

# Organisation of Pharmaceutical Producers of India

## CARING FOR SOCIETY

- A CORPORATE SOCIAL RESPONSIBILITY UPDATE



February 2010

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## INTRODUCTION

“There is no one definition of what it takes to be a responsible corporate. The key is to have a rigorous process for identifying those responsibilities and fulfilling them”, said an expert in the context of Corporate Social Responsibility (CSR).

As we all know, CSR is recognized as an important function contributing to accelerate the process of overall development of a nation. India being the second most populous country in the world, and home to the largest number of people in need of basic amenities, calls for more intensive efforts as part of such initiatives in the healthcare space of the nation.

Lot of good-work has been done by the Indian Pharmaceutical Industry in general and the OPPI member companies, in particular, to meet the unmet healthcare needs of the patients. Yet the Pharmaceutical Industry is still seen with skepticism by various stakeholders.

There is still little understanding of the basic issues that the industry deals with, on an ongoing basis, to contribute to the socio-economic needs of India. Realizing this need, OPPI wishes to bring in a change in such negative perceptions by highlighting the continuing contributions of its member companies towards the civil society, including the patients. Towards this endeavor, we have taken a new initiative titled “**Caring For Society – A Corporate Social Responsibility Update**” to showcase the good-work done by its members.

The report covers the CSR activities in the following areas:

1. Corporate Social Responsibility (CSR) Initiatives
2. Access Programme for Medicines
3. Patients Awareness Programme
4. Medical Education Programme (Doctors / Nurses / Para Medics)
5. External Awards / Recognition
6. Capacity Building initiatives in Healthcare related projects in India
7. Collaboration or Partnership with Government, Public, NGOs and others

I take this opportunity to extend our sincere thanks to all those member companies who have provided valuable information as well as insights, in our joint endeavor in bringing out this update.

**Tapan Ray**  
Director General  
OPPI

## FOREWORD

The Indian Pharmaceutical industry with its wide ranging capabilities in the complex field of drug manufacture and technology has played a significant role in producing medicines to meet unmet medical needs.

Over the past several decades, OPPI member companies have added to the value creation process by addressing various socio-economic needs in the healthcare arena. In an effort to document the significant work done in this space, OPPI conducted a study titled “Corporate Social Responsibility of Pharmaceutical Companies in India: Practices, Perspectives and Way Forward” in 2005, focusing on the rationale behind these initiatives, the organisational structure in place to execute CSR projects and the investments made to accelerate social development.

CSR remains an integral part of these companies like it does at all successful businesses across the world - no matter what the industry. Continuing with its philosophy of encouraging member companies to further strengthen their CSR practices by focusing on the triple bottom line (financial, social and environmental) and to highlight the work currently being done, OPPI has compiled a collection titled “**Caring For Society – A Corporate Social Responsibility Update**” which builds on the earlier study.

It is my hope that Caring for Society will serve as encouragement to companies across the pharmaceutical and other industries to share best practices, to build on the work they are doing and to join hands to work towards a better India where universal healthcare will be accessible to all.

**Ranjit Shahani**

President

OPPI

OPPI identifies itself with the country's national objectives in healthcare and encourages its members to make substantial contributions to social concerns and actively promotes Corporate Social Responsibility (CSR).

**Disclaimer:** While 'Caring For Society - A Corporate Social Responsibility Update' is compiled with due care, OPPI will not be liable for any consequences of anyone acting in reliance on any information contained in this Update.

## Aventis Pharma Ltd. (Sanofi-aventis)

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### Corporate Social Responsibility (CSR) Initiatives

**Sanofi-aventis India** is committed to contribute together with civil society partners to reduce inequalities and ensure that healthcare is more easily available to all. Our philosophy aligned to that of the Group, extends beyond the issues of health alone. We take pride not only in providing products that facilitate good health and well-being, but also in giving back to society. It is our endeavor to be recognized as a company that responds to the needs of the community.

Thus, we have chosen to be active in carefully selected, major humanitarian and social causes that allow us to make a difference to the lives of those affected by poverty, disparity and exclusion. We assist in disaster management and relief activities and provide sustainable support to populations in need through programs in disease prevention and education, hygiene and access to healthcare.

#### Our Commitment towards Child Welfare:

**THE AKANKSHA FOUNDATION** - is a non-profit organization. Their mission is to improve the lives of illiterate children living in slums, helping them hone their skills to earn a steady livelihood and improve their standard of living.

We support their centre in Khar, a suburb of Mumbai. This local project offers us the opportunity to involve and encourage employee engagement, such as accompanying the children to educational centers, celebrating festivals with them, including them in the event held for employees' children at Head Office and many other such programs.

Our association with **CHILDLINE** has been cemented since the last 3 years and in 2010 again, we supported them by participating in 'The Standard Chartered Mumbai Marathon'. This event will help raise funds and ensure that children can look forward to a secure future. Sanofi-aventis runs that extra mile for **CHILDLINE**. CHILDLINE is – quite literally – a lifeline, a 24-hour, free helpline service, for children in distress. Operational in 67 cities in India, this project has entertained eight million calls since it was first instituted in 1996.

#### Our commitment towards rehabilitation:

Our Company supports the cause undertaken by The BANYAN for rehabilitating homeless, mentally affected women. 'The Banyan' has responded to the needs of over 2000 women, rehabilitating them and restoring them to health. The institution's major achievement is that it has helped reunite over 950 women with their families. Our affiliate supported the well-being of a few occupants of 'The Banyan' last year and will continue our support to this cause.

## **Our Commitment towards health:**

The poor and illiterate inhabitants of the highly populated slum in Tikiapara are deprived of basic housing, health facilities and sanitation. Unable to even get basic medical facilities for minor ailments and common sickness, the children, women and old people in these slums are the worst affected. Our affiliate sponsored the development of a Medical Center that will greatly benefit the deprived slum community, by working with **THE SAMARITAN HELP MISSION (SHM)** – a humanitarian educational institution based in the slums of Tikiapara, Howrah, West Bengal.

## **Towards a better environment:**

**SAVE: (Sanofi-aventis Values Environment)** - With increasing threat from diseases and natural calamities due to environmental degradation, there arises an urgent need to **SAVE** the environment. Under our Company's initiative **SAVE**, we have worked towards raising awareness on protecting and enhancing the environment. As the first initiative under this project, doctors, who are one of our key stakeholders, were presented a potted plant with the **SAVE** logo.

**Bihar floods:** Colleagues from the field demonstrated our core Value of Solidarity, when they came to the forefront to help those affected by the Bihar floods. These were the worst floods in over fifty years, that rendered thousands homeless. Our employees helped collect clothes and contributed financially for the victims.

Eagerly pursued by our employees, such initiatives add a much-needed dimension to our activities and operations in India. We will continue to identify worthwhile causes and help organizations engaged in exemplary work.

## **Access Programmes for Medicines**

### **Introduction of the anti-malaria drug in India, at cost price**

Sanofi-aventis India and the global 'Access to Medicines' department are working together with Drugs for Neglected Diseases Initiative (DNDi) and the Indian authorities for the possible introduction of the anti-malarial fixed-dose combination Coarsucam® / Artesunate-Amodiaquine Winthrop® ("ASAQ") under the National Malaria Control program.

### **Facilitating the supply of essential medicines to patients though not available in the country**

Though Sabril (Vigabatrin) is not available in India, some doctors prescribe it to patients for whom the drug is essential. Sanofi-aventis India facilitates the process of obtaining a license for the patient (as the drug must be imported) since most patients are not well-versed with regulations and procedures. Sanofi-aventis India also ensures the supply of the product to the patient.

## **Access to low margin life saving products like Avil / Lasix injection:**

Avil (Pheniramine Maleate) and Lasix (Frusemide) are under price control which means that the selling price of the product is fixed by the government and gross margins are greatly curtailed. Usually it is seen that companies withdraw products once they enter the price control list as there is no legal compulsion to continue marketing them.

Sanofi-aventis India is a company with a difference, as we continue to supply these products, despite extremely low margins. Both these injectible are life-saving products in the medical armamentarium and useful for treating medical emergencies. Doctors are highly reliant on them and it would be very rare to find a doctor who does not have Avil and Lasix injection in his emergency kit.

Avil injection is useful for the treatment of anaphylaxis. Anaphylaxis is a life-threatening medical emergency because of rapid constriction of the airway, often within minutes of onset, which can lead to respiratory failure and respiratory arrest. Brain and organ damage rapidly occurs if the patient cannot breathe.

Lasix is a diuretic, useful in various situations where there is fluid retention like congestive heart failure, hypertensive crisis or in cases of forced diuresis in poisoning. Lasix injection is used when rapid effect is required or when intestinal absorption is impaired.

## **Patients Awareness Programmes**

### **Saath7 - patient support program exclusively for diabetic patients**

**Saath7** is a complimentary counseling service offered by Sanofi-aventis to patients on Lantus® and is a service offered on behalf and with the consent of the physician. Launched in 2007, **Saath7** has 44 Counselors and 6 Regional coordinators servicing patients in 21 cities across the country. The counselors undergo the necessary training on the disease, treatment options, side-effects management and patient management. The aim of **Saath7** is to understand patients as individuals and then communicate relevant information to them and their caregivers using the medium they prefer. **Saath7** provides patients with educational material, consultations and other resources to teach individuals how to cope and adapt to the lifestyle that is often dictated by their illnesses. The counselors also visit patients at home and offer tele-counseling.

