

## Ketto.org launches social media ad campaign for doctors

28 June 2021 | News

**The campaign aims to express gratitude to doctors for their selfless service and sacrifices**



Ketto.org has launched #DearDoctor social media ad campaign to commemorate doctors for their dedication, compassion, selfless service, and sacrifices.

Commenting on the campaign, Varun Sheth CEO & Co-founder, Ketto.org said, "The campaign is a tribute to all our healthcare workers who play a significant role in our lives. Doctors across the country are fighting hard to beat the virus and save the maximum lives possible. Due to the rising COVID cases, our healthcare workers are overburdened with work by putting their life on the line. Working in the COVID hotspot zone, one can only imagine the psychological burden that they have to face. With the launch of Ketto's #DearDoctor campaign we wish to express our gratitude to the doctors for their selfless service, sacrifice, and devotion to humanity."

National Doctors Day is celebrated on 1st July every year to recognise and respect the commitment and tireless efforts that doctors put in for saving lives. People can participate by logging on to the #DearDoctor campaign link [www.ketto.org/deardocor](http://www.ketto.org/deardocor) and express their gratitude by sharing their thank you note to their doctors. On Doctors' Day, leading physicians from across the country will join Ketto's #DearDoctor campaign to read the thank you messages from the people.