

KAMPS' Observance of "World Kidney Day-2025" A Commitment to Kidney Health



The Kidney Awareness Monitoring & Prevention Society (KAMPS), a leading voluntary kidney care organization in Bangladesh, undertook a series of impactful programs to mark World Kidney Day-2025. Since its inception in 2005, KAMPS has remained steadfast in its mission to raise awareness about the devastating consequences of kidney disease.

For nearly two decades, KAMPS has worked tirelessly to educate people across the country about the prevalence of kidney disease, its root causes, and the essential steps for prevention. The 2025 initiatives were strategically aligned with the theme of World Kidney Day-2025, emphasizing disease prevention through widespread awareness programs.

Awareness through Media & Publications

KAMPS leveraged mass media platforms to disseminate critical information:

- ✓ Extensive news reports, expert opinions, and feature articles on kidney disease prevention were published in leading national newspapers.
- ✓ Exclusive interviews with Prof. Dr. M A Samad were aired on multiple prominent television channels, both before and after World Kidney Day-2025.

These efforts ensured that vital health information reached people from all walks of lives, reinforcing the importance of kidney health and early prevention.

Engagement with Key Stakeholders

KAMPS actively collaborated with:

- ✓ Healthcare professionals
- ✓ Educators & policymakers
- ✓ Media personalities
- ✓ Sports figures & artists
- ✓ Government officials

Their involvement in various programs strengthened the movement, extending its reach to a broader audience and increasing public engagement in kidney health awareness initiatives.

Community-Based Programs & Health Initiatives

To translate awareness into action, KAMPS organized a series of on-ground initiatives, including:

- ✓ Free nationwide kidney screening programs, enabling early detection and guiding individuals toward timely medical interventions.
- ✓ Educational seminars & training workshops, equipping physicians, educators, and community leaders with knowledge on kidney disease prevention.

- ✓ Public awareness campaigns through leaflet distributions, social media outreach, and interactive community meetings, ensuring grassroots-level impact.
- ✓ Advocacy efforts, engaging government officials & policymakers to highlight the severity of kidney disease and the urgent need for improved healthcare strategies.

A Legacy of Impact & Change

KAMPS' sustained efforts over the years have led to remarkable progress:

- ✓ Even in remote areas, people now recognize the importance of kidney health, the risks of kidney failure, and preventive measures.
- ✓ Physicians across various medical disciplines are more conscious of kidney health and actively integrate preventive guidance into patient care.
- ✓ Teachers, social influencers, and community leaders have emerged as key advocates for kidney health awareness, fostering a more informed society.

Commitment to a Healthier Future

The impact of KAMPS work is undeniable. Through relentless dedication and strategic initiatives, the organization has brought kidney health awareness to the forefront of public consciousness.

KAMPS remains resolute in its mission to ensure that every individual, regardless of background or financial capacity, has access to kidney disease prevention, early detection, and treatment.

Presented by



Rezwan Salehin

Executive Director

KAMPS, Bangladesh

Contact: +8801777100210

KAMPS Observes “World Kidney Day-2025” Advancing Kidney Health Awareness Across Bangladesh

Transformative Kidney Screening Initiative in Tangail

- Dates: February 10–21, 2025
- Location: The Talimghor, Hatibandha, Sakhipur, Tangail

In observance of World Kidney Day 2025, the Kidney Awareness Monitoring & Prevention Society (KAMPS) implemented a comprehensive series of awareness and screening programs across Bangladesh, with a key focus on rural communities in Tangail district. The initiative successfully provided medical evaluations for over 3,500 individuals, many of whom were previously unaware of their health conditions.

Key Findings & Impact

- 3500 persons screened for DM, HTN, CKD of them, eGFR less than 60 were found in 30.25 % persons, 23.55 % were detected Diabetic, 23.27 % were detected Hypertensive patients.
- Alarmingly, 65–75% of these individuals were unaware of their conditions prior to screening.
- To address this, KAMPS organized educational forums featuring Md. Shawkat Ali Khan, CEO & Managing Director of Sonali Bank PLC, alongside healthcare professionals, government officials, local leaders, and journalists, who engaged in discussions to raise awareness about Chronic Kidney Disease (CKD) and preventive healthcare measures.

