

[https://www.facebook.com/NephroUroCare/photos/a.452138978242826/3533729083417118/](https://www.facebook.com/NephroUroCare/photos/a.452138978242826/3533729083417118/)

[https://www.facebook.com/NephroUroCare/videos/283977653331852](https://www.facebook.com/NephroUroCare/videos/283977653331852)

[https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3525805537542806/](https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3525805537542806/)

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Website

<table>
<thead>
<tr>
<th>BLOG NAME</th>
<th>URL</th>
<th>PAGE VIEWS</th>
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<tbody>
<tr>
<td>World Kidney Day EVENT BLOG</td>
<td><a href="https://ainuindia.org/living-well-with-kidney/">https://ainuindia.org/living-well-with-kidney/</a></td>
<td>3281</td>
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<td>AINU 5K run galley</td>
<td><a href="https://ainuindia.org/AINU-5K/">https://ainuindia.org/AINU-5K/</a></td>
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https://www.facebook.com/AINU-5K/
https://www.facebook.com/living-well-with-kidney/
https://twitter.com/ainuindia
https://www.facebook.com/NephroUroCare
https://www.linkedin.com/organization-guest/company/asian-institute-of-nephrology-and-urology?
https://www.instagram.com/ainu_hospital/
https://www.youtube.com/watch?v=pU3NkKbXcRM

HASHTAGS

#worldkidneyday2021 #AsianInstituteofNephrologyandUrology #AINU #livingwellwithkidneydisease #kidneyhealth #kidneydiseaseawareness #kidneytransplant #ckd #kidney #healthcare #wkd #BestHospitalInIndia #kidneydisease #8Goldenrules#AsianInstituteOfNephrologyAndUrology #Nephrology #Urology #BestNephrologyHospital #BestUrologyHospital #Urologist #Nephrologist #KidneyCare #Hyderabad #HitecCity #Dilshuknagar #Vizag
List of celebrities’ involved and short description of their involvement

(Welcoming Raghavendra Sai followed by Speech)

Address by Dr D. Nageshwar Reddy (Chairman, AIG Hospitals)

Address and flag off by Shri. M. Mahender Reddy (DGP, Telanagana)

Description of advocacy activities:

Under the guidance & Supported by

1. HMDA: Hyderabad Metropolitan Development Authority
2. GHMC: Greater Hyderabad Municipal Corporation
3. Joint commissioner of Police Hyderabad
   - The Addl. Commissioner of Police (Traffic)
   - The Deputy Commissioner of Police (Traffic)
   - The Asst. Commissioner of Police, Saifabad Division
   - The Asst. Commissioner of Police, Traffic
   - Inspector of Police, Saifabad PS
   - Inspector of Police, Traffic, Saifabad

Attach representative pictures

https://ainuindia.org/AINU-5K/

https://photos.google.com/share/AF1QipPVaW2Rztx73l8lvbTji8PojtZBBSWoDoxRkfPRGw/PCnBiW7nhUG3XNHaXMej9tg?pli=1&key=bXlhNXpXTGFLdGxVQU5hVE9VbFNWU082eGhJRlpn