

Dr.Fixit Organizes Free Health Check-Up Camp for Contractors

Mumbai, August 26, 2015: Dr. Fixit, the construction and waterproofing expert from the house of Pidilite Industries Ltd, once again demonstrates its commitment towards the well-being of its partners, i.e. Contractors and construction workers, by organizing a free professional health check-up camp at its headquarters in Andheri, Mumbai on August 26, 2015

The health camp initiative by Dr.Fixit will primarily focus on providing freedom from respiratory disorders - the primary occupational hazard for workers in this segment. With real estate at an all-time high and construction projects mushrooming across major cities, respiratory disorders caused by inhalation of airborne dust particles form one of the most lethal groups of occupational diseases in the contemporary market landscape.

Activities within the realm of construction like cutting kerbstones, stone masonry, surface grinding, tunnelling, crushing and removing rubble, among others, greatly increase the risk of exposure to hazardous substances that damage the lungs. With a majority of the physical labourers employed in construction belonging to the unorganized segment, they are often not eligible for free or subsidized care.

Workers in this sector are exposed to multiple physical, chemical and biological agents, which make them vulnerable to various respiratory problems. Inhaling certain gases, and fumes in the workplace causes diseases like asbestosis, silicosis, chronic obstructive pulmonary disease (COPD) and even lung cancer.

At the free professional health check-up camp, besides checking for symptoms of respiratory diseases and lung infections, Dr.Fixit will also partner with yoga experts to train the attendees in basic breathing techniques. Additionally, laughter therapy sessions too will be conducted during the health check up camp.

To add further Dr. Fixit, the waterproofing expert, re-launches their new and improved Dr.Fixit app with some advanced features. The mobile app would assist the users in finding best waterproofing solution recommendations, even while on the move. The app provides various benefits to all the key stakeholders, especially Architects, Builders, Consultants, Contractors, Engineers, and Applicators. The app offers features like technical drawings of the waterproofing system; Cost Calculator for material price; solution for creating a complete waterproof envelope of the structure, News and Views, Utility aides etc. the links on the app : It connects with other social media interfaces such as Web-chat on Dr.Fixit Website, Face book, Twitter and YouTube Channel for Dr. Fixit.

Mr. Sanjay Bahadur, Global CEO, Construction Chemical, Pidilite industries said, "It is our constant endeavour to create a positive impact in the society we conduct business in and play a meaningful role

in the lives of all our stakeholders. We also strive to raise awareness about lifestyle-related diseases amongst the underprivileged segment. Through this camp, we intent to create awareness among contractors and labourers about the occupational hazards and present a platform for them to discuss their health problems with a qualified doctor, and take corrective measures to improve their overall health and wellness. At Pidilite, we believe that the health of people is a top priority and through such camps, we aim to enable everyone to lead a better and healthy life."

Vital Statistics of the Construction Segment:

- Employs 44% of the urban unorganized workers
- The sector comprises 55% unskilled labour and 27% skilled labour
- 5% of the national workforce in this segment suffers from respiratory disorders
- Lung diseases contributes to 11% of the total deaths in India

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