Comprehensive Screening & Community Engagement

Between February 10 and 20, KAMPS conducted an average of 300 screenings per day, focusing on:

- ✓ kidney disease detection
- ✓ Diabetes & hypertension management
- ✓ Obesity and heart disease risk assessment
- ✓ Preventive healthcare & lifestyle modifications

The campaign culminated in a high-impact awareness meeting on February 21, where free medical consultations and treatment were provided to those diagnosed. This initiative not only bridged the gap in healthcare accessibility but also empowered communities with knowledge and resources to take proactive steps toward kidney health.

KAMPS remains steadfast in its commitment to early detection, education, and prevention, ensuring that kidney health awareness reaches even the most underserved communities in Bangladesh.





Photo Captions: (1) Blood pressure is being measured for patients attending the free kidney screening camp. (2) A portion of the patients attending the free kidney screen camp. (3) KAMPS Chairman and Chief Consultant of Anwer Khan Modern Hospital, Prof. Dr. MA Samad consults a female kidney patient at the Free Medical & Kidney Screening Camp, organized by the KAMPS on February 21st at Talimghar, Hatibandha in Tangail. (4) Guests are displaying the newly unveiled cover of 'Proyash-21' a health-related publication of KAMPS during the seminar, held as part of the Free Medical Camp, at Hatibandha, Tangail on February 21st. (5) Free medicine distribution to the patient at the Medical Camp. (6) Prof. Dr. MA Samad replying to the media queries during the Free Medical and Kidney Camp at Hatibandha, Tangail on February 21st, 2025.

News links of Free Kidney Camp Miracle:

1. <https://www.jagonews24.com/m/health/news/1003104>
2. <https://www.youtube.com/watch?v=aGZANQZ4xfk>
3. <https://biplobysangbad.com/%E0%A6%9F%E0%A6%BE%E0%A6%99%E0%A7%8D%E0%A6%97%E0%A6%BE%E0%A6%87%E0%A6%B2%E0%A7%87-%E0%A6%95%E0%A7%8D%E0%A6%AF%E0%A6%BE%E0%A6%AE%E0%A7%8D%E0%A6%AA%E0%A6%B8-%E0%A6%8F%E0%A6%B0-%E0%A6%AB/>
4. https://www.youtube.com/live/-P_OSCsufUk
5. <https://www.deshrupantor.com/575318/%E0%A6%AC%E0%A6%BF%E0%A6%B6%E0%A7%87%E0%A6%B7%E0%A6%BE%E0%A7%9F%E0%A6%BF%E0%A6%A4-%E0%A6%B8%E0%A7%8D%E0%A6%AC%E0%A6%BE%E0%A6%B8%E0%A7%8D%E0%A6%A5%E0%A7%8D%E0%A6%AF%E0%A6%B8%E0%A7%87%E0%A6%AC%E0%A6%BE-%E0%A6%AA%E0%A7%87%E0%A6%B2-%E0%A7%A9-%E0%A6%B9%E0%A6%BE%E0%A6%9C%E0%A6%BE%E0%A6%B0-%E0%A6%B8%E0%A6%BE%E0%A6%A7%E0%A6%BE%E0%A6%B0%E0%A6%A3-%E0%A6%AE%E0%A6%BE%E0%A6%A8%E0%A7%81%E0%A6%B7>
6. <https://www.prothomalo.com/bangladesh/district/0jn5m5g6eq>
7. <https://epaper.prothomalo.com/Home/ShareArticle?OrgId=222c23f956c&eid=1&imageview=0&epedate=22/02/2025&sedId=1>

8. <https://www.arthosuchak.com/archives/899300/%e0%a6%95%e0%a7%8d%e0%a6%af%e0%a6%be%e0%a6%ae%e0%a7%8d%e0%a6%aa%e0%a6%b8%e0%a7%87%e0%a6%b0-%e0%a6%ab%e0%a7%8d%e0%a6%b0%e0%a6%bf-%e0%a6%ae%e0%a7%87%e0%a6%a1%e0%a6%bf%e0%a6%95%e0%a7%87%e0%a6%b2>
9. <https://dailynews24bd.com/2025/02/%e0%a6%ad%e0%a6%be%e0%a6%b7%e0%a6%be-%e0%a6%b6%e0%a6%b9%e0%a7%80%e0%a6%a6%e0%a6%a6%e0%a7%87%e0%a6%b0-%e0%a6%b8%e0%a7%8d%e0%a6%ae%e0%a6%b0%e0%a6%a3%e0%a7%87-%e0%a6%a1%e0%a6%be%e0%a6%83-%e0%a6%8f-2/>
10. <https://www.dailyjanakantha.com/health/news/775237>
11. <https://www.daily-sun.com/post/792775>
12. <https://thebangladeshtoday.com/?p=26968>
13. <https://bangladeshpost.net/epaper?page=3>
14. <https://epaper.observerbd.com/>
15. <https://epaper.rupalibangladesh.com/>
16. https://epaper.dainikamadershomoy.com/view/2025/second-edition/02/23/11/11_107
17. <https://epaper.jaijaidinbd.com/>
18. <https://dailyasianage.com/ep/2025/02/23/?page=5>
19. <https://ep.dailynewnation.com/2025/02/23/index.php>
20. <https://www.facebook.com/share/p/1E17kLzeVy/>
21. <https://epaper.sangbad.net.bd/2025/02/24/9/%E0%A6%AA%E0%A7%83%E0%A6%B7%E0%A7%8D%E0%A6%A0%E0%A6%BE-%E0%A7%AF>
22. <https://www.jugantor.com/corporate-news/921557>

