



**The
Breathe
Consortium**

Press Release

Project Breathe

Initiative of The Breathe Consortium

The second wave of COVID has hit Kolkata and west Bengal hard very severely. Due to the surge of Covid19, medical Oxygen has become an extremely scarce resource. Kolkata is amongst the worst affected part of the nation by introducing a new triple mutant variant commonly known as the Bengal strain. The rising number of Coronavirus cases has put massive pressure on the state's healthcare system.

Relatives of the COVID patients are running from pillar to post for treatment as beds in several hospitals in Kolkata are unavailable. Moreover, the deficit of Oxygen has made the situation more critical.

To save human civilization, a consortium of 5 NGOs has been established, called 'The Breath Consortium,' committed to supporting the motherland with its full capacities. Members are US-based Bay Area Prabasi (San Francisco Bay Area) and Kolkata Foundation (NJ), and Kolkata-based non-profit organizations Rural Health Care Foundation and Kolkata Gives and Mukti. Mukti and RHCF are taking care of operations in Kolkata and West Bengal villages.

The Consortium supports the free rental basis Oxygen concentrator with a proper call center 96 96 022 022 and a portal called Hellobeta.in. Any needy people may register and get support. The Team is powered with 1000 Oxygen Concentrators.

The Consortium also initiated various COVID Care Unit in villages where local doctors treat patients with free medicines, Pulse Oximeter, Oxygen Concentrator, etc. other basic needs. Already 100 such small units have been initiated in Sunderban and another part of West Bengal.



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To reach out to the maximum number of people, we initiated the HelloBeta program, an online platform created and conceptualized by MUKTI functional since the 1st wave of COVID in Kolkata. HelloBeta is a 24x7 staffed call center set up in Kolkata (www.hellobeta.in) and extending help in rural parts of West Bengal to help the COVID affected patients with oxygen concentrator support, medical care, and teleconferencing with the Team of doctors.

The online platform operates through the call centre to accept requests from patients' families and representatives and coordinate with the warehouse and background verification team to facilitate the collection of oxygen concentrators. Please come forward in large numbers and join our hands to save as many lives as we can.

For Service: www.HelloBeta.in or +91 96 96 022 022

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