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## Indus Net Technologies help people thank their Doctors on 'Doctor's Day'16'

**-Bridging the gap between thought and action-**

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**Kolkata, July 1<sup>st</sup> 2016:** Observing Doctors' Day, **Cipla** with **Indus Net Technologies** (as digital partners) have developed a project named **TXDoctor.in** which is a responsive website for thanking Doctors on this Doctors Day celebrated on the 1st of July.

Before the discovery of modern medicine, life was fleeting for humans. Today with hazards of modern living, a doctor's role in our lives has become indispensable. Aided by modern scientific innovation, the boundaries of medical technology extended to unimaginable limits. And each individual has been provided these services through selfless doctors. Keeping in mind, people's gratitude towards doctors and their unconditional services, the unique solution by Cipla along with Indus Net Technologies will be used by general user for thanking any doctor they like or to the whole association of the doctors.

**XYZ from Cipla** shared with us, *"The website is meant to be a bridge between people and their desire to thank their doctors. Through this initiative we want to help individuals reach out to their personal as well as group of doctors thereby forming a chain of thankful messages. We want to facilitate the process of converting thought to action. What doctors do for us can never be expressed amply, yet this serves as a small step to represent the gratitude people feel towards them. It is heartening to see so many people taking the initiative of leaving messages for their doctors. I believe, the gratification shall be the success of this project."*

**Indus Net Technologies** is the digital partner for the initiative. INT has track record in accomplishing projects of such complexity and magnitude.

The mechanism of the website lets a person express their heartfelt appreciation on the online portal. Once a contribution is made to the website, it will show an association of people who have contributed to the website. While posting users comment they can add their social networks picture into the comment which will add the picture to the comment and the chain, thus creating human chain or chainathon. User will need to open the website URL (<http://www.txdoctor.in/>) in the web browser.

Expressing his thoughts, **Abhishek Rungta, CEO, Indus Net Technologies** said, *"I would like to thank Cipla for their unique idea and I am more than happy to provide technological assistance to the project. The idea to connect sentiment with technology is unparalleled. The website is a platform which brings together people's emotions and the same time generates a technology which represents the magnitude of medical excellence. I am delighted that people have taken out time to spare a minute to convey their gratitude towards their doctors and be part of the world's longest chain-a-thon."*

People used the innovative platform to show their support and thankfulness to a doctor of their choice or to the entire doctor fraternity. People communicated their wishes and comments on the website which was in turn connected to several other comments thus creating world's longest Human Chain or a Chain-a-thon to 'Thank Doctors' The chain grew 2940 long and strong.

The idea of 'Thanks Doctor' is an initiative by Cipla while digital partner is Indus Net Technologies.

**About Indus Net Technologies:**

Indus Net Technologies, an ISO 9001-2008 company, is a premier Internet Consulting company offering diverse IT services and solutions to organizations around the world. The customized services offered to various clienteles are a combination of creativity and technology. It has offices in more than five global locations and caters to a wide range of enterprise clients, digital agencies and emerging companies across various industry verticals like BFSI, MPE, Travel & hospitality, Education, e-governance in over 40 countries.

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