Power of discussion: A Roundtable Revolution

- Date: March 11, 2025
- Venue: National Press Club, Dhaka.

As part of its World Kidney Day-2025 initiatives, the Kidney Awareness Monitoring & Prevention Society (KAMPS) hosted a high-profile Round Table Discussion at the National Press Club, bringing together representatives from diverse trends of professions including key figures from healthcare sector, policy makers, political leaders and the media representatives to discuss the urgent need for enhanced kidney health awareness in Bangladesh.

The event featured renowned experts and leaders from various fields, including:

- Prof. Dr. Harun Ur Rashid, Chairman, Kidney Foundation
- Prof. Dr. Mohammad Rafiqul Alam, Chair, ISN South Asian Regional Board
- Prof. Dr. Syed Zakir Hossain, Line Director, Non-Communicable Disease Control (NCDC)
- Prof. Dr. Nazrul Islam, President, Bangladesh Renal Association
- Gazi Ashraf Hossain Lipu, Chief Selector, Bangladesh Cricket Board (BCB)
- Rezwana Salehin, Executive Director, KAMPS
- Ms. Rokeya Islam, Chairman, Proshika

Key Discussions & Outcomes

The discussions underscored the profound impact of kidney health initiatives on public health. Prof. Dr. M. A. Samad, Founder of KAMPS, emphasized the Round Table's pivotal role in advancing the mission of achieving optimal kidney health nationwide. Participants explored strategies to enhance

early detection, prevention, and treatment accessibility, reinforcing the importance of collaborative efforts between medical institutions, policymakers, and the media.

Unprecedented Media Coverage

The campaign received extensive national media attention, with reports published in 45 newspapers including the highest circulated daily, Prothom Alo, state run news agency BSS, daily Samakal, Observer, daily Sun, Janakantho and other leading print and electronic media. This unparalleled media outreach significantly expanded KAMPS' message on kidney health awareness, ensuring that vital information reached every segment of society.

This high-impact discussion reaffirmed KAMPS' commitment to driving meaningful change in kidney healthcare, further strengthening Bangladesh's efforts in kidney disease prevention, treatment, and public education.



Photo Captions: (1) KAMPS Chairman Prof. Dr. M A Samad delivering keynote presentation on Kidney diseases at the roundtable discussion, arranged by KAMPS at the National Press Club in Dhaka on March 11, 2025. Renowned Kidney specialists and representatives from different trend of professions took part on the occasions as panelists. (2) KAMPS Executive Director, Rezwan Salehin addresses the roundtable discussion at the National Press Club. (3) A kidney failure Patient Mizanur Rahman addresses the roundtable, expresses the miseries, he faces in getting treatment. (4) A section of the print and electronic media attending the round table, marking the World Kidney Day-2025.

