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EzeRx appoints Santi Ranjan Karar as Principal Social Impact Adviser

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Santi Ranjan has extensive achievements to his credit and has won numerous awards in the field of social welfare



Bhubaneswar-based medtech startup EzeRx has announced the appointment of Santi Ranjan Karar as its Principal Social Impact Adviser. In his new role at EzeRx, Karar will leverage his extensive experience to guide the company's social impact initiatives, ensuring its innovative healthcare solutions reach those who need them most.

His insights will be invaluable in shaping EzeRx's strategy for addressing healthcare disparities and promoting equitable access to quality care.

Karar's illustrious career has been defined by his unwavering commitment to social welfare, sustainable development, and humanitarian aid across the globe. From leading disaster relief efforts during the 2004 Indian Ocean tsunami to participating in the United Nations peace mission in Darfur, Sudan, his contributions have left an indelible mark. His remarkable journey has spanned international organizations, government bodies, and grassroots initiatives, aligning with EzeRx's vision of leveraging technology to drive positive social impact at scale.

Among the highlights of his distinguished career are his roles as a Managing Board Member of the Indian Red Cross Society (IRCS) National Headquarters, where he supported humanitarian relief efforts across India, and as Chairman of the IRCS West Bengal State Branch, leading the organization's response during natural disasters, the COVID-19 pandemic, and other crises.

Karar's expertise has been widely recognised, earning him accolades such as the Dadabhai Naoroji Millennium Award, a certificate of recognition from the President of the General Women's Union in the United Arab Emirates, and Special Consultative Status with the United Nations Economic and Social Council (ECOSOC).