

## ELCIA partners with Innov4Sight Health to launch Gift Hope

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Multi-award winning Reproductive Health & Infertility Care Startup - Innov4Sight (I4S) has collaborated with Electronics City Industries Association (ELCIA) to conduct an intensive 3 month-long awareness programme on reproductive health titled 'Gift Hope', in & around Electronics City, Bengaluru from 23 April 2018. The reproductive health campaign is intended to help over 30,000 working professionals in & around Electronic City. Gift Hope will bring abundant joy to personal life as well as help them in professional growth. As part of its commitment to social responsibility, I4S is also offering to help economically poor people with free care through this programme.

"The global average success rate in Assisted Reproduction Techniques (ART) such as IVF, IUI & ICSI among others is about 24% and the highest in the world is seen in Japan at 35%. India is estimated to have a success rate in fertility care outcome of below 20%. India has over 3 Crore infertile couple in the reproductive age group. Japan is already facing negative population growth. Over 20 countries globally are rapidly moving towards negative population growth. About 18 countries globally are spending billions of dollars in addressing infertility as a public health issue ranging from Singapore, Japan, Israel, UK to more recently India", shares Balachander Agoramurthy, Co-founder & CTO of I4S, a Bengaluru and Singapore-registered company founded in 2014.

The series of workshops that will start on the 23rd Apr 2018 will be for the Employee Relations, Health & Women Welfare personnel of about 159+ member companies of ELCIA. During these workshops the attendees will get to understand the benefits that the programme will offer their employees both professionally & personally. Geetha Sanjay, Co-founder & Chief Scientific Officer of the Company claims that the companies will benefit with reduced absenteeism, increased workplace productivity and also help companies with higher retention. One of the largest employers from electronic city has already agreed to assist and support the program through reach to its 9000+ employees.

Gift Hope will commence with a series of awareness workshops for the Companies and its Employees. It will be followed by

Assessment, Tele-Counseling & Tele-Consultation, Screening using Home-based Diagnostics or Self Diagnostic Kits, Personalized Therapeutics & Integrated Care. Considering that 98 out of 100 childless couple don't come forward to seek assistance this program will help in maintaining privacy and anonymity for the 1000s of working professionals through the journey to have a complete family.

Bangalore Bioinnovation Centre (BBC) where the Company is incubated will also serve as a host to the workshops and medical camps during the program. Some of the Clinical Partners of Gift Hope includes Garbhagudi, Altius Hospital, Mathruthva and Apollo CM Fertility. More details on Gift Hope will soon be available at [www.gifthope.in](http://www.gifthope.in) & [www.elcia.in](http://www.elcia.in).