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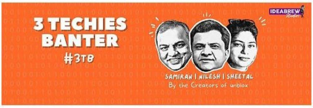

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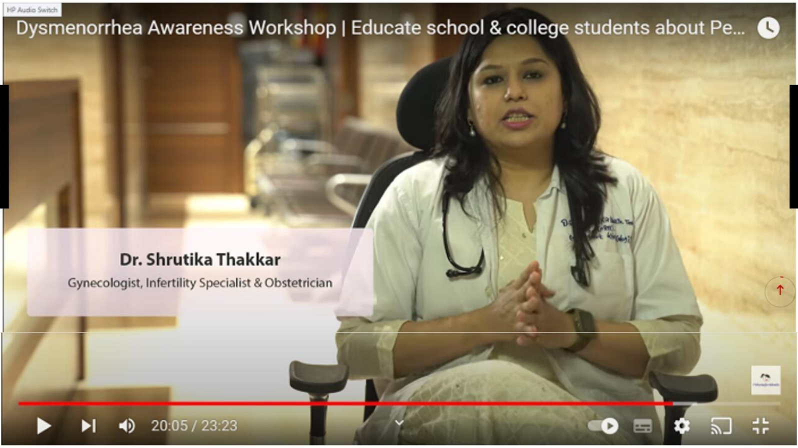
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Dr. Shrutika Thakkar
Gynecologist, Infertility Specialist & Obstetrician
20:05 / 23:23

BUSINESS

C Com Digital asks #WhySufferSilently, to drive Dysmenorrhea Awareness among Women in Collaboration with Bluecross Laboratories Pvt Ltd.

REKHA NAIR 6 DAYS AGO

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Read Time: 3 Minute, 40 Second

Mumbai: C Com Digital, a full-service Techno Digital Marketing Agency with a global footprint, has, for the fourth successive year, continued with its highly successful and award-winning campaign (IMA Award 2020 – Best Integrated campaign, Silver, and e4M awards 2020, Best Integrated Campaign, Gold) #WhySufferSilently to drive awareness on Dysmenorrhea in collaboration with Bluecross Laboratories Pvt Ltd.

Because there is a massive lack of awareness about the condition and the factors that cause it, millions of women and young girls continue to suffer silently. An estimated 68% of girls miss school every month, and over 60% cannot participate in sports due to dysmenorrhea. About 77% of young girls cannot perform household chores due to this problem. The challenge is not just with younger girls but also hits the corporate workforce in a big way since 50% of the women employees are forced to go absent from work due to this problem.

To help them overcome this lack of information and dispel myths about periods in 2018, C Com Digital initiated the campaign #WhySufferSilently for Bluecross Laboratories Pvt Ltd. The campaign has seen growth steadily over four years. In 2018 they took Helly shah, a young slam poet, to colleges in Mumbai and conveyed the message poetically. In 2019 the campaign was called “Break the cheat chain,” and they used multi-lingual and exciting music videos to run in colleges and various medical facilities. “Break the cheat chain” was trending at #4 on Twitter and garnered 79,44,724 impressions reaching 31,64,051 unique users. This successful campaign got one hundred-plus college participants and more than five hundred requests from various places to conduct workshops on dysmenorrhea. These requests have come from more than sixty cities across three states. Also, around 200 NGOs and corporates expressed interest in participating in the Dysmenorrhea campaign. In 2020 & 2021, during the pandemic, the campaign went purely digital.

In 2022, a video of an easy-to-understand Dysmenorrhea Awareness Workshop was created, where a gynaecologist explained Dysmenorrhea, Period cycles, and Period Pain with simple animations. In this video, a young girl explains dysmenorrhea facts, myths, and taboos and how to address them. This campaign has received an excellent response, and nearly 130 workshops were undertaken in less than a month; the campaign of 2022 has just begun. There have been fantastic queries and responses from corporates and NGOs. The team is optimistic about breaking all old records through Dysmenorrhoea Awareness Workshops across India.

