

DIGITAL EDITION



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## Doctors applaud Sachin's gesture

Santosh Andhale



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Master blaster Sachin Tendulkar's refusal to take up a Rs20 crore-offer to endorse a top liquor brand has received many plaudits from the medical fraternity. Tata Memorial Hospital authorities are now requesting him to be the Brand Ambassador of the hospital. They want to rope in the master-blaster to create awareness about tobacco-liquor related diseases.

"Sachin is a great role model for young generation. We wrote to him and requested him to be the ambassador of our hospital to create awareness about carcinogens. If has time, I am sure he will accept our offer," said Dr Rajan Badve, director, Tata Memorial Hospital.

According to sources, Sachin will never endorse products that are harmful to one's


health.

Last month doctors were protesting over the movie Guzaarish where posters showed Aishwarya Rai smoking. Many felt that the picture should not have been used to promote the movie. These images gave a wrong message to the youth who are most likely to imitate Bollywood stars, who they idolise. Doctors had been very vocal about their dissatisfaction and had worn black badges to protest against the poster where the actress is seen smoking. Dr Pankaj Chaturvedi, associate professor of Head and Neck Cancer department, Tata Hopital, and joint secretary, Action council Against Tobacco, said, "Ajay Devgn, Shahrukh Khan and other celebrities are seen smoking on screen and don't take responsibility as a youth icons of the nation. But, I hope Sachin inspires many other celebrates."

"We are very happy with Tendulkar's responsible behaviour. We wanted Sanjay Dutt, who has a hughe fan base, to follow Sachin's lead and stop promoting gutkha and pan masala and be a good example for the youth," said Dr Ravikant Singh, convener, Doctors for You, which is a non-profit organisation working the medical field for people.

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