Cropped page

Page: P1

Text to speech The benefits of reading P2

A different kind of #10YearChallenge It has been a decade since former prime minister

It has been a decade since former prime minister Dr Manmohan Singh's heart surgery, was carried out by leading cardiac surgeon Dr Ramakanta Panda

etpanache @timesgroup.com

his year, on January 24. Dr Manmohan Singh became an unexpected entrant to social media's viral trend — the #10YearChallenge. But this comes with a slight twist. Exactly 10 years to the day, in 2009, the then 76-year-old prime minister of India was operated by a team of doctors led by cardiovascular thoracic surgeon and vice-chairman of Asian Heart Institute, Dr Ramakanta Panda As the nation waited. Dr Panda and his team completed a critical redo cardiac surgery, including five bypasses. The former PM had undergone a bypass surgery in 1990 and a stenting procedure in 2004. Following his surgery, Dr Singh has been living an active and healthy life, thanks to the help of an

exemplary team of doctors. Dr Panda says he still remembers the day he received an appreciation letter from the former PM acknowledging his skills as a heart surgeon. "In the past 10 years, Dr Singh has strictly pursued his health regimen and cardiac follow-ups. He is a very good patient," he shares.

Dr Panda, who has performed over 24,000 heart surgeries, is rated among the world's top heart surgeons, having treated VVIPs such as former Bihar CM Lalu Prasad Yadav, former Assam CM Tarun Gogoi, Rajya Sabha member D Raja, Defence Minister Nirmala Sitharaman's husband



ith Dr Ramakanta Panda

"In the past 10 years, Dr Singh has strictly pursued his health regimen and cardiac follow-ups. He is a very good patient"

- DR RAMAKANTA PANDA Parakala Prabhakar, actor Dilip Kumar, Telugu actor Brahmanandam Kanneganti, Odisha's opposition leader Narasingha Mishra, Rajiv Shukla, global leaders, eminent industrialists, parliamentarians and

actors.

Today, Dr Panda is referred to as the cardiac surgeon with the Midas touch. But his rise to the top had its share of hiccups. After completing his post-graduation in cardiac surgery between 1980 and 1985, Dr Panda went to Cleveland Clinic for further training. However, on his return to India, he had no work. "To build up a practice, I had to take up really complex cases referred by cardiologists,

which other surgeons had

that choice that slowly but

refused. In hindsight, it was

surely built my reputation,"

he says. And that's the thing

so far, 20 per cent were

record for performing a 12-graft procedure on a

Hyderabad patient with 17

blocks in 2014. The world

average for the number of

surgery is around three

by pass grafts in one cardiad

inoperable. He also holds the world

that still keeps him going

-challenge. Of all the surgeries he has performed

through our content and programming. We have always been a network with a humane purpose and we strongly feel that doing good is also good for business. We witnessed this with our film *Toilet*: *Ek Prem Katha* which was both a profitable venture and had a patiacable

etpanache @timesgroup.com

How does awareness building fit in the business of entertainment?

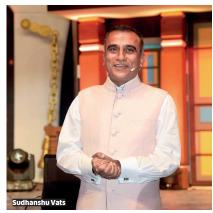
At Viacom18, we believe we have the power to educate, create awareness

and bring about a change

in people's mindset

and had a noticeable behaviour change impact on society. We have seen that stories touch people, forcing them to think and change their behaviour. As the country's foremost storytellers, we want to utilise our core business competence to create a positive impact on society in general.

Viacom18 has recently associated with Bill & Melinda Gates Foundation and BBC Media Action. How are you taking this association forward? This is the first time that a media and entertainment company as big as Viacom 18 has partnered with the world's largest philanthropic organisation, Bill & Melinda Gates



Navrangi Re! is an

attempt to bring awareness to an issue that is crucial to keep Bharat

swacch

Foundation, and development communications specialists, BBC Media Action to create a general entertainment fiction series with an underlying behaviour change message on sanitation. This partnership leverages the material and knowledge resources of the Foundation, the creative talent of BBC and the amplification platforms of Viacom18

\$250,000,000 (\$250 mn)

The estimated value of the 300-foot yacht, Equanimity, formerly owned by fugitive financier Low Taek Jho. The ship failed to sell at auction last year after being seized by the Malaysian government.

-all core business strengths contributing towards one single goal of mainstreaming an issue as nuanced as Faecal Sludge Management.

Do you think a 13-week finite series like Navrangi Re/can bring about behavioural change? Navrangi Re/is a concerted attempt to bring awareness to an issue that

is crucial to keep Bharat swacch. It is an extremely complicated and nuanced subject compared to open defecation. So while it is ambitious to consider behavioural change in 13 weeks, raising awareness is very possible and the chief aim of this collaboration.



million, it is the largest yacht listed on Burgess's website and features a helicopter pad, room for 22 guests, a spa and a salon.

At a guide price of \$130





Expans

etpanache@timesgroup.co

They may have mainta steely silence, but news i baby is on the way for an el ness heir and his wife. The had tied the knot amid mu ing and dancing in Vien Mumbai a couple of yea Reportedly, the youngfath is leaving no stone, or chun wellbeing of his missus, wi in their London home, aw of Mumbai. Recently, the e attend the birthday celeb wishing them health and h