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THE ECONOMIC TIMES

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A different kind of #10YearChallenge

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

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This 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 Rajya, Defence Minister Nirmala Sitharaman's husband



"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 refused. In hindsight, it was that choice that slowly but surely built my reputation,"



Defence Minister Nirmala Sitharaman and husband Parakala Prabhakar

he says.

And that's the thing that still keeps him going — challenge. Of all the surgeries he has performed so far, 20 per cent were inoperable.

He also holds the world record for performing a 12-graft procedure on a Hyderabad patient with 17 blocks in 2014. The world average for the number of bypass grafts in one cardiac surgery is around three.

Enabling social change through entertainment

Sudhanshu Vats, Group CEO & MD, Viacom18, throws light on *Navrangi Re!*, a show focussed on sanitation, in partnership with Bill & Melinda Gates Foundation and BBC Media Action

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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 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 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.



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

— 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.

\$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.

At a guide price of \$130 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.

— Bloomberg



Expansion

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They may have maintained a steady silence, but news of a baby is on the way for an elite couple and his wife. The had tied the knot amid music and dancing in Vientiane, Laos a couple of years ago. Reportedly, the young father is leaving no stone unturned in their London home, awaiting the birth of their child in Mumbai. Recently, the couple attended the birthday celebration of their daughter, wishing them health and happiness.