**Saath7** is an extremely popular concept and has more than 3000 physicians who have enrolled for the service. **Saath7** has offered counseling services to over 30,000 patients since 2007.

## **Aashayein (meaning HOPE) started with the sole objective to increase patient compliance on Taxotere**

AASHAYEIN is a patient support programme for Taxotere® patients in India. This programme is offered on behalf of and with the consent of treating physicians.

A Certified Oncology Counsellor offers home-visits and tele-counseling during chemotherapy to patients who enrol on this programme. Patients and their families are guided on Taxotere® related side-effects management, psycho-social support and patient-education material.

A qualified team of counsellors run this programme in 4 cities across India.

## **Medical Education Programme (Doctors / Nurses / Para Medics)**

**Science of Vaccinology and Advancing Science of Vaccinology:** Training modules were conducted in 9 cities across India in 2008-09 for pediatricians regarding Basic Immunization Practices, Immunology, concept of combination vaccine, Vaccine Clinical Trials & Pharmacovigilance with Interactive sessions on all EPI vaccines. Training of more than 500 pediatricians across India was conducted and communicated to Ministry of Health and Family Welfare (MoHFW). This program was a Sanofi Pasteur and Indian Academy of Pediatrics (IAP) Initiative. The Medical Department contributed as Faculty. In 2009-10, more than 600 pediatricians have been trained through the IAP with workshops conducted in 6 states with low immunization coverage and the program is ongoing. Through this Endeavour we further reinforced the importance of proper and scientific usage of vaccines.

Sanofi-aventis teams planned and executed a number of training programs for Nurses, Paramedical staff and Doctors in different parts of the country with the objective of updating them with skills that would make them more confident and equipped with the recent advances in their respective fields and also which will help them add value to the organizations that they represent.

## **External Awards / Recognition**

**‘Gold Trophy’ for outstanding export performance for Formulations**, in the category of **Fast Emerging** companies in India at a glittering award ceremony in Hyderabad, on the 25<sup>th</sup> September, 2009. This award is instituted by Pharmexcil (Pharmaceuticals Export Promotion Council of India), the apex body set up by the Ministry of Commerce and Industry, Government of India. Dr. Davendra Goel, Director - Exports received the prestigious Award on behalf of Sanofi-aventis India from the Hon’ble Union Minister for Commerce and Industry, Shri Anand Sharma.

## **'Best Paper' Award at the MR Works - the 19th Annual Market Research Seminar**

Sanofi-aventis won the coveted 'Best Paper' Award at the MR Works - the 19th Annual Market Research Seminar, for the award-winning paper titled, 'Enhancing Customer (Doctor) Understanding, in the changing Pharma Market'.

Selected from amongst more than 100 entries, these research papers spanned various industries like the Telecom, FMCG, Healthcare diagnostics, Pharmaceutical, Media, etc. Prestigious agencies like IMRB and Nielsen also presented their papers at this Seminar. Sanofi-aventis and Nielsen jointly presented the research paper which was based on a study on attitudinal segmentation of doctors who prescribe Cardace (The No. 1 cardiovascular product in India and our flagship brand).

**About MSRI:** The Market Research Society of India (MRSI) is a unique non-profit autonomous body formed by a large fraternity of research suppliers and users in India. Established in 1988, the MRSI is at the forefront of maintaining standards of excellence in the market research industry. Their Annual Seminar - MR WORKS is a shining example of sharing research experience within and outside the industry to propagate community learning.

**OPPI Marketing Excellence Award 2009 – in the Existing Products Category, for our brand 'Allegra'.** This is the sixth year that Sanofi-aventis won the award, with three previous awards in the 'Existing Products Category' and this year for Allegra.

The Award and Citation were presented to the team from Sanofi-aventis India during the Annual General Meeting of OPPI (Organization of Pharmaceutical Producers of India) on Saturday, 8<sup>th</sup> August 2009, at Mumbai.

Allegra was launched in India in 1998 and positioned as a truly non-sedating Anti-histamine, with precise segmentation and targeting, thus differentiating it from other options in the market. Over the years, the success of Allegra can be attributed to levers like brand differentiation through innovative marketing campaigns, market-shaping initiatives and life-cycle management, all of which made it a market Leader in the anti-histamine market.

Allegra today enables millions of Indian patients manage their allergy more effectively, without sedation, thus improving their quality of life. Currently, allergies management has become synonymous with brand Allegra, the preferred choice amongst doctors and patients.

## **Capacity Building initiatives in Healthcare related projects in India**

**Reaching out to Rural India through Prayas (meaning 'endeavor')**

Prayas is a **knowledge based initiative program, aimed at empowering doctors in rural India** with the latest developments and updates in medicine. With 72% of India's population living in rural areas there are only 20,000 primary healthcare centres struggling to serve 600,000 villages. Many of these healthcare centres lack quality medicines, trained professionals, sophisticated diagnostic tools and facilities. Prayas was launched to meet rural India's healthcare needs. It is an attempt to improve diagnosis and treatment for rural patients through structured continuous education program for doctors. 'Prayas' is aimed at bridging the diagnosis-treatment gap through a structured continuing education program for rural doctors across India. Through Prayas, specialists from semi-urban areas will share latest medical knowledge and clinical experience with general practitioners based in smaller towns and villages in the interiors of India.

To complement this knowledge-based program (Prayas), Sanofi-aventis is also launching a new range of quality medicines at affordable prices in these geographical areas under the old and familiar umbrella brand name - Hoechst, which is today a Sanofi-aventis initiative. This product range will help address the challenge of accessibility, affordability and availability of quality medicines to patients in remote villages. The Company had begun by introducing ten drugs for infections, pain and gastric disturbances.

Sanofi-aventis India will facilitate Prayas workshops for General Practitioners on disease areas that are a major concern in rural India.

Sanofi-aventis India has already conducted 554 workshops in just 5 months and three modules on respiratory diseases during the pilot phase for over 3,200 doctors across Bihar, Uttar Pradesh and West Bengal.

Encouraged by this early success, Sanofi-aventis has extended Prayas to other States like Maharashtra, Andhra Pradesh and Madhya Pradesh as well. In the coming five years, Sanofi-aventis aims to extend the benefits of Prayas to as many as 100,000 doctors in rural areas and thus contribute to India's much needed healthcare capacity building initiative.

## Associated Capsules Pvt. Ltd (ACG Worldwide) \_\_\_\_\_

### Corporate Social Responsibility (CSR) Initiatives

**ACG Worldwide** has been part of the manufacturing solid dosage systems for over four decades. The ACG Worldwide's mission is to consistently raise the bar of performance by following its belief in Quality, Innovation and Value.

As an organization, we work with our customers to create innovative and practical solutions with world-class standards. We also believe that as a corporate citizen, our responsibilities towards society are of great importance. As a part of corporate social responsibility, the ACG Worldwide companies have been consistently contributing to the improvement, empowerment and encouragement of health awareness, education and knowledge through various initiatives.

ACG Associated Capsules Pvt. Ltd. organized a huge blood donation drive on its factory premises at Dahanu on 17<sup>th</sup> November 2009 in association with D.K. Chheda Amrutvahini Blood Bank. All the employees supported this initiative and voluntary donations were made by many.

Another blood donation camp was put together by ACG PAM & ACG AJAS at the PAM House conference room on 5<sup>th</sup> December 2009.

The initiative was carried out in partnership with Tata Memorial Hospital (TMH), which is one of the leading hospitals in India for cancer treatment. Immense support and participation was received from the employees of ACG PAM & ACG AJAS for this cause.

The company's involvement with this drive has helped support TMH in providing free treatment to more than 15,000 people every year. It also conducts nearly 8500 major operations and treats 5000 patients with Radiotherapy and Chemotherapy on an annual basis.

### **Blood Donation Camp**

On the education front, ACG Pam Pac Pvt. Ltd. has been the first company to make a donation of old management books to engineering colleges & management institutes. The books not only contribute to the student education but are also of great help to the respective faculties. Some of the institutions that benefitted from the donations include the Indira College of Engineering & Management, IIEBM (Pune), Marathwada Mitra Mandal and Dnyanganga Engineering Colleges.

Another program for school bag distribution by ACG Pam Pac was conducted on 15<sup>th</sup> June 2009 at the Zilla Parishad School located at Bebadohol. School bags were distributed on the first day of school to first standard students by Mr. C V Torgal, DGM - HR and Mr. Ajit Dhanankar GM- Design. These donations took the school children by surprise and were delighted to receive their bags. The School Principal and teachers were grateful for this effort by ACG-Pam Pac. Members of the Zilla Parishad, Grampanchayat Sarpanch and other authorities expressed their belief that such activities facilitate social development more rapidly.

In order to make a difference in the quality of education imparted in rural districts, ACG Pam Pac on Teacher's Day (5th September, 2009) conducted a Teachers training program for school teachers from the village of Bebadohol.

