



# WKD 2021 Report

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**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 maintenance 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

<i>6:00 AM</i>	<i>Participant's Reporting Time</i>
<i>6:15 AM</i>	<i>Inviting Chief Guest Shri M. Mahender Reddy Garu, Dr Nageswara Reddy, Chairman Raju Garu, Managing Director Dr C Mallikarjuna, Executive Director Dr Purna chandra Reddy</i>
<i>6:20 AM</i>	<i>Introduction to WKD and talk by Raghavendra Satish.</i>



6:30 AM	<i>Address by Dr D. Nageshwar Reddy (Chairman, AIG Hospitals)</i>
6:40 AM	<i>Address &amp; Flag-off by Shri. M. Mahender Reddy (DGP, Telanagana)</i>
8:00 AM	<i>Closing session followed by Breakfast</i>

“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, etc.) – please provide link to online sources:

Media coverage Andhra Jyothi | Deccan Chronicle | Eenadu | V6 Velugu



**అంధ్రజ్యోతి** 3/8

**ఉత్సాహంగా 5కె కిడ్నీ రన్**

వైరలవాడ మార్చి 14 (అంధ్రజ్యోతి): ప్రజల్లో ఆరోగ్యం పట్ల అవగాహన కల్పిస్తూ అప్పగ్రులు కార్యక్రమాల చేస్తుంటుంది అనిపించినందుకు మంచి ఊహించడం అందరికీ తెలియజేసింది. ప్రపంచ కిడ్నీ దినం సందర్భంగా ఏప్రిల్ 14న (అంధ్రజ్యోతి) అనే నెహ్రూజీ అంధ్రజ్యోతి (ఏఎన్ఎం) అంధ్రజ్యోతి కిడ్నీ వ్యాధి అవగాహన కల్పిస్తూ వైరల వార్త అందించిన సందర్భంగా వార్తలు వచ్చాయి.

కొత్తపల్లి శాసనసభా కార్యాలయంలో, ఇప్పామం ప్రెస్ ప్రాజెక్ట్ సుప్రీ కౌన్సిల్ జైన్ ప్రెస్ పబ్లికేషన్స్ వద్ద నాగార్జున స్టామిన్లో ఓటం చేశారు. ఊత్సాహం కార్యక్రమాలలో గోపాల్ అయ్య ప్రాంతాల్లో వచ్చి ఊరి ఊరినాడే నాయకులను పలు సభలను చేశారు.

**'పెరిగిన ఓటింగ్ టీఆర్ఎస్ లనుకూడం'**

పైరలవాడ వీటి: పెరిగిన ఓటింగ్ కారణం కిడ్నీ వ్యాధి కలిగిన వారి సంఖ్య పెరిగింది. అందుకే ప్రాంతాల్లో కిడ్నీ వ్యాధి అవగాహన ప్రాజెక్ట్ వైరల వార్తలు వచ్చాయి. కిడ్నీ వ్యాధి అవగాహన ప్రాజెక్ట్ వైరల వార్తలు వచ్చాయి. కిడ్నీ వ్యాధి అవగాహన ప్రాజెక్ట్ వైరల వార్తలు వచ్చాయి.

**Awareness drive**



**మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్**

■ ఎంపీ డి.ఎం.ఎస్. వైరల వార్తలు

■ ఎంపీ డి.ఎం.ఎస్. వైరల వార్తలు

వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు. వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు. వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు.



Participants participate in the AINU 5K Kidney Run organised at Necklace road on Sunday to bring about awareness in society about the importance of taking preventive measures to fight kidney diseases. The event was flagged off by DGP M. Mahendar Reddy and Dr D. Nageshwar Reddy. — S. SURENDER REDDY

**కిడ్నీ వ్యాధులపై అవగాహన పెరగాలి**

వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు. వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు. వైరల వార్తలు, మార్చి 14: మంచి ఆహారం, వ్యాయామంతో కిడ్నీ సమస్యలను చెక్ చేయవచ్చు.



అవగాహన రన్ను ప్రారంభిస్తున్న డీజీపీ మహేందర్ రెడ్డి, చిత్రంలో ఏవజీ పబ్లికేషన్స్ ప్రెస్ డా.నాగేశ్వర్ రెడ్డి



<https://youtu.be/HpRi8Ay23zs>

<https://www.eenadu.net/photos/playImages/1/6935>

<https://photos.google.com/share/AF1QipPVaW2Rztx73l8lvtj8PojtZBBSWoDoxRkfPRGwIPcnBlW7nhUG3XNHaxMej9tg?pli=1&key=bXlhNXpXTGFLdGxVQU5hVE9VbFNWU082eGhJrIpn>

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>

Month	Social Media	People reached	Post engagements	Page likes
March	Facebook	1956	1985	52

<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/a.452138978242826/3533729083417118/>

<https://www.facebook.com/NephroUroCare/videos/283977653331852>

<https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3525805537542806/>

<https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3525769937546366/>

<https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3518503601606333/>

<https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3511533908969969/>

<https://www.facebook.com/NephroUroCare/photos/a.372624549527603/3478922178897809/>



## Website

BLOG NAME	URL	PAGE VIEWS
World Kidney Day EVENT BLOG	<a href="https://ainuindia.org/living-well-with-kidney/">https://ainuindia.org/living-well-with-kidney/</a>	3281
AINU 5K run galley	<a href="https://ainuindia.org/AINU-5K/">https://ainuindia.org/AINU-5K/</a>	1224

[https://www.facebook.com/events/440613120340264/?acontext=%7B%22action\\_history%22%3A\[%7B%22surface%22%3A%22page%22%2C%22mechanism%22%3A%22page\\_admin\\_bar%22%2C%22extra\\_data%22%3A%22%7B%5C%22page\\_id%5C%22%3A343787805744611%7D%22%7D%2C%7B%22surface%22%3A%22events\\_admin\\_tool%22%2C%22mechanism%22%3A%22recommended\\_actions%22%2C%22extra\\_data%22%3A%22\[%22%7D\]%2C%22has\\_source%22%3Atrue%7D](https://www.facebook.com/events/440613120340264/?acontext=%7B%22action_history%22%3A[%7B%22surface%22%3A%22page%22%2C%22mechanism%22%3A%22page_admin_bar%22%2C%22extra_data%22%3A%22%7B%5C%22page_id%5C%22%3A343787805744611%7D%22%7D%2C%7B%22surface%22%3A%22events_admin_tool%22%2C%22mechanism%22%3A%22recommended_actions%22%2C%22extra_data%22%3A%22[%22%7D]%2C%22has_source%22%3Atrue%7D)

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

<https://ainuindia.org/living-well-with-kidney/>

<https://www.facebook.com/NephroUroCare>

<https://twitter.com/ainuindia>

<https://www.linkedin.com/organization-guest/company/asian-institute-of-nephrology-and-urology?>

[https://www.instagram.com/ainu\\_hospital/](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/AF1QipPVaW2Rztx73l8lvtj8PojtZBBSWoDoxRkfPRGwIPcnBIW7nhUG3XNHaxMej9tg?pli=1&key=bXlhNXpXTGFLdGxVQU5hVE9VbFNWU082eGhJRlpn>