News links of Discussion: A Roundtable Revolution:

1. <https://www.jagonews24.com/health/news/1007179>
2. <https://dailynews24bd.com/2025/03/%e0%a6%95%e0%a6%bf%e0%a6%a1%e0%a6%a8%e0%a6%bf-%e0%a6%b8%e0%a7%81%e0%a6%b0%e0%a6%95%e0%a7%8d%e0%a6%b7%e0%a6%be%e0%a6%af%e0%a6%bc-%e0%a6%aa%e0%a7%8d%e0%a6%b0%e0%a6%a4%e0%a6%bf%e0%a6%ac%e0%a6%a8%e0%a7%8d/>

3. <https://somoynnewsbd.net/%e0%a6%a1%e0%a6%be%e0%a6%af%e0%a6%bc%e0%a6%be%e0%a6%b2%e0%a6%be%e0%a6%87%e0%a6%b8%e0%a6%bf%e0%a6%b8-%e0%a6%93-%e0%a6%95%e0%a6%bf%e0%a6%a1%e0%a6%a8%e0%a6%bf-%e0%a6%aa%e0%a7%8d%e0%a6%b0%e0%a6%a4/>
4. <https://newsatvbd.com/2025/03/11/%e0%a6%95%e0%a6%bf%e0%a6%a1%e0%a6%a8%e0%a6%bf-%e0%a6%b8%e0%a7%8d%e0%a6%ac%e0%a6%be%e0%a6%b8%e0%a7%8d%e0%a6%a5%e0%a7%8d%e0%a6%af-%e0%a6%b8%e0%a7%81%e0%a6%b0%e0%a6%95%e0%a7%8d%e0%a6%b7%e0%a6%be%e0%a6%af>
5. https://www.youtube.com/live/j7rujD_fbPg?si=p_huzwtWCJm7Inoi
6. <https://dainikbusinessfile.com/%e0%a6%a6%e0%a7%87%e0%a6%b6%e0%a7%87-%e0%a6%95%e0%a6%bf%e0%a6%a1%e0%a6%a8%e0%a6%bf-%e0%a6%b0%e0%a7%8b%e0%a6%97%e0%a7%80%e0%a6%b0-%e0%a6%aa%e0%a7%8d%e0%a6%b0%e0%a6%be%e0%a6%af%e0%a6%bc-%e0%a7%a9/>
7. <https://jathasomoy.com/2025/03/11/kidney/>
8. <https://www.facebook.com/share/v/1Zx81FRXQt/?mibextid=D5vuiZ>
9. <https://www.bd24live.com/bangla/756170>
10. <https://biplotbysangbad.com/%e0%a6%95%e0%a6%bf%e0%a6%a1%e0%a6%a8%e0%a6%bf-%e0%a6%b8%e0%a7%8d%e0%a6%ac%e0%a6%be%e0%a6%b8%e0%a7%8d%e0%a6%a5%e0%a7%8d%e0%a6%af-%e0%a6%b8%e0%a7%81%e0%a6%b0%e0%a6%95%e0%a7%8d%e0%a6%b7/>
11. <https://thebangladeshtoday.com/?p=27325>
12. <https://bangladeshpost.net/epaper?page=3>
13. https://epaper.dailyjanakantha.com/home/displaypage/news_2025-03-12_14_18_b
14. <https://www.arthosuchak.com/archives/902673/%E0%A6%AC%E0%A6%BF%E0%A6%B6%E0%A7%8D%E0%A6%AC-%E0%A6%95%E0%A6%BF%E0%A6%A1%E0%A6%A8%E0%A6%BF-%E0%A6%A6%E0%A6%BF%E0%A6%AC%E0%A6%B8-%E0%A6%89%E0%A6%AA%E0%A6%B2%E0%A6%95%E0%A7%8D%E0%A6%B7%E0%A7%8D/>
15. <https://www.daily-sun.com/epaper/2025-03-12/3>
16. <https://dailyasianage.com/ep/2025/03/12/?page=5>
17. <https://epaper.dainikamadershomoy.com/2025/second-edition/03/13/page-03>
18. <https://epaper.rupalibangladesh.com/maps/27051>
19. https://epaper.alokitobangladesh.com/watermark/2025/03/12/images/03_110.jpg
20. https://epaper.shomoyeralo.com/img.php?i=2025/03/12/3/details/3_r8_c3.jpg
https://epaper.shomoyeralo.com/img.php?i=2025/03/12/5/details/5_r12_c2.jpg
21. https://epaperarchive.manobkantha.com.bd/2025/03/12/11/details/11_r14_c2.jpg
https://epaperarchive.manobkantha.com.bd/2025/03/12/12/details/12_r6_c8.jpg
22. https://epaper.dailyjanakantha.com/home/displaypage/news_2025-03-12_14_18_b
23. <https://epaperdinkal.com/m/9076/67d06398e76a1>
24. <https://epaper.deshrupantor.com/edition/526/%E0%A6%AC%E0%A7%81%E0%A6%A7%E0%A6%AC%E0%A6%BE%E0%A6%B0-%E0%A7%A7%E0%A7%A8-%E0%A6%AE%E0%A6%BE%E0%A6%B0%E0%A7%8D%E0%A6%9A-%E0%A7%A8%E0%A7%A6%E0%A7%A8%E0%A7%AB/page/12>