Elaborating on the continued efforts through the campaign, Chandan Bagwe, Founder/Director, C Com Digital, said, "We took up this cause of driving awareness against Dysmenorrhea for Bluecross in the year 2018. It is a problem that hundreds of millions of women suffer in silence due to a lack of awareness. Over the last four years, our dedicated efforts have created a platform for change. Even when the pandemic waves forced lockdowns, we kept the campaign running through our digital outreach on social media and creating various videos to spread information. Each year, the campaign has been growing in strength and impact. We now hope that as the campaign completes four years, it will make an even greater impact in the coming times."

Adding further, an Official Spokesperson, Blue Cross Laboratories Pvt. Ltd., said, "Bluecross Laboratories has been committed to the cause of spreading awareness about Dysmenorrhea (painful periods) and since 2018. Our Brief was simple to create awareness around Dysmenorrhea, as we saw the increasing population of young women suffering. C Com Digital understood the brief well, and they came up with exciting ideas and strategies to raise awareness. We are committed to such social causes and will continue to do so."

Over the years, the campaign has emerged as a multi-dimensional effort comprising workshops, corporate events, online awareness campaigns, and even slam poetry by YouTuber Helly Shah, who had gone viral throughout India with her poetry on why period pain is not normal. The campaign has also featured awareness drives in colleges and driven engagement through interactive efforts. As one of the best-integrated campaigns in the medical awareness segment, it has already garnered an audience of over 14 million with 2.1 million YouTube views, over 50,000 website views, and 10,000+ email views. It has added more than 1.2 lakh Facebook followers and consistently high visibility on Twitter, Instagram, and in regional and national media.

About Post Author

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ADMIN 2 MINS AGO

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Nestlé India launches GERBER® cereal with a campaign – Bachchon se badhkar kuch nahi

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Bengaluru, 28th September 2022: In line with its commitment to always deliver 'Good Food, Good Life' to consumers, Nestlé India...

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ADMIN 14 HOURS AGO

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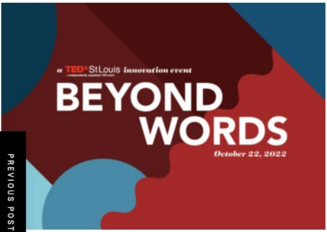
a TEDx StLouis innovation event
BEYOND WORDS
October 22, 2022

TEDxStLouis Presents “Beyond Words” Innovation Talks

ADMIN 14 HOURS AGO

Live and in-person TEDxStLouis event highlights how the last few years have changed our lives (St. Louis, Mo., Sept. 28,...

PREVIOUS POST

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Burgrill
burgrill.in

BUSINESS

Guilt-free, Pocket & Environment-Friendly Burgers: Burgrill is now serving happiness with an expansion spree across Gujarat!

ADMIN 6 DAYS AGO

Read Time: 2 Minute, 30 Second

New Delhi, 23 September 2022: Burgrill – India's first homegrown burger brand with the widest range of grilled products on its menu – is now on a pan-India expansion spree – starting with 6 new dine-in outlets in the state of Gujarat. The brand intends to open these within the next 4 months in Ahmedabad, Vadodara and Surat. This will take the 6-year-old QSR startup with 40+ outlets, closer to its 100-store target by the end of FY 2023 and 65+ outlets by the end of FY 2022.

Despite not having a presence in Gujarat, the Delhi-based grilled gourmet burger brand has always had a heavy fan following in the region. As per Shreh Madan, one of the three co-founders "we have a very diverse menu that caters to people with different preferences and taste buds. Unlike most other burger startups, our expansive vegetarian menu doesn't just have aloo patties but also offers a spread from beetroot to spinach and mushroom – a variety that vegetarians seldom get. This USP, along with a 75% grilled and healthy menu, has made us a favourite among vegetarian travellers from Gujarat who visit our outlets in Delhi, Chandigarh etc." The choice to enter the state thus was purely on-popular demand and the founders continue to remain optimistic about the prospects in the region.

The multiple Covid waves had proved to be disastrous for the F&B space in the last 2 years and Burgrill is one of the few homegrown self-funded QSR burger brands that could efficiently tide over the pandemic and pivot to a franchise-focussed asset-light model of growth and expansion. The new dine-in focussed restaurants in Gujarat are being launched along the same lines. The outlets will also make the brand available on marketplaces like Zomato, Swiggy and via self-delivery using DotPe.