The purpose of the training was to enlighten teachers on their changing role, the methods of teaching and their effectiveness. This program also highlighted the teacher - student - parent relationships and how staying positive and understanding children's psychology is essential to interact with and benefit them. Appreciation was expressed towards the teachers for the relevance of their work and the difference they make towards building society.

At the conclusion of the program, the principal in his vote of thanks stated that he and his staff had for the first time attended such an informative and valuable training. This workshop has helped the teachers remodel their thought process and bring about a proactive approach towards education. Over a 100 new books were donated to the children by Mr. Sandeep Kulkarni, Sr. VP & CEO – ACG Pam Pac Machines Pvt. Ltd., at the inaugural function of the teacher's training program.

The event was held at the ACG-Pam Pac conference hall and inaugurated by Mr. C V Torgal, DGM – HR. It was also attended by Mr. S G Apte from the Gapset consultancy and Mr. Sandeep Kulkarni.

Keeping up their social efforts at Bebadohol village, ACG Pam Pac on Teacher's Day also fulfilled a request from the primary school principal for the donation of books to their children's library. Mr. C V Torgal, DGM - HR, the Bebadohol Grampanchayat Sarpanch and the members of the Grampanchayat body were also present at this ceremony. This effort was greatly appreciated by them and they expressed their gratitude for the generous contribution.

With the need to spread cheer, ACG Pam Pac took the occasion of Diwali to distribute sweets and firecrackers at the Niradhar Balsangopan Anath Ashram; an orphanage located at Dapodi, Pune on 16<sup>th</sup> October 2009. From the pension earnings of her late husband and contributions made by her sons, Ms. Malan Tulse manages the orphanage single handedly. It shelters thirty-six children ranging from infants right up to children studying in the tenth standard.

The treats were distributed by Mr. N.C. Asthana and Mr. Ajit Dhanankar, General Manager - Design department of ACG-Pam Pac and were received by the children with jubilation.

ACG Associated Capsules did its bit for community development by donating computers to the Dabhon Residential School, which is under the Swatantraveer Savarkar Education Trust. The donation was carried out by Mr. Santosh Deshprabhu and was

attended by Mr. N.C. Asthana, Mr. Suresh Kumar and other heads of Department, on 2<sup>nd</sup> November 2009.

Along with the donation, a three-month training session on basic computer knowledge has been started by ACG's IT Department for the teachers of the school. On completion of the course, certificates will be issued to the teachers post evaluation.

The efforts of ACG Worldwide in the past year have made its presence felt not only through its distinction in performance as a corporation but also as a responsible corporate citizen.

ACG strives to attain higher standards of excellence in all its activities and is continuing to contribute to society in order to improve the quality of life for others and make a difference where it matters.

## **Baxter (India) Pvt. Ltd.**

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### **Corporate Social Responsibility (CSR) Initiatives**

Baxter has been consistently making contributions towards Corporate Social Responsibility -

- Blood donation to Thalassemia Society through Rotary Club in May 2009.
- 10 Baxter India staff spent a meaningful day at SOS Children's Villages of India tending to the repair and maintenance of the community center.
- Conducted a medical check-up at Search Years, where the children were given a basic hygiene kit and a medical kit for common ailments; the benefits of each were clearly outlined by the volunteers and the medical team distributed nutri-pack meals developed with the nutritional needs of these children distributed. The team also donated toys, books and stationery
- 14 staff volunteers from Baxter India's finance department came together last December as part of the non-profit organization's one day house building activity to put a roof over the head of a family in Bawana, with Habitat for Humanity.
- Helped the Blind Relief Association set up stalls to sell their products at locations, manning them and helping raise funds.

### **Patients Awareness Programmes**

Some Patients Awareness Programmes organized by the company, are as follows -

- "I HAVE A DREAM" contest for Renal failure patients in north India

- Therapy Option booklets & Patient counseling videos for patients making them aware of choices that are available for treatment of end stage renal disease
- Launch of “Hospitalisation reimbursement policy for peritonitis in collaboration with Oriental Insurance Company. This product is a unique initiative from a Health Care company to help self paying patients for a known side effect of a therapy.

## Medical Education Programme (Doctors / Nurses / Para Medics)

The following Medical Education Programme were organized –

- 39 CMEs for increasing awareness on Sealants and Haemostatic agents
- 11 CTVS surgeons from India attended a wet lab at Innoheart training center Singapore.
- Conducted 14 CMEs and 27 patient camps this year.
- Participated in ISHTM Conference.
- Supported WHD celebrations across regions.
- 50 CMEs for upcoming nephrologists/DM/DNB students in the field of nephrology.

## Collaboration or Partnership with Government, Public, NGOs and other

The Company had the following Collaborations -

- Marathon for hemophilia awareness with SHC /HFI and supporting them in other activities related to hemophilia awareness.
- Employees contributed a total of Rs. 1,93,122 on WHD, Baxter matched the sum and the total amount has been given to the Society of Hemophilia Care to promote awareness of treatment for hemophilia.
- Supported 10 events across the nation on WHD for activities across India, involving almost 1000 doctors, patients and healthcare workers.
- Helped the Blind Relief Association set up stalls to sell their products at locations, manning them and helping raise funds.
- Ran an awareness campaign on Renal failure and therapy options with Chronic Care Foundation.

## Bayer Pharmaceuticals Pvt. Ltd. \_\_\_\_\_

### Corporate Social Responsibility (CSR) Initiatives

#### Site Neighborhood

- **Rain Water Harvesting Project** : This is a project undertaken by Bayer near its production facility at Ankleshwar. The Company has helped construct a Rain Water Harvesting facility for a village - Nava Diva near Ankleshwar. This village would earlier have water only for approximately 3 months in a year. With the construction of this Rain Water Harvesting facility, this village now has enough water for the full year.
- **Support to local school - Ankleshwar** : Bayer supports several local schools in Ankleshwar by way of - school books, equipment for laboratories, school uniforms for the needy students and even arranging of mid-day meals.
- **Mangrove plantations** : In Ankleshwar, Bayer has joined hands with the local authorities to restore the mangrove plantations in the area. The mangroves were being depleted in the area, and Bayer has successfully managed to not only contain this depletion, but has also increased the number of mangroves by planting new saplings.
- **Tree Plantation** : This project is part of Bayer's - 1 Billion trees campaign, that was initiated in 2008. In India, the Company has planted more than 30,000 trees at its various production sites.
- **Support to local school - Thane** : Near its Thane site, Bayer supports several schools in - school uniforms, laboratory equipment, sports equipment, school books, school bags, monetary support to the needy children and also inviting school children to use the open ground of the Thane plant for their sports practice.
- **Support to local school - Greater Noida** : Bayer is supporting a school near its plant at Greater Noida through - school books, laboratory equipment, supplying of blackboards and repainting of the school.

#### Emergency Response

- **Tsunami Relief Centers** : Bayer joined hands with other German Companies to set up four Medical & Social centers in South India.

These Centers are being run by this group of German Companies and more than 150 patients visit each center daily. All the expenses of these Centers are being borne by a special fund created by Bayer and other German companies.

- **Jammu & Kashmir Earthquake Relief** : Bayer contributed by way of medicines and essentials to the victims of the J & K earthquake victims. Bayer also donated a Mobile Blood Bank to the Red Cross with the funds contributed by the employees and the Company.
- **Bangladesh Cyclone Relief** : The Company gave an initial contribution of medicines and essentials to the victims of the Bangladesh Cyclone. In addition, the Company also helped in re-building a school and a college that were affected in this cyclone.
- **Andhra Pradesh Cyclone Relief** : Bayer contributed by way of essentials like food items, clothing etc. to the victims in Andhra Pradesh - through our employees and distributors.

## Social

- **Child Care Program** : This is an initiative to eradicate child labour from the Cottonseed contract farms of the Company. Bayer has launched this program in 2004 and has several initiatives that discourage farmers from using children on their fields. In addition, Bayer has also joined hands with an NGO - Naandi Foundation, that runs schools for these children. Bayer supports all the educational requirements in terms of equipment, school books for these children. Bayer also supports the mid-day meals being given to these children. Currently, this project is being run by Bayer in Andhra Pradesh, Karnataka and parts of Tamil Nadu.

## Educational / Environment

- **Making Science Make Sense** : This is an educational project aimed for school children in the grades 5 & 6. In this program, the children participate in science experiments that are fun and at the same time, educative. It helps create interest in science through practical demonstrations rather than only theoretical. This is an international project being run by Bayer in several countries.
- **Bayer Young Environmental Envoy Program** : This is an educational program for University / College students. The students are selected based on their knowledge, interest in environment protection / activities and their communication skills. Two selected students are taken by the Company to Germany at the Headquarters to understand the various initiatives undertaken by Bayer at its production facilities and to the community in the area, to ensure a safe and clean environment. This is week long program and these students also have the

opportunity to understand the various steps being taken by the Government for environment protection. This is also an international program with almost 20 countries participating.

## Eisai Pharmaceuticals India Ltd. \_\_\_\_\_

### Corporate Social Responsibility (CSR) Initiatives

Eisai practices hhc (human health care) philosophy worldwide by giving first thought to patients and their family members and generating HOPE.

