

## Indian Red Cross Society & WeHear launches 'Project Shruti', An Initiative for Hearing-Impaired

Project Shruti



**Gujarat, Ahmedabad, Oct 3, 2021 ([IssueWire.com](https://www.issuewire.com))** - Focussing on ear health safety and well-being, the Indian Red Cross Society (Ahmedabad District Branch), in association with [WeHear](https://www.wehear.com), launches 'Project Shruti', an initiative for people with hearing loss.

Indian Red Cross Society's General Secretary, Dr. Vishwas Amin shared that India has approximately 6.5 crore people suffering from hearing loss. And since the past four years, with the advent of 4G and restrictions due to Covid-19, video and audio consumption has increased by a staggering 2000%. With this, young people have been experiencing ear pain and hearing loss, which was earlier limited to the elderly, witnessing an increase of almost 40% in the last two years.

'Project Shruti' is aimed to scout outborn hearing impaired, school going kids, and elderly with hearing loss, through WeHear's specially developed hearing test for early diagnosis of hearing issues. Under the project, the volunteers from the Indian Red Cross Society will conduct [hearing tests](#) in schools, old-age homes, and other camps, identifying beneficiaries to provide them with WeHear Ear+ devices.

WeHear Ear+ is a next-generation, open ear hearing aid device with [bone conduction technology](#) that delivers sound through cochlea bypassing physical ears. Its aim is to eventually help 4 crore+ people

nationwide with hearing issues and conductive hearing loss.

During the launch of 'Project Shruti', a total of 13 devices, were handed out to previously identified beneficiaries that included 5 kids and 8 elderly people. The event was graced by Shri. Sandip Sagale, IAS (District Magistrate and Collector, Ahmedabad) as the Chief Guest, along with Guests of Honour, Shri. Ashish Bhatia, IPS (DGP, Gujarat), Dr. Dilip Gadhavi (President, AMA), Dr. Neena Bhalodiya, Dr. Bharat Bhagat, Dr. Harshad Shah (Chairman, Red Cross), Shruti Chudgar (Vice-Chairperson, Red Cross), Dr. Vishwas Amin (General Secretary, Red Cross), and [Kanishka Patel](#) & [Raj Shah](#) (Co-Founders of [WeHear Innovations Pvt. Ltd.](#)).

As a catalyst in encouraging well-being initiatives, with this project, the Indian Red Cross Society commenced the 'Sunega Bharat' drive, contributing to creating flourishing communities, and helping scores of hearing-impaired to navigate to a world of healthy hearing.

## Event Details

**Date:** September 30, 2021 (Thursday)

**Time:** 5:15 pm

**Venue:** Red Cross Auditorium, Vadaj Crossroad, Vadaj, Ahmedabad

## About WeHear

WeHear is India's first hearing care company, bred in [Gujarat University Start-up and Entrepreneurship Council \(GUSEC\)](#) by an engineer from LD Engineering College, [Kanishka Patel](#). With an aim to become a pioneer of the hearing care community, providing the best 'Make in India' ear health-friendly solutions, WeHear has been appreciated on reputable platforms that include recognitions from the President of India, our military, and other government officials.



## Media Contact

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