



INDIAN MEDICAL ASSOCIATION^{*1}

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Dr A Marthanda Pillai
National President
&
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Honorary Secretary General
Indian Medical Association

CMAAO

IMA structure: IMA has a membership of 2,48,954 doctors spread over 30 State branches and 1691 Local Branches.

IMA communicates to all its membership through eIMA News, SMSes on daily basis.

Leadership of all IMA consists of Office-bearers of State & Local Branches, Working Committee and Central Council. The total strength comes to 6010. IMA leadership communicates to each and every member through virtual Team IMA on daily basis.

IMA communicates to the public through IMA PR Deptt. on daily basis. The following is the statistics:

Months	Clippings	Ad value	PR value INR
January	297	1,65,64,717	4,96,93,551
February	281	77,01,814	2,31,05,442
March	124	70,09,797	2,10,29,391
April	129	68,73,371	2,06,26,113
May	156	78,87,114	2,36,61,342
June	105	78,87,114	2,36,61,342
July	80	54,04,120	1,62,12,360

IMA organizes on regular basis simultaneous Press Conference in every state .IMA organizes Press Release simultaneous in over 100 braches at a time on the same day.

IMA has trained 100% operational PCR staff of Delhi Police in a record time. The same is now being replicated at a national level.

*1 This article is base on a presentation made as the Report of Activities by each NMA at the 30th CMAAO General Assembly and 51st Council Meeting, Yangon, Myanmar, on September 23-25, 2015.

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IMA projects includes awareness regarding Child Sexual Abuse, Standards of TB Care, violence against medical establishments, sealing of charges during national calamity, availability to emergent medical care to everybody in time.

IMA's Swacch Bharat Swastha Bharat Initiative spreads awareness about safe water and food hygiene.

Under Aao Gaon Chalen IMA has adopted more than 100 villages and provides them free treatment. Over 10,000 free surgeries have been done through this Project.

In Nepal Earth quack IMA team was sent to Nepal and donated medicines worth Rs.40 lakhs to Nepal Medical Association. IMA also conducted surgeries and OPDs

IMA regularly releases social advertisements in various News Papers on water safety and promotion of breast feeding

IMA has trained 566 (TOT + Workshop) doctors in Child Sexual Abuse

IMA has sensitized 81508 & 14114 Trained doctors in TB Care

IMA has its regular Journal which is being circulated to over 2.5 lakhs members

With Nepal Medical Association IMA addressed a Press Conference in Nepal.

IMA has a Jan Aushdhi Kendra in its premises and supplies medicines to the people at low cost.

IMA provide eLearning to all its members.

IMA is running a special campaign on heat it, boil it, cook it, peel it and forget it.

IMA has developed standard IMA TB protocol with co-signatories of all the medical associations.

IMA has started special campaign on prevention of dengue deaths

IMA has started special campaign where every doctor is sensitized to look after his own health

India is now Polio free and Neonatal tetanus free

In every national calamity IMA comes out with a White paper

- Online virtual Central Council
- UNESCO Chair on Bio Ethics

- Digital CME at 23 Locations of the Country
- Weekly Web Cast
- JIMA re-started
- Interactive Website
- IMA in social media
- Jan Aushdhi Kendra
- IMA has a Mediation, Conciliation and Grievances Redressal Cell
- Emblem of medical profession
- Branch President and Branch Secretaries Meet

- New IMA Days – 24th March and 14th November
- Swachh Bharat Abhiyan
- Sun Shine CME
- IMA White paper
- Social Advertisement on 8th August and 1st July
- New State Telangana
- IMA Tirupati Building
- Six new Branches
- NOTA Protest

Initiatives

- IMA Rare Blood Group Online Blood Bank Directory
- IMA Online TB Notification initiative
- IMA Online Events Reporting initiative
- Online Proforma for Hypertension Screening
- IMA Online Sentinel Events Reporting Initiative
- IMA Disease Notification
- IMA RISE and SHINE

Thank you