25. <https://epaper.khaborerkagoj.com/home/page/2025-03-12/3>
26. http://www.enayadiganta.com/images/12_03_2025/regular_64384_news_1741717942.jpg
27. https://dailyasianage.com/ep/2025/03/12/5/asianage/5_r4_c3.jpg
28. <https://asset.kalerkantho.com/public/paper/2025/03/12/page-4/page-4-tag-13.jpg?v=120320251223>
29. https://epaper.jugantor.com/storage/2025-03-12/11/link_img_second_ed_1741747668_7.jpg
30. <https://epaper.prothomalo.com/Home/DIndex?eid=1&edate=12/03/2025&sedId=1&pgid=480004&isProductPanel=true&MagazineEdID=0&MagEdDate=12/03/2025&isIssueRefresh=False&uemail=7203c31fbb>
31. <https://www.bssnews.net/bangla/health/184293/print>
<https://www.bssnews.net/bangla/health/184293>
32. <https://epaper.samakal.com/nogor-edition/2025-03-12/6/3683>
33. <https://epaper.aikerpatrika.com/imageview/130332/1424763520.html>
34. <https://epaper.dainikamadershomoy.com/2025/second-edition/03/13/page-03>

World Kidney Day Celebration

- When?: March 13, 2025
- Where?: The epicenter of awareness - KAMPS Headquarters, Dhaka.

A staggering 40,000 pieces of educational and awareness materials including leaflets, handbill, festoons, posters swarmed Dhaka, thanks to KAMPS. The city buzzed with life as rallies, adorned in WKD and KAMPS colors, painted the town with messages of health. Newspapers and TVs couldn't get enough, broadcasting the vibrant scenes to a national audience.



Photo Caption: (01) Rally in front of the KAMPS Head office, Mohammadpur in Dhaka. (2) Duty Doctor attending a Kidney patient while taking dialysis.

KAMPS' Collaboration with national organizations like Renal Association of Bangladesh:

- Route: From Shahabag to Super Specialized Hospital, Dhaka, Bangladesh.

As part of its collaborative efforts to strengthening awareness and prevention drives, like the previous years, this year also KAMPS has organized a joint seminar and rally with Bangladesh Renal Association.

The program was held marking the world kidney day-2025. On March 13th, the World Kidney Day-2025, a seminar was held at the auditorium of Bangladesh Medical University (BMU) with presence of key persons from the government sector and non-government health sector experts.

President of Bangladesh Renal Association, Prof Dr. Nazrul Islam presided over the seminar while Health Secretary Md. Saidur Rahman, Director General of the DGHS, Prof Dr. Md. Abu Zafar, Vice Chancellor of Bangladesh Medical University (BMU) Prof. Dr Shahinul Alam, Chairman of KAMPS Prof. Dr. MA Samad and health sector experts, analysts, students of the relevant discipline were present on the occasion.

Side by side discussing major issues on how to prevent kidney diseases, reducing its treatment cost and policy issues in easing transplantation, speakers lauded the role of Kidney Awareness Monitoring and Prevention Society (KAMPS) for its long 21 years journey as a voluntary organization through massive move in preventing the kidney diseases by raising awareness among the mass people.

They also mentioned that KAMPS had started working on awareness rising and prevention one year before, the ‘World Kidney Day’ authority started observing the day across the globe from the year 2005.

While addressing the seminar, Prof. Dr. M A Samad described how the two decades journey of KAMPS moved forward through relentless works mainly on awareness and prevention.



Photo Caption: (1) KAMPS & Bangladesh Renal Association brought out a colorful rally marking the World Kidney Day in the capital. (2) KAMPS Chairman and renowned Nephrologist Prof. Dr. MA Samad addresses the seminar jointly organized by Renal Association & KAMPS at Bangladesh Medical University auditorium.

Rallying for Kidney Health

- Route: From Green Road to Anwar Khan Modern Medical College & Hospital
- In collaboration with Anwar Khan Modern Medical College and Hospital, a partnership with academia, brought the streets alive, featuring everyone from esteemed educators to the spirited public, all rallying under the KAMPS banner. At the end of the rally, Prof. Dr. M A Samad presented 8 golden points to keep the kidneys healthy.