Eisai look for and produce innovative solutions - that can satisfy unmet medical needs and contribute to the health and well being of people worldwide. Eisai India also practices hhc philosophy by engaging with Government, academia and NGOs working in specific areas.

In India more than 30 lakh senior citizens are suffering from dementia. When Eisai entered India in 2005, only 85,000 patients were under any kind of treatment for dementia, now this number has increased to 4.5 lakh patients.

Eisai India has opened “66 Memory clinics” across India as one stop hub for spreading awareness & provide infrastructure for diagnosis & early treatment of Dementia in the society. The Memory clinics provides end to end solution (awareness, intervention & post-care, scientific data generation) for patients and their family members.

### Access Programmes for Medicines

Eisai India in association with medical professionals of Memory clinic organizes screening camps for early initiation of treatment and intervention, thus bring patients closer to medicine.

### Patients Awareness Programmes

Eisai India has taken many initiatives to increase mass awareness through mass media movies, print and internet. Since inception, Eisai India has conducted 664 media activities to spread the dementia awareness.

## Medical Education Programme (Doctors / Nurses / Para Medics)

Eisai India in its endeavor to provide cutting edge knowledge to medical fraternity has brought many international experts from time to time to share their expertise with Indian medical professionals. From Oct'05 to Dec'09, 23 international and 279 national CMEs has been organized by Eisai India.

## External Awards / Recognition

- Eisai India has won the coveted RX CLUB GOLD award 2009 in public service announcement (PSA) category for the year 2009 for its dementia mass awareness movie "Bedtime Story".
- Eisai India has won the prestigious **hhc award, 2006** for promoting early detection of dementia as a result of employee-wide efforts and support from medical professionals.

## Capacity Building initiatives in Healthcare related projects in India

Eisai India as part of its hhc philosophy, has conducted 3091 screening camps where 47,223 senior citizens were screened for dementia. Giving first thought not only to patients but also to their family members, Eisai India has conducted 86 caregivers programs for people who take care of dementia patients.

## Collaboration or Partnership with Government, Public, NGOs and others

Eisai India as part of its hhc (human health care) philosophy, has partnered with ARDSI (Alzheimer's and Related Disorders Society of India) an NGO working for improving quality of life of people living with dementia and increasing its awareness.

Eisai India has also collaborated with senior citizens associations, NGOs like Lions Club Rotary Club, Harmony Foundation, Silver Innings, Government institutions & medical professionals for the following activities:

1. Media awareness programmes for general public
2. Screening of awareness films
3. Organizing awareness camps for senior citizens in community through medical professionals
4. Training of caregivers

## Eli Lilly & Company (India) Pvt. Ltd.

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### Corporate Social Responsibility (CSR) Initiatives

Corporate Social Responsibility is not just a fad we have recently embraced; it is a fundamental part of who we are. The values that Colonel Eli Lilly instilled in our firm more than 130 years ago – integrity, excellence and respect for people – continue to motivate and guide all that we do. We have a long and proud history of community involvement – a contribution that extends well beyond the medicines that we make. Our employees also understand that we have an obligation – a responsibility – to give back to the communities we serve.

The CSR initiative of the company fits in with the overall vision of the company i.e. Improved outcome for Individual patients. All our CSR initiatives are geared towards benefitting the patients and ultimately the community. The transfer of technology to increase the availability of second line drugs, training of Health Care Providers, supporting organizations to work with MDR TB Patients, increasing awareness and prevention activities in the community and working for advocacy for the issue of MDR TB all are aligned to our Company's vision.

We have had a structured CSR Program and since India is the country with one of the highest TB burden, it became one of the focus countries for the implementation of the Global Lilly MDR TB Partnership. The Company's vision is to positively impact the society in all spheres of its activities and it works towards the same end by actively engaging in responding to call for action in emergencies and national calamities (contributing to PM's Flood Relief Fund, with all employees contributing a day's salary or more and fund raising for relief and rehabilitation programs) the Company is actively engaged with Organizations working with girl child and those working for homeless and needy. It organizes blood donation camps to support the Gurgaon Civil Hospital Blood bank among other engagements like donation of school supplies and toys to children at crèche and community centres.

We believe that our promise to provide "Answers That Matter" begins by bringing innovative medicines to the patients who need them. Today, across the world, Lilly is working with physicians to identify patients who benefit the most from our medicines in order to improve their health in the most cost-effective way. Our scientists and research physicians are working tirelessly to tailor future therapies for individual patients using the latest scientific advances.

This is Lilly's core mission; it is the heart of what we do.

## Patients Awareness Programmes

### MDR-TB

Patient awareness programmes are implemented by NGOs/Trusts supported by the Lilly MDR TB Partnership in various parts of the country. We also support World TB Day commemoration by supporting various activities at the National and State level. Other patient awareness programs include sponsorship of radio spots, use of street plays and wall paintings, SMS campaign. We also produced a Patient Information booklet, in English and Hindi, which was adopted by the Government of India's RNTCP Program and translated into several regional languages. It was also put up as the resource material on the National Programmes website.

In our efforts to engage the media to reach out to people with awareness messages Lilly MDR TB Partnership in partnership with 'Dainik Jagran' came out with syndicated columns on various issues related with Tuberculosis. A series of cartoon strips with a message was also sponsored for increasing the awareness of all the reader. A Photo essay project to capture the lives of people with Tuberculosis, the providers and the health care providers working with them was also commissioned and the Photo essay travelled to different cities to increase awareness and sensitize people about the disease.

### Radio Campaign

Radio being a good vehicle for combining information with entertainment, plays a significant role in disseminating information widely, raising general awareness of TB. Lilly India sponsored radio campaigns to disseminate information on TB and DOTS. The core messages were regarding the signs and symptoms, diagnosis, use of DOTS and free treatment at a nearby centre. The messages and jingles were aired on a popular FM radio channel in Mumbai, Delhi and three stations in Kerala.

### Street Play Performance

Lilly India supported street plays in slum communities and schools in various parts of New Delhi. A considerable proportion of floating population of migrants and workers lives in the slums of Delhi in poor and unsanitary conditions. The plays were performed by girls and boys with a minimal use of makeup and costumes, in the streets, schools or at community centre.

The messages to the community for awareness about this infectious but fully curable disease included seeking early, appropriate care; adherence to treatment; prevention of stigma and support to fellow members who are fighting the disease.

## **Diabetes Conversation Map**

Diabetes affects 250 million people worldwide. It is expected to grow to over 380 million by 2025.

Lilly has played a signature role in the significant advances in treating diabetes in the last 100 years. However, we understand that treating diabetes effectively is not a matter of medicine alone but also about awareness on how to manage a healthy lifestyle.

In 2008 Lilly launched a new education initiative, Diabetes Conversations, featuring Conversation Map™ education tools. Created by Healthy Interactions in collaboration with the International Diabetes Federation, Conversation Maps are highly-visual, interactive tools designed to engage people with diabetes in dynamic group conversations, helping them become inspired to take a more active role in controlling their diabetes.

## **Lilly Hands and Hearts**

Every year, in celebration of the company's annual Global Day of Service, Lilly employees around the world join together to donate their time and energy to improve the health and well being of their local communities. This event was conceived in 2006 when we realized that we could do more to fully harness the volunteer power of our workforce.

In 2007, we built upon our existing initiatives and launched the Lilly Hands and Hearts Employee Volunteer programme to encourage volunteerism and to connect employees with their communities.

Our highest-profile effort thus far was our first Lilly Global Day of Service in May 2008. During office hours, more than 20,000 Lilly employees around the world participated in projects that improved communities and helped patients.

Employees across the globe volunteered to help improve their communities in many ways, such as planting trees to help with reforestation efforts in Turkey and working with the Taiwan Fund for Children and Families to tell stories to disadvantaged children in Taiwan. In India, Lilly helped refurbish and paint the community center of a village, visited the TB hospital pediatric ward and sang for the pediatric patients.

## **Medical Education Programme (Doctors / Nurses / Para Medics)**

Training Program for Health Care Providers, Nurses, community based awareness and educational programmes and workplace intervention for awareness on Tuberculosis

and HIV and AIDS. We also have a program through which Diabetes Educators are trained to support the patients.

## External Awards / Recognition

Lilly India was ranked 9<sup>th</sup> in the Top 10 list of "Best Companies to Work for, in India" in Business Today-Mercer-TNS survey 2008. Lilly India was also the only Pharmaceutical Company in this coveted list counted amongst one of the most prestigious studies in this category.

## Capacity Building initiatives in Healthcare related projects in India

The following programmes were organized on Capacity Building initiatives –

- Training Program for Private Practitioners through IMA (Indian Medical Association) in Madhya Pradesh and Himachal Pradesh.
- Training of Doctors on MDR TB through LRS Institute of Tuberculosis and Respiratory Diseases.
- Training of Trainers for Nurses on Tuberculosis in collaboration with LRSI and International Council of Nurses.
- Training of State Tuberculosis Officers and Hospital Managers and DOTS + site coordinators in collaboration with International Hospital Federation and Maharashtra Anti TB Association.
- Training of Rural Medical Practitioners on National TB Program, in partnership with UNION.
- MDR TB Training for Specialists for creating a pool of Doctors trained on MDR TB- to support the national expansion of the GOI's DOTS Plus initiative.

