



نسيم الرحمة  
BREEZE OF MERCY

Campaign Period: August 14 – September 14, 2026  
*Coinciding with blessed month of Rabi Al-Awwal 1448 Hijri,  
the birth month of the beloved Prophet Muhammad (PBUH)*

#BreezeOfMercy #NasimAl-Rahma

International Humanitarian Health Campaign  
Where Healthcare Meets Humanity

Powered By



HEALTH TOURISM DEVELOPMENT  
CENTER OF ISLAMIC COUNTRIES

[www.htdcenter.com/nasim-campaign](http://www.htdcenter.com/nasim-campaign)



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## INTRODUCTION

Alongside economic activities in the field of health tourism, commitment to social responsibility and humanitarian values is not only an ethical necessity but also a strategic foundation for building international trust and sustainable global partnerships.

The **Nasim Alrahma (Breeze of Mercy) International Campaign** is intentionally launched during the blessed month of Rabi Al-Awwal 1448 Hijri, the birth month of the beloved Prophet Muhammad (peace be upon him)—a time deeply associated in Muslim cultures with mercy, compassion, unity, and service to humanity.

Inspired by these timeless values, the campaign offers a global platform for healthcare providers, governments, and medical tourism stakeholders to collaborate in delivering equitable, dignity-centered healthcare beyond borders.

### **The Meaning Behind “Nasim Alrahma”**

Nasim Alrahma, meaning “Breeze of Mercy”, reflects the spiritual and ethical essence of Rabi Al-Awwal—a month that commemorates a legacy of healing, compassion, and service to all humankind.

The name symbolizes a gentle yet powerful movement of mercy, reaching patients in need regardless of nationality, belief, or economic status.



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## ABOUT **HTDC**

The **Health Tourism Development Center of Islamic Countries (HTDC)** is a non-governmental organization founded in 2015, dedicated to advancing the health tourism industry and showcasing the unique capabilities of countries.

HTDC strives to enhance the quality of related health and wellness tourism services, foster knowledge exchange, and build robust networks among key stakeholders across nations. Through its affiliated centers and companies, HTDC implements a wide range of programs and initiatives designed to promote best practices, strengthen industry collaboration and relationships, and drive sustainable growth.

By fostering effective partnerships and creating opportunities for mutual benefit, HTDC is committed to shaping a thriving health tourism ecosystem that delivers value for all participants and members while contributing to the global success of the industry.

Website: [www.htdcenter.com](http://www.htdcenter.com) | Email: [Event@htdcenter.com](mailto:Event@htdcenter.com)  
WhatsApp: +96892731917



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## ABOUT THE **CAMPAIGN**

Nasim Alrahma is an international humanitarian initiative implemented under HTDC's social responsibility framework, inviting medical centers and medical tourism companies to dedicate part of their service capacity during the campaign period under special humanitarian conditions.

Throughout the one-month campaign, participating organizations provide healthcare services to international patients with preferential terms and special discounts, while also having the opportunity to extend support to patients in need.

### **Participation Model**

During the campaign period, participating organizations may:

- Offer specialized medical and healthcare services to international patients under special conditions and preferential pricing
- Allocate a portion of revenues generated during the campaign to:
  - Support patients in need specially for local patients
  - Finance medical, diagnostic, pharmaceutical, or rehabilitation needs

All participation is **voluntary, transparent, and ethically governed**, allowing organizations to align contributions with their Corporate Social Responsibility (CSR) strategies.



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## CORPORATE SOCIAL RESPONSIBILITY (CSR)

### Benefits for **Medical Centers:**

- Enhancing institutional prestige and international recognition
- Strengthening trust among patients, governments, and regulators
- Supporting ESG, quality accreditation, and sustainability reporting
- Increasing staff engagement, morale, and professional pride

*CSR engagement positions hospitals as mission-driven institutions, not merely service providers.*

### Benefits for **Medical Tourism Companies:**

- Differentiates the brand in a competitive global marketplace
- Builds credibility with international patients and partners
- Enables access to values-driven and faith-aligned markets
- Strengthens partnerships with hospitals, insurers, and public authorities

*CSR transforms facilitators into trusted coordinators of ethical healthcare journeys.*

## SOCIAL BRANDING & REPUTATION IMPACT

Participation in Nasim Alrahma contributes directly to:

- Trust-based brand positioning
- Positive institutional storytelling and media visibility
- Long-term patient loyalty and advocacy
- Stronger international partnerships and goodwill

*Humanitarian engagement becomes a brand asset, reinforcing authenticity and resilience.*



## Corporate Social Responsibility



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## WHO CAN PARTICIPATE?

- Hospitals, Clinics, and Medical Centers
- Medical tourism companies and facilitators
- Diagnostic, rehabilitation, and wellness institutions
- Government health authorities
- Humanitarian organizations



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### **Pre-Registration**

Submit your information through the link below.

[www.htdcenter.com/nasim-campaign](http://www.htdcenter.com/nasim-campaign)

2

### **Application Review**

The organizer will review your submitted information and eligibility. After evaluation, the organizer will contact you to share the results and guide you through the next steps.

3

### **Agreement & Confirmation**

Qualified applicants will receive an official Participation Agreement, outlining the program details, commitments, and terms & conditions. Once the agreement is reviewed and signed, your organization becomes an approved participant.



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## Contact Us

For more information about the campaign, our team is ready to assist you. Whether you represent a hospital, clinic, specialized medical center, medical/wellness tourism company or Government health authorities, we are here to provide detailed guidance on how your organization can join the Nasim Alrahma Campaign.

Pre-registration Page:

<http://www.htdcenter.com/nasim-campaign>

HTDC Contacts:

event@htdcenter.com | WhatsApp: +96892731917

Hashtags: #BreezeOfMercy #NasimAl-Rahma



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