Photo Caption: (01). KAMPS Chairman Prof. Dr. MA Samad addresses a street meeting during the rally brought out jointly by KAMPS & Anwer Khan Modern Medical College and Hospital, marking the World Kidney Day-2025. (2) An age-old dialysis patient passing his reactions while asked by a media reporter.

News links of KAMPS Nationwide Impact (WKD Rally):

1. <https://epaper.samakal.com/print/2025-03-14/image/4223>
2. https://epaper.dailyjanakantha.com/home/displaypage/news_2025-03-14_14_26_b
3. http://www.enayadiganta.com/images/14_03_2025/regular_64408_news_1741883030.jpg
4. <https://epaper.protidinersangbad.com/?date=2025-03-14>
5. <https://epaperdinkal.com/edition/113/%E0%A6%A6%E0%A6%BF%E0%A6%A8%E0%A6%95%E0%A6%BE%E0%A6%B2-%E0%A6%87%E0%A6%AA%E0%A7%87%E0%A6%AA%E0%A6%BE%E0%A6%B0/page/5>
6. <https://cdn.daily-sun.com/public/paper/2025/03/14/page-3/page-3-tag-7.jpg>
7. <https://epcdn.ittefaqbd.com/uploads/map/412522.jpg>
8. [https://mzamin.com/uploads/cover/2025-03-1420_Page-\(14-03-2025\)_Layout%201%20copy.webp](https://mzamin.com/uploads/cover/2025-03-1420_Page-(14-03-2025)_Layout%201%20copy.webp)
9. <https://epaper.samakal.com/print/2025-03-14/image/4223>
10. https://epaper.dailyjanakantha.com/home/displaypage/news_2025-03-14_14_26_b
11. http://www.enayadiganta.com/images/14_03_2025/regular_64408_news_1741883030.jpg
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13. <https://epaperdinkal.com/edition/113/%E0%A6%A6%E0%A6%BF%E0%A6%A8%E0%A6%95%E0%A6%BE%E0%A6%B2-%E0%A6%87%E0%A6%AA%E0%A7%87%E0%A6%AA%E0%A6%BE%E0%A6%B0/page/5>
14. <https://cdn.daily-sun.com/public/paper/2025/03/14/page-3/page-3-tag-7.jpg>
15. <https://epcdn.ittefaqbd.com/uploads/map/412522.jpg>
16. [https://mzamin.com/uploads/cover/2025-03-1420_Page-\(14-03-2025\)_Layout%201%20copy.webp](https://mzamin.com/uploads/cover/2025-03-1420_Page-(14-03-2025)_Layout%201%20copy.webp)
17. <https://epaper.ittefaq.com.bd/edition/1920/2nd-edition/page/16>
18. <https://www.jagonews24.com/opinion/news/1007664>
19. <https://ep.dailynewnation.com/2025/03/13/>
20. <https://epaper.prothomalo.com/Home/ShareArticle?OrgId=1337273769e&eid=1&imageview=0&epedate=13/03/2025&sedId=1>
21. https://epaper.dailyjanakantha.com/home/displaypage/news_2025-03-14_14_26_b
22. <https://www.daily-sun.com/post/796046>
23. <https://epaper.samakal.com/nogor-edition/2025-03-14/12/4223/detail>
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25. <https://thebangladeshtoday.com/?p=27372>
26. <https://mzamin.com/news.php?news=152294>
27. <https://www.observerbd.com/news/516444>
28. <https://www.jagonews24.com/health/news/1007820>
29. https://dailyasianage.com/ep/2025/03/15/5/asianage/x5_r4_c3.jpg.pagespeed.ic.Etn_UKUC-.jpg

KAMPS' Nationwide Impact

• Date: March 13, 2025.

Culminating on 13th March, KAMPS organized vibrant rallies in several districts, including Tangail, Chandpur, Madaripur, Sakhipur, Nawabganj, Jhenaidah & Ghatail.

This finale event was also extensively covered by media, reinforcing the campaign's message and ensuring that awareness on kidney health resonated from the rural villages to the urban towers across Bangladesh, touching even the most remote corners of the nation.