## Collaboration or Partnership with Government, Public, NGOs and others

The collaborative approach of Eli Lilly is as follows -

- Collaboration with Government of India's RNTCP (National TB Control Program)
- Partnerships with NGOs to implement patient support programmes in underserved and difficult to reach areas (Gujarat, Delhi, Andhra Pradesh, West Bengal)
- Partnerships with NGOs/Trusts to take forward community based awareness and prevention programmes. (Gujarat, Delhi, Andhra Pradesh, West Bengal)
- Collaborative initiative with village based community centre to refurbish computer centre and women's training centre.

## Other Initiatives

**Road Safety Programme :** To increase awareness on importance of Road Safety and ensuring safety of all our employees.

**Epidemic disease state awareness Programme:** To make all our employees aware about the disease by providing them basic knowledge about the epidemic disease & ensure the protection of our employees along with their families.

**H1N1 Programme:** To increase awareness about the disease by providing them important information such as cause, symptoms, precautions etc. about H1N1 and ensure safety of our employees.

**Health check up Programme:** To ensure that all our employees (above 35 years) stay fit by getting themselves regularly.

**Yoga Classes:** For overall fitness of employees.

**In house Doctor:** For providing regular medical guidance to employees and managing medical emergencies in the office. A qualified doctor is retained on contract basis who visits to office twice a week for providing medical support to all employees.

The Number of employees being covered through the provision of such activities –

**Road Safety Programme:** 400+(Entire sales force)

**Epidemic disease state awareness Programme:** 500+ ( All employees)

**H1N1 programme:** 500+ (All employees)

**Health check up programme:** 30 – 35 (all employees above 35 years of age)

**Yoga Classes:** 100+ (all Home Office employees)

**In house Doctor:** 100+ (all Home Office employees)

These activities contributed towards employee motivation and earned high level of respect for the organization. These activities demonstrate the level of care being taken by Lilly for its employees and his/her family for any kind of safety hazard like epidemic, safety on road, general health, etc.

## Environmental Initiatives

- An Internal campaign on 'Say no to plastic bags'. As a gesture, all employees were distributed Jute Bags.
- To Save water, we have put bio blocks in Urinals. One Bio Block can be used 300 times and can save approx 300 X 20 Ltrs i.e. 6000 Ltrs per block, we are saving approx 30 Lacs Ltrs of water every year with this change.
- To save energy, we use only CFL bulbs in the entire home office.

- Internal Communication in the form of regular tips to all employees to do their bit to conserve energy, save environment. Employees are encouraged to print less and move towards paperless office.

## Genzyme India Pvt. Ltd. ---

### Corporate Social Responsibility (CSR) Initiatives

Humanitarian Assistance for Neglected Diseases (HAND) initiative

Neglected diseases such as malaria are enormous public health problems in many areas, killing more than one million people each year, mostly children.

Industry has a unique contribution to make by applying drug discovery and pharmaceutical development capabilities to create new solutions – filling a gap that currently has little funding and activity. In partnership with others, Genzyme seeks to be a catalyst in advancing the development of novel therapies for neglected diseases, but does not seek to profit from the commercialization of these therapies.

In November 2008, Genzyme entered into a research collaboration with the International Centre for Genetic Engineering and Biotechnology (ICGEB), New Delhi for development of new, improved treatments for malaria. Through this research, ICGEB and Genzyme scientists are currently targeting Plasmodium falciparum and Plasmodium vivax, increasingly resistant parasites that cause up to 65 percent of malaria in India. ICGEB has identified promising targets that, with the drug development expertise of Genzyme, could lead to drug compounds effective against malaria. The research is taking place both in ICGEB's laboratories in New Delhi and in Genzyme's facilities in Waltham, Mass., USA. Under the agreement, scientists from Genzyme and ICGEB are working in each other's laboratories from time to time. **The collaboration includes an innovative approach to intellectual property rights, providing ICGEB rights to commercial use within the field of neglected disease on a royalty-free basis.**

### Access Programmes for Medicines

India Charitable Access Programme (INCAP)

The INCAP program reflects the commitment of Genzyme India Pvt Ltd to the well-being of individuals affected with serious Lysosomal Storage Disorders (LSDs). Under this access program, Genzyme is providing patients suffering from LSDs, access to life saving therapies called ERT's (Enzyme Replacement Therapies) for four disorders –

Gaucher, MPS1, Fabry & Pompe. These are lifelong therapies and are being given to over 60 patients currently. This is a unique programme in India which provides hope to those patients and caregivers who do not think they have any. The programme is being administered through a medical advisory board of eminent healthcare providers, Indian as well as of Indian origin settled overseas.

This access to these life saving therapies was provided not in 2007 when Genzyme first entered the market directly, but over eleven years back, in 1999, as part of its global compassionate access program that was then transitioned into an India specific program called INCAP.

## Patients Awareness Programmes

- Genzyme has sponsored a number of radio campaigns to raise awareness in the general public regarding common ailments like knee pain and chronic kidney diseases. In partnership with renowned Indian and international experts from the disciplines of orthopedics and nephrology. Several articles on these diseases have been published in national and vernacular media all over the country. The objective is to educate and motivate people towards an earlier diagnosis and hence better treatment outcomes.
- Genzyme has also launched recently, through a third party, two patient support programmes called Renassist & Step Ahead. Step Ahead is designed for patients of osteoarthritis on Synvisc One while Renassist is designed for patients on dialysis taking Renvela.
- Genzyme actively supports the awareness generating activities of the LSD Support Society of India, an all India LSD patients / caregivers group.

## Medical Education Programme (Doctors / Nurses / Para Medics)

Genzyme has worked with the Genetics Chapter of the Indian Association of Paediatrics (IAP) since July, 2007 to bring out a first of its kind quarterly newsletter called “Genetic Clinic”. With seven issues already published, this publication brings the latest thoughts and practices in Medical Genetics to the interested medical practitioners and is fulfilling a definite need gap.

## Collaboration or Partnership with Government, Public, NGOs and others

Genzyme has entered into collaboration with NIPER (National Institute of Pharmaceutical Education and Research) under the Department of Pharmaceuticals, Government of India for two ‘Genzyme India Fellowships for Excellence in Biotechnology’.

As per the terms of the MoU, NIPER – a premier pharmaceutical research institute, would be provided grants by Genzyme India to support its research program. One fellowship would be provided for two years to a post graduate student and the second fellowship for three years to a Ph.D. candidate.

## GlaxoSmithKline Pharmaceuticals Ltd. \_\_\_\_\_

### Corporate Social Responsibility (CSR) Initiatives

#### **Tribal welfare projects in Peth Taluka, Nashik, Maharashtra**

GSK India undertakes a number of Rural Development initiatives through GRAMIN AAROGYA VIKAS SANSTHA (GAVS), a Rural Health Development Organisation and a registered public trust. These initiatives focus on:

- Capacity building
- Providing primary healthcare services
- Promoting health literacy

GAVS works predominantly in Tribal villages of Peth Taluka, Nashik District. The Trusts' Mobile Clinic covers a distance of 160 kms each day and visits a cluster of five villages in rotation, covering over 70 villages. Three qualified medical practitioner along with Social workers and 30 Healthcare Workers visits the villages five days a week to render help in this activity. Over 45,000 tribal people are benefiting directly or indirectly through this initiative.

GAVS field action programs include:

- Medical check-up and primary healthcare activities offered at Trust's Mobile Van and stationed clinic in villages.
- Ongoing health camps and health awareness programme;
- Vocational training activities for employment generation at the local level;
- Women empowerment activities through SELF HELP GROUPS;
- Innovative programs that address a current issue or health related need.

GAVS have enhanced its activities and launched two new medical centers in Peth Taluka, Nashik. The centers have been set-up in pre-dominantly tribal regions with the objective of providing basic health care facilities to rural tribal people.

GAVS, as a part of a new education initiative for the Rural Tribal communities, launched three Vocational Training Centers in Peth Taluka. The centres were launched in the beginning of 2008 in collaboration with Mumbai based partner organization, Kherwadi Social Welfare Association. The project was undertaken with the long term objective of imparting specialized skills and making them more employable in the areas of computer literacy, tailoring, beauty training, wireman/ electrician training, increased agriculture productivity, motor training, nursing assistance training, etc. A batch of 392 youth has been trained and a majority of them are currently gainfully employed.

This initiative has also helped in reducing seasonal migration in the region.

### **Shelter home for Children:**

The Company in collaboration with Pratham, a Non-Government Organization, supports a new long-term project in form of starting a Shelter home for children under the age of 16. This Shelter home is located in the eastern part of India at Behraich, Lucknow, which is one of the highest child sending regions in the country. The project aims at prevention of children migrating to bigger cities in need of work and falling prey to child labor and anti social elements. This project includes supporting 80 children by way of providing them education, food and shelter in addition to psycho-social support.

In the next stage, GSK and Pratham plan to actively work on advocacy and awareness generation on the issue of Child labour in 100 villages of Behraich. The program aims at preventing migration of children for work in bigger cities & increasing access to quality primary education for children thereby empowering families.

