

Smt. I. A. Kundan
I.A.S.

Addl. Municipal Commissioner



बृहन्मुंबई महानगरपालिका

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अति. आयुक्त/प. उपा. 8.195/1

दि. 08/06/2018.

**Sub: Request for supporting MCGM awareness campaign in Mumbai against
Non-Communicable Disease**

Dear Shri Farhan Akhtar,

With the on-going health transition in many countries with shifting burden from Communicable diseases to lifestyle diseases (Non Communicable Diseases) like Diabetes, Hypertension, Cardio vascular diseases, Mumbai too is confronting an increase in these diseases. NCDs contribute to 55% of premature deaths and majority of them easily preventable by adoption of healthy life style and modifying the risk factors causing these diseases. However much needed efforts are required to create awareness and bring about the behavioural changes among people.

Lifestyle changes in the form of Healthy Eating Habits and Regular physical exercise is essential to tackle NCDs. Popular public figure and fitness enthusiast such as yourself can greatly enhance awareness by carrying messages of healthy lifestyle to the larger public. As a director and Actor your films have had impact on millions of minds of citizens of India and your directional skills have effectively delivered the social message to common man.

MCGM requests your consent to be the face of our campaign for healthy lifestyle.

I am hopeful that, you will accept this invitation and your support in this regard would be extremely helpful to spread the message of prevention and control of these NCDs throughout the city. I look forward to your support in this endeavour.

With Regards,

Yours Sincerely,

(I. A. Kundan)

To,

Shri Farhan Akhtar
Excel office, 7th floor Orchid Pride,
S V road, Next to st Teresa's school,
Santaacruz West, Mumbai- 400054