Photo Captions: (1) KAMPS Tangail Unit brings out a rally marking the World Kidney Day-2025, the rally paraded different parts in Tangail city. (2) KAMPS Kidney & Dialysis Center-Chandpur brings out rally in Chandpur city marking the World Kidney Day-2025. (3) KAMPS Kidney & Dialysis Center-Madaripur brings out rally in city marking the World Kidney Day-2025. (4) World Kidney Day rally, brought out by KAMPS Kidney & Dialysis Center-Shakhipur. (5) World Kidney Day rally, brought out by KAMPS Kidney & Dialysis Center-Nawabganj. (6) World Kidney day rally brought out by KAMPS Kidney & Dialysis Center-Jhenaidah.(7) Patients are being taken care of by KAMPS officials at the KAMPS Jhenaidah Center. (8) World Kidney Day rally, brought out by KAMPS Kidney & Dialysis Center-Ghatail in Tangail.

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Media Blitz for Kidney Wisdom

- When?: March 1-18
- Platforms: Every media outlet you love

Highlight: Prof. Dr. M A Samad, the face of kidney health, dominated the airwaves, dispensing knowledge and igniting a flame of awareness.



Photo Caption: (1) KAMPS Chairman, renowned Nephrologist, Prof. Dr. MA Samad giving interview to the popular TV Channel DBC on the occasion of the World Kidney Day-2025. (2) Noted Physician Prof. Samad seen in an interview session with daily a newspaper named 'Kalbela' in Dhaka recently.

A Month of Life-Saving Engagement at KAMPS centers in Dhaka and Elsewhere

- Timeline: March 1 to March 31, a journey from awareness to action

Where?: KAMPS Headquarters, a beacon of hope, offering free health services and enlightening the masses with 100,000 leaflets. Side by side Dhaka, the screening program is going on simultaneously at other centers of KAMPS in Tangail, Shakhipur and Jhenaidah.



Photo Caption: (1) Duty Doctor attending a patient at the KAMPS headquarters, Mohammadpur, Dhaka. (2) Technologists busy with works at the Laboratory at KAMPS headquarters.

Strategic Partnership

- When? : March 13-14, 2025 where education materials
- Where: All branch of PROSHIKA

KAMPS always try to spread the messages of awareness upto the remotest parts of the country but as a voluntary entity, KAMPS lacks required resources, logistics and financial supports of its own in doing this. That's why KAMPS recently forged strategic partnership with a famous non-government organization (NGO), named PROSHIKA. PROSHIKA has been working in Bangladesh for quite a long period of time in the arena of socio-humanitarian development across the country. As one of the oldest NGOs in the country, PROSHIKA has its very strong network spread up-to the remotest corners of the country. Under the partnership, KAMPS will utilize the PROSHIKA network in reaching out the grassroots people of different area to raising awareness among them about kidney disease and prevent the disease. Its believed that the joint forces of KAMPS and PROSHIKA will bring significant benefit in terms of awareness and prevention of kidney disease in the country.



Photo Caption: (1) Joint awareness poster printed on the occasion of World Kidney Day-2025. (2) Partial view of the discussion session, jointly organized by KAMPS and PROSHIKA on the occasion of World Kidney Day-2025.

Championing Kidney Health: Dr. M A Samad's Legacy

Under the dynamic leadership of KAMPS and the visionary Prof. Dr. M A Samad, Bangladesh is witnessing a renaissance in kidney health awareness.

The extensive awareness drive and prevention programs, chalked out by KAMPS is mainly guided by Prof. Samad, who is already known as the 'Awareness Ambassador'. He thinks and analyze how to implement the awareness and prevention works practically in a more effective way to gain the ultimate benefit. He attaches innovation and diversification in the approaches while KAMPS design the programs in the every separate years. Over the years, Prof. Samad's role in prevention works has been recognized and acknowledged by the sector insiders and leaders of different bodies in the similar fields.

He believes that 'this World Kidney Day-2025, we're not just witnessing events; we're becoming part of a movement, a collective leap towards a future where kidney health is everyone's priority'.

He urges all concerned to join hands with KAMPS; to make kidney health a national anthem.

PRAYESH': The Voice of Health

• Release Date: February 21

Essence: 'Prayesh', a health journal or publication of KAMPS being published annually for the last 21 years. The publication contains mainly health education related articles contributed by renowned Doctors on their respective disciplines. Release of the 21st edition of 'PRAYESH' wasn't just a publication; it was a rally cry for change, reaching hearts through TV screens and newspaper columns.



Photo Caption: KAMPS published Prayesh – 21 on the occasion of International mother Language day. President of Bangladesh & Chief Advisor Message.

End