### **Medical centre in garbage dumping ground:**

GSK India also supports a medical centre in Deonar Dumping Ground, the biggest dumping ground in Mumbai. This centre provides medical facilities to rag-pickers and their families who work in and around the dumping ground. This project is undertaken in collaboration with Niramaya Health Foundation. It was found that in addition to the unhygienic environment, children in the age group of 5 to 14 were exposed to waste substances like used needles, syringes, medical equipments, un-segregated garbage, etc. Due to these conditions there were frequent injuries and long term infections like respiratory problems and skin diseases. The problems and health issues in this area were largely neglected by both government agencies as well as the Corporate sector; hence the Company stepped in and decided to support this cause.

The rag-pickers project supported by GSK and implemented by Niramaya Health Foundation at Deonar Dumping ground aims at providing Primary healthcare services and quality Health Education to the rag pickers and their families, residing in and around the area. The 200-hectare garbage dumping ground at Deonar is frequented by rag-pickers, over half of whom are women and children as young as seven or eight years. They generally suffer from malnutrition, fever, cuts / injuries, respiratory problems, TB

and other related diseases. Niramaya runs a comprehensive health care programme for the community to improve the quality of their life. This is achieved through providing better healthcare services, reduction in anemia/ nutritional deficiencies/ ailments and creation of a cadre of peer educators. With GSK's support for a year now, there is an improvement in their health status in the given unhygienic environment. With the total beneficiaries being around 4000, the services have been of great help to these otherwise neglected communities in Mumbai. Additionally, regular camps for immunization, eye camps, HB estimation camps are conducted.

The achievements of the project include improved life expectancy of the children and women rag-pickers in the dumping ground with better healthcare, while reducing the rate of anemia and other nutritional deficiencies and general ailments in the community.

### **Institute of Child Health, Kolkata:**

During the year, GSK supported the Institute of Child Health a 50 year old Non-Government Organization with its headquarters in Kolkata. In February 2008, ICH has established a fully equipped Level III NICU (Neonatal Intensive Care Unit) unit. In the six-month period after its establishment, the total number of admissions in this unit was 161, an increase from the earlier 118 admissions. More high risk sick neonates were admitted in the level II care NICU due to availability of modern gadgets essential for survival of high risk neonates. The Neonatal mortality rate also came down from 18 (15.4%) to 14 (8.7%).

As ICH serves mainly the underprivileged children it cannot increase the charges of NICU, which is significantly cheaper in comparison to other hospitals having this type of Unit. The trust board of the hospital has now decided to extend this unit by increasing the number of beds thus strengthening the NICU service. ICH now proposes adding an eighteen bedded step down NICU Level II care unit and has requested support from GSK for the same. The support requested was for setting up an extension of NICU – Phase II. This step down unit would be a high tech NICU unit, which will be an additional support to infants who have recovered from their primary critical stage but still require being under intensive care.

This additional unit will help in the following ways:

The number of refusal of admission of referred cases of sick newborns will come down. This unit will be the biggest NICU with 29 beds in the city.

The relative low cost to run the new proposed level II NICU will help ICH to compensate a part of the huge expenditure in the Level III NICU already existing and thus the economic viability of both the units will be reached.

GSK supported ICH in May 2009, to set up a technically sound NICU step down Unit for the Hospital.

**Healthcare project, Institute for Indian Mother and Child, Kolkata:**

In the year 2009, GSK India extended support to The Institute for Indian Mother & Child (IIMC) a non-governmental voluntary organization, committed to promote child & maternal health and literacy. IIMC was set up in 1989, with the mission to give support to the medical needs of the poorest and most backward people of West Bengal who have no access to basic healthcare and medical facilities. To combat the educational and healthcare system for the marginalised people from rural areas, IIMC devised multiple medical and health programs for holistic development of women and children.

IIMC runs two Residential Child Care Indoor centers consisting of 20 Beds each and five outdoor Sub-Centers. The medical centers provide primary healthcare services at very subsidized rates to about 1,20,000 patients coming from remote villages. Every year, about 2000 severely malnourished children are admitted and treated at the Indoor Centers. These children are not only provided medical facilities, but are also supported with nutritional supplements on a regular basis.

IIMC's medical services include:

- Primary Health Care services to 1,20,000 poor people from Rural areas.
- Micro surgery-cleft lip and cleft palate & other minor operations
- 20 bedded hospital for primary treatment to the child
- Emergency & ambulance services
- Low cost nutrition diet to the child
- Family planning programme
- Awareness to the patients
- Laboratory for pathological test
- Safe delivery for rural pregnant mothers
- Immunization
- Nursing intervention
- X-ray service
- Contraceptive material
- Medical camp
- School health check-up camp

IIMC needed financial support for its on-going annual medical programs at its centers, which includes providing Medicines for one Lakh patients per year, Nutritional diet supplements for 25,000 patients per year, Reproductive Child Healthcare (RCH), Safe child birth and Awareness camps.

GSK India supported IIMC as its commitment to the medical needs of the less privileged section of the society.

## **Mid-day Meal Project:**

GSK India has been supporting the Mid-day meal program for Municipal school students from the year 2005. The mid-day meal program is an initiative run by the Government of India with the dual objective of not only enhancing levels of attendance in these schools, but also providing them with nutritious meals. This is an on-going project, which currently supports three schools and around 3000 students in Mumbai. This project has visibly shown good results in terms of increase in attendance and improvement in health standards.

Apart from these major ongoing projects, GSK also supported the following projects in terms of Cash Donation in the year 2009:

- Upgrading infrastructure of Shelter Home, Ahmednagar run by Salvation Army
- Donation of a Mammography machine to Cancer Patients Aid Association
- Laboratory at Municipal School, Mankhurd, Mumbai
- Dialysis unit donated to Tamilnadu Kidney Research Foundation, Chennai
- Support for Mentally challenged children through Aashirwaad Charitable trust, Delhi
- Upgradation of Laboratory and Educational Support for three schools in Nashik
- Product Donation to Government and charitable organization after necessary need evaluation

## **Merck Ltd.**

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### **Corporate Social Responsibility (CSR) Initiatives**

The CSR initiatives of Merck are as follows -

- Merck India Charitable Trust activities - Adoption of Talent and Scholarship to around 130 students. Rs. 50 Lakhs distributes.
- Prince Ali Khan Hospital grant for radiation instrument as they were setting up the radiation dept.
- Healthcare assistant training programme - Bangalore

## Patients Awareness Programmes

The following Patient Awareness Programmes were organized –

- Antenatal Camps for Pregnant Women
- Diabetic Neuropathy arrest program for Patients

## Medical Education Programme (Doctors / Nurses / Para Medics)

The Medical Education Programmes are as follows –

- E-Connect web conference meets on male infertility with Gynecologists & different infections with Pediatricians.
- Therapy Leaders meet on user of Tolperisone with Orthopedicians

## External Awards / Recognition

The company was recognized, as under –

- ISMPOs Best of ASCO from American Society of Clinical Oncology,
  - 8<sup>th</sup> – 9<sup>th</sup> August,09 Bangalore
- 8<sup>th</sup> World Congress of IHPBA, Mumbai India in appreciation of the Platinum Support on 28<sup>th</sup> February 2008

## Capacity Building initiatives in Healthcare related projects in India

The following are the Capacity Building initiatives –

- Establishing K-Ras test across India by developing 7 centres
- Participated and got recognition at AROICON 2009.

## Collaboration or Partnership with Government, Public, NGOs and others

The Food & Water Analysis division of Merck's Performance and Life Science Chemicals business has been working with the Public Health & Engineering Department (PHED) of West Bengal on its Rural Drinking Water Quality Monitoring & Surveillance Programme. This project is in collaboration with UNICEF and uses Merck's water testing systems for identifying chemical and microbiological contamination, including arsenic and fluoride, in surface and ground water of the rural areas in the state. Over 12 lakh people have benefited from this initiative in which Merck has helped the PHED set up water testing laboratories and even impart training to young engineers and villagers for testing water in their areas.

## MSD Pharmaceuticals Pvt. Ltd. \_\_\_\_\_

### Corporate Social Responsibility (CSR) Initiatives

On a global level, MSD recognizes and honors our commitment to the societies where we live and work. As a part of our core business values, MSD is committed to doing good while doing well. Corporate Social Responsibility (CSR) is an integral part of this approach as it drives us to engage in activities that expand access to quality health care, making a positive and sustainable.

MSD focuses on approaches that are aimed at making a focused impact while assisting the Indian government to achieve the Millennium Development Goals (MDGs). To do this effectively, we invest in innovative initiatives with a particular focus on:

- **Expanding access to healthcare** to populations that presently are not given these services, particularly disadvantaged groups, such as women and children and those impacted by the urban / rural divide.
- **Improving health literacy** to strengthen access to healthcare in order to ensure that communities are aware of their needs and the services available to meet these needs.

Presently, MSD India has five partners that are endeavoring to make an impact. These initiatives are as follows:

#### **The Real Medicine Foundation: Eradicating Malnutrition in Madhya Pradesh Tribal Populations**

An estimated 46% of children under five in India are underweight – a burden of approximately 60 million malnourished children,<sup>1</sup> almost all of them among the poorest socio-economic groups. This makes malnutrition one of the most serious and large scale health problems facing the Indian state today and challenging its spectacular growth.

The Real Medicine Foundation (RMF) and MSD have come together to challenge these daunting statistics. RMF is applying an integrated approach to identify, treat, and prevent malnutrition in children under five with severe acute malnutrition (SAM) in some of the country's most hard hit regions. This will prevent further cases by engaging the community directly to learn healthy feeding practices, using locally available foods.

At the culmination of the initial year of the program, RMF will directly impact 80,000 tribal children with malnutrition prevention messages and services, successfully

<sup>1</sup> India, Undernourished Children, A Call for Reform and Action, World Bank 2005

treating 4,000 children with SAM and ensuring follow up with every child and family that requires and seeks treatment.

RMF seeks to reduce malnutrition rates by 50% in the 500 villages covered across five districts within the tribal belt.

### **The Drishtee Foundation: Reduction of Mother Mortality Rates in Assam**

India has an exceedingly high Maternal Mortality Ratio<sup>2</sup> (MMR) of 540, which accounts for more than 20 percent of the global burden.<sup>3</sup> Maternal deaths are amongst the most serious problems that the country is facing today, and nearly 70% of these deaths are avoidable through the provision of proper care and health care services during pregnancy.<sup>4</sup>

MSD has pledged to support Drishtee's efforts to bring care to pregnant women in the rural districts of Assam to prevent these deaths. The program will focus on the barriers to care and will be designed to provide basic health awareness to increase access to the antenatal and post natal care and institutional births and refer complicated cases to larger, partner hospitals.

Drishtee expects to reach a population of approximately 264,500, educating them on maternal health in the first year and to extend care to 10,575 women. Through conducting regular village outreach and maternal health clinics alongside routine home visits, Drishtee anticipates a large margin of improvement in the overall maternal and child health.

### **LV Prasad: Building Human Resources for Eye Care**

Recognizing the huge imbalance in the distribution of health resources in society, L V Prasad Eye Institute developed, a pyramidal model of eye care service delivery that has the potential to reach all those in need. Research in India and globally has shown that nearly 75% of all blinding conditions can be prevented or treated with simple cost effective interventions, many of which can be implemented at the primary level. The 'Eye Health Pyramid' as it has come to be known, offers a sustainable and efficient way of tackling the problem of avoidable blindness, which has significant economic and social consequences, particularly for those who are already disadvantaged.

MSD has partnered with LV Prasad to support the human resource demands at the very base of the pyramid at the Village Vision Complex to begin to assure that all of the rural population in Andhra Pradesh has access to the eye services necessary to avoid

<sup>2</sup> Maternal Mortality Ratio (MMR): The number of the maternal deaths during a given time period per 100,000 live births. Where Maternal Death is defined as death of the women during pregnancy or within 42 days of the termination of pregnancy, from any of the cause related to or aggravated by pregnancy or its management and not incidental or accidental causes.

<sup>3</sup> The Millennium Development Goals UN, 2008

<sup>4</sup> Making a difference in the countries WHO, 2006

preventable blindness. To date, 40 vision technicians have undergone the training to become Village Vision Technicians (VVT) and deliver the services at the village level. Each VVT is able to cover the needs of up to 15 villages, reaching a population of nearly 50,000 rural residents.

### **PHFI: Health Literacy Project on Diabetes and Cervical Cancer**

The Public Health Foundation of India (PHFI) and MSD share a common vision and responsibility to improve health outcomes in India by sharing information on disease prevention and healthy lifestyles, encouraging preventive and treatment-seeking behaviors and facilitating wider access to health services to support such growth in knowledge.

Through MSD's partnership with PHFI, we are changing the way that health messages are formed and the how the disadvantaged populations receive those messages. In order to bring diabetes and cervical cancer awareness to rural, tribal and at risk populations, PHFI first assesses the needs and knowledge level of the communities by first engaging them in a community needs assessment. The messages are then created by the target population to assure that they are custom designed to suit their needs and match their knowledge level, while assuring that the messages come in a form that simultaneously appeals to these populations. PHFI then works closely with experts in the medical field to assure that the messages contain correct health messaging.

### **Bombay Veterinary College: Pilot Rabies Control Project**

India continues to report the highest incidence of human rabies with an estimated 20,000 deaths reported annually. Approximately 75% of these deaths occur in rural areas with the highest rates being among the poor and rabies continues to cause nearly 100% fatality due to treatment mismanagement and the failure to seek post-exposure treatment from a qualified health official. MSD has partnered with the Bombay Veterinary College (BVC) and other lead stakeholders to begin to approach this neglected disease through a multiple year, multilateral initiative. Through this program, BVC foresees the following three outcomes:

1. To reduce the incidence of human and animal rabies through improved educational awareness and mass vaccination of pets.
2. To determine the benefit of improving rabies prevention education and awareness on a local level, and further utilize this data for advocacy purposes.
3. To develop a model of rabies prevention that can be adopted in local villages.

## Access Programmes for Medicines

**Responsible Pricing:** Access to medicines is one of the top priorities in MSD's business model. MSD is committed to pricing its medicines responsibly and to bringing innovative science to patients and society at large, making MSD an industry leader in pricing Patented first in class medicines in a responsible manner. Through research conducted amongst Indian doctors and consumers wherein the benefits of the drugs were discussed and price points debated, MSD has launched several drugs in an Indian relevant price band.

**CSR Access Programmes:** Access to health services is also a key cornerstone of MSD's approach to CSR. MSD has made facilitating access to healthcare and medicines a top priority, particularly to disadvantaged populations in order to confront poor or unequal access to health services. Presently, our partnerships have focused on assuring individuals of the lower socioeconomic sector are given access in the following manner:

- Therapeutic food for tribal children suffering from severe acute malnutrition and the clinical care they require.
- Provide iron and other necessary supplements that rural women in Assam require to support a healthy pregnancy as well as facilitate institutional births.
- Corrective eye care and proper screening made accessible to rural villagers to prevent blindness.
- Facilitate access to proper rabies care and prevention by educating rural populations on post-exposure treatment and the need to seek a qualified health official.

## Patients Awareness Programmes

As a part of our belief that successful disease management comes through an integrated approach and our value of putting the patient first, MSD is committed to helping address overall disease burden in the Indian market. We recognize that access to medicines and healthcare is not solely about the price of medicines. Effective support solutions for patients and physicians require collaborative efforts from everyone involved along the continuum of care.

**SPARSH Healthline™:** MSD launched the SPARSH™ program for diabetes management in response to the voice of the customer. The program run via doctors, offers comprehensive diabetes management, including diet and exercise counseling, education on diabetes and its complications through a call center in Hyderabad. Further, risk stratification and monitoring is done through a partnership with a diagnostic company. Presently, there are more than 3,500 doctors enrolled in the program today.

**GuardYourself™ Program – Cervical Cancer Prevention Programme:** The GuardYourself™ Program is a cervical cancer prevention and awareness program. With the objectives of increasing awareness about cervical cancer and impacting the disease burden, the project rests on the three pillars of education, screening, and vaccination. This is a multi-stakeholder initiative involving gynecologists, pediatricians, women celebrities, the Indian Cancer Society, media, and call center support. The program is pivoted around GuardYourself™ Centres (GYC), which includes approximately 2000 clinics pan India.

MSD further established a full time call centre (MSD SPARSH Healthline™) to provide basic information about cervical cancer and guide them to physicians.

### Medical Education Programme (Doctors / Nurses / Para Medics)

**Diabetes Management:** The efforts to continue education in diabetes put forth by MSD centers around two areas.

- MSD is endeavoring to educate doctors on Incretins and their role in diabetes management.
- Further, MSD is working directly with a cohort of doctors to design a strategy to avoid hypoglycemia, while simultaneously reaching out to physicians and patients to promote a better understanding of the affliction in diabetics. To date, over 5000 physicians have been reached.

**Women's Health:** The Federation of Obstetrics and Gynecological Society of India (FOGSI) and MSD, launched various programs to reach out to different stakeholders, which include:

- Reached The Unreached (RTU) program involved 500 ObGyn, who screened more than 2500 women to highlight burden of disease among Indian women.
- Protecting Young Women (PYG) with the adolescent chapter of FOGSI, which involved creating awareness among adolescent girls, their parents and teachers by conducting disease awareness sessions at schools across country.

MSD also launched an extensive campaign with ObGyns to sensitize physicians about screening practices in their own clinics, with an objective to increase prevention practices among physicians. Through these initiatives MSD covered about 5% of ObGyns across country in a span of nine months.

MSD has further supported Continuing Medical Education (CMEs) seminars that cultivate awareness among professionals in the field and provide a platform to share updates, data, and recent findings. MSD engages key opinion leaders to lead these

education initiatives, which have reached over 4000 ObGYNs on the importance of protecting women from the dangers of cervical cancer.

## External Awards / Recognition

The company won the following awards –

- Frost and Sullivan: Best Emerging Multinational Pharmaceutical Company 2009
- OPPI: Marketing Excellence Award 2009
- OPPI: Marketing Excellence Award 2008

## Capacity Building initiatives in Healthcare related projects in India

MSD recognizes that building healthcare capacity is a major factor in addressing health challenges at all levels as well as assuring that physicians and healthcare providers are given the necessary assistance, education, and tools to provide successful treatment delivery. Presently, MSD has engaged in several initiatives enhance the continuum of care within several treatment areas.

**Center of Excellence in Diabetes:** In order to assist in streamlining and integrating systems in diabetes healthcare delivery, MSD has launched Center of Excellence in Diabetes (CoEd). The program was designed with the objective in mind to make diabetes care and treatment more holistic by providing physicians with the assistance in patient diabetes education and the tools necessary to do so. To achieve this outcome, MSD has:

- Designed a course to train specialized diabetes managers that will assist the physician in providing holistic care
- Design and distribute tools that will aid the diabetes educator and physician in providing proper education on eating and living habits

**Activities:** MSD recognizes that one of the principal drivers to poor or unequal healthcare and services is a paucity of health workers equipped with the skills necessary to confront the difficult barriers to public health. Therefore, incorporated into our vision to facilitate access to health services, we contribute to causes that will not only build capacity in those areas that need it most but have put measures in place to prevent the attrition of these professionals from the locations and sectors where they are needed most. These efforts include training:

- Village nutrition educators on feeding practices to prevent malnutrition
- Village Vision Technicians to bring eye care to the village level
- Health workers on the basics of healthy pregnancies and deliveries.

## Collaboration or Partnership with Government, Public, NGOs and others

Innovative partnerships between industries, non-governmental organizations, and governments are critical to forging the best method to approach the public disease burden, particularly within low income countries. MSD recognizes this and strives to contribute to these collaborations. To date, we have engaged in two such collaborations that will impact the field of women's health.

MSD and the Indian Council of Medical Research (ICMR) have announced a collaboration to study cervical cancer vaccine, GARDASIL (quadrivalent human papillomavirus types 6, 11, 16, 18) in Indian women. This partnership between industry and government organization is critical in determining the best approach to the introduction of vaccine in public sector of low income countries. Merck provided scientific support for design of this study and also supplied GARDASIL for use in the study. Upon completion of this study MSD and ICMR will work together to assess the role of HPV vaccine in Indian population and identify ways to provide access to this vaccine to reduce the burden of cervical cancer in India. This is an example of Merck's commitment to develop medicines and vaccines for the people who need them most in the countries throughout the world.

MSD and ICMR have further initiated a study to gauge the effects of IMPLANON, a single rod sub dermal implant providing up to three years of contraceptive protection that does not contain estrogen. To date, 3000 women across India have been enrolled. The final report of the study is expected by the end of the year. Based on the final outcomes, the registration of Implanon could satisfy an unmet medical need in India, and provide the healthcare professionals and Indian women with the option of an effective long term method of contraception.

## Novartis India Ltd.

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### Corporate Social Responsibility (CSR) Initiatives

#### Healthcare:

#### **Novartis Comprehensive Leprosy Care Association (NCLCA - formerly known as Comprehensive Leprosy Care Project – CLCP)**

Set up by the Novartis Foundation for Sustainable Development in 1989, NCLCA provides patients' access to treatment, provides disability management and facilitates

physical and social care. Novartis is committed to eliminating leprosy from the world through its donation to WHO of the drugs required to treat leprosy. India, with 70% of the world's cases of leprosy, is the largest beneficiary of these drugs. In addition, the company is firm of the belief that people who are afflicted with leprosy need to be rehabilitated so that they can earn a living particularly in view of the stigma associated with the disease. The program has covered the states of Goa, Maharashtra, Gujarat and Madhya Pradesh and has benefited thousands of patients.

NCLCA has over the years provided comprehensive care to leprosy patients. Comprehensive care entails making a significant and sustainable difference in the quality of life of persons affected by leprosy through their treatment, as also their physical, economic and social rehabilitation. In addition to improving access to treatment, performing reconstructive surgery and providing rehabilitation, NCLCA has developed practical, well-designed technologies for the prevention, correction and care of disabilities.

The NCLCA disability care package includes inserts providing health education to patients with insensitive limbs to prevent injury, burns and ulcers; teaching patients physiotherapy exercises and providing prefabricated hand and foot splints to help in correcting disabilities and to be used as an adjunct to pre and post operative regimen, providing grip-aids to enable people with advanced hand deformities to carry out daily tasks without assistance, empowering patients to deal with wounds and ulcers on their feet with a specially designed self-care kit and following it up with special footwear. Reconstructive surgery helps correct visible disabilities thus increasing social acceptance while economic rehabilitation enhances self-esteem and social well being. More than fifteen thousand patients have benefited from these services. Many of the innovative modalities have been adopted by the government and NGOs working in the field of leprosy as an integral part of disability care services. NCLCA also provides integrated care to non-leprosy cases.

NCLCA has been the proud recipient of numerous awards and letters of appreciation, including the Golden Peacock Award for Innovative Products / Services and the prestigious Reader's Digest Gold Pegasus Corporate Social Responsibility Award in the contribution to individual welfare category.

### **Education:**

#### **The Indian School of Business scholarship:**

A yearly scholarship of Rs 12 lakh is divided among three needy women students with excellent academic credentials coming from middleclass backgrounds. Novartis has been doing this for the last five years and is committed to giving this scholarship every year until 2012. Further extensions will be considered at the end of a five year period.

## **Akanksha:**

Novartis has supported the Standard Chartered marathon every year since 2004 with a commitment that the amount donated goes to Akanksha for the education and health of underprivileged children. Novartis has also funded a centre for Akanksha at Prabhadevi. Employees are also volunteering time in the office for a mentor program for Akanksha children. This has led to a rise in creativity among the children, better results at school and an increase in their feeling of self-worth. It has also helped raise satisfaction among employees serving as mentors.

## **Arambh:**

The generics arm of Novartis, Sandoz, sponsors two Child Support Centres and a Vocational Training Centre as well as a Women's Empowerment Centre near their facilities at Turbhe and Kalwe. These centres have helped children who are otherwise used as child labour and also helped increase the employability of people from the surrounding slums.

## **Rainbow:**

"Rainbow" is a Global Development Operations India initiative under the aegis of which partnerships are forged with social organizations for consistent contribution to the community. The first partnership has been forged with an educational institution offering free education to underprivileged children. Novartis employees based in Hyderabad have raised funds to contribute to the 'Adopt a Kid' program, thus supporting the education of 34 children. Regular events are conducted for children at the school to improve communication skills, educational skills in English, Science and Mathematics, and to instill self-confidence in them. Novartis Hyderabad has also partnered with Naandi ([www.naandi.org](http://www.naandi.org)) particularly in the area of child education to build school infrastructure.

## **Environment**

With Mumbai a sprawling concrete jungle, Novartis took the initiative of partnering with the Nehru Centre for a garden opposite its corporate headquarters at Worli. Novartis spent Rs 45 lakh to develop a garden on a plot of land belonging to the Nehru Centre and has committed to maintaining it for 30 years until 2031 and thereafter on mutually agreeable terms and conditions. The garden is a visual treat in a greenery starved city.

## Access Programmes for Medicines

At a global level:

Access to medicine programs –  
in 2008 we contributed 3.0% of net sales



- **Coartem® :**  
73.7 million treatments shipped in 2008 – cumulatively delivered >235 million treatments which helped save an estimated 600,000 lives
- **Leprosy medication free of charge:**  
>4.5 million patients cured since 2000
- **TB donations (DOTS):**  
500,000 patients in five years
- **Gleevec® patient assistance:**  
Free to >35,000 patients in 80 countries
- **NITD<sup>1</sup> in Singapore:**  
Focus on TB, dengue fever and malaria
- **NVGH<sup>2</sup> in Siena, Italy:**  
Vaccines Research Institute for neglected diseases

2008:  
 ■ 74 m patients supported  
 ■ Programs and research valued at USD 1,26 billion<sup>3</sup>

<sup>1</sup> Novartis Institute for Tropical Diseases; <sup>2</sup> Novartis Vaccines Institute for Global Health; <sup>3</sup> Based on approximate market value

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## In India

### Glivec International Patient Assistance Programme (GIPAP):

Glivec® is a breakthrough cancer drug developed by Novartis, which is working wonders to arrest a life threatening form of blood cancer. Glivec is the first “designer drug” for cancer therapy specifically targeting the cancer producing molecule.

GIPAP is one of the most generous and far-reaching patient assistance programmes ever developed for a breakthrough cancer therapy. GIPAP was established in 2001 by Novartis to provide Glivec free of charge to all patients who could not afford the drug for economic reasons and who met specific medical criteria. By doing so Novartis has responded to the needy people in the community at large.

The GIPAP model is designed to provide the drug to individual patients, as opposed to typical donation programmes that deliver drugs through hospitals or other third party distribution organizations. The Max Foundation was identified to partner with Novartis and administer the program for Novartis. As the administrator, The Max Foundation is responsible for registering qualified patients according to specific medical and financial requirements provided by Novartis.

These requirements are in accordance with World Health Organization (WHO) guidelines, which provide global guidance on charitable donation programmes. To further broaden the access of patients to Glivec, a co-pay program was introduced.

Novartis currently provides Glivec free of charge to close to