Staying in sync with the sensibilities and preferences of the Gujarat audience, most outlets in the region will have a 100% vegetarian menu. One of the key highlights of this menu is a purely plant-based vegetarian burger called 'Green Meat Pounder' – made with soy protein, chickpea protein and a blend of plant-based fibres that offer the same texture and mouthfeel as chicken but are 100% vegetarian. This is slowly becoming a favorite amongst vegetarians and non-vegetarians alike.

Harboring a passion and strong focus to create grilled gourmet burgers served at economical prices, Burgrill has and continues to receive an overwhelming amount of love and appreciation throughout its journey. Today, the brand is proud to be serving mouth-watering, healthy and high-quality products across 40+ outlets in India. Burgrill builds a wholesome burger without foregoing elements of good taste. An indulgent meal minus the calories form the crux of the brand's ethos. The last few years have proven to be instrumental in shaping the way forward for the brand as it sets itself into expansion mode.

IG Link- https://www.instagram.com/burgrillindia/?hl=en

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BUSINESS

MX Player to livestream T20 Cricket, UAE vs Bangladesh Friendship Series 2022

ADMIN 6 DAYS AGO

Read Time: 1 Minute, 41 Second

23 September, 2022; Mumbai, India:

Home to over 200,000 hours of content across 800+ originals and international and dubbed content, MX Player continues to lead the way as the world's second app to have crossed over 1 billion downloads. Continuing to expand and grow its content library and in a bid to attract new consumers and advertisers to the platform, MX Player now forays into the live sports genre with the live streaming of the UAE vs Bangladesh Friendship Series 2022. The two Twenty20 cricket matches between UAE and Bangladesh will be played in Dubai on September 25 and September 27 and will livestream for Indian viewers on MX Player at 7:30 pm IST.

Having secured the live streaming rights for the India region, MX Player will also make available pre-match analysis, match break discussions, post-match presentations, and player interviews for its viewers in real time. The friendly matches are being played ahead of the Twenty20 World Cup scheduled for October. With the streaming of its maiden Twenty20 cricket match, MX Players continues to reinforce its commitment towards building a 360-degree entertainment ecosystem with a mass appeal.

Speaking on bagging rights for the series, Mansi Shrivastav, Sr. Vice President – Global Content Acquisitions & Alliances said, "At MX Player, we are always exploring the addition of new content formats, that keep our viewers engaged on the platform. Indian viewers live for cricket and we believe this is an apt opportunity for us to take a step forward to entertain our viewers. The UAE vs Bangladesh Friendship Series 2022 is an important series as it is played in preparation of the Twenty20 World Cup that is just around the corner. It also helps us diversify our library and provide our brand partners a new format to advertise on. We are confident of bringing our viewers more sports and sports related content on our platform in the near future."

Catch all the action from the UAE vs Bangladesh Friendship Series 2022 live on MX Player.

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TECH

Tenable Appoints Technology Industry Veteran Patricia Grant to Chief Information Officer

ADMIN 6 DAYS AGO

Read Time: 1 Minute, 5 Second

Mumbai, September 23, 2022 – Tenable®, the Cyber Exposure Management company, today announced that it has appointed Patricia Grant to Chief Information Officer (CIO). As the leader of the IT organisation, Grant will drive digital transformation, innovation and modernisation to support the company's ambitious business objectives.

Grant has dedicated nearly 30 years in the high-tech industry to building, optimising and leading transformations across IT. Grant joins Tenable from ServiceNow, where she was the vice president of digital technology operations, leading multiple transformational initiatives for both employees and customers. During her tenure, Grant built the "Women in Tech" program–an internal mentorship group dedicated to empowering women in the industry, and served as a mentor and advocate. Prior to ServiceNow, she worked at Symantec for 11 years and PeopleSoft, an Oracle Company, for nearly nine years.

"Patricia joins Tenable at a pivotal moment for the company," said Amit Yoran, chairman and chief executive officer, Tenable. "Patricia's proven track record of building high-functioning programs will help further accelerate our growth and profitability."

"Tenable is at the forefront of the cybersecurity industry, supported by passionate people committed to our work, teams and customers," said Grant, "I'm excited to join Tenable and help translate the company's vision and strategies into transformational action, driving efficiency and innovation."

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21 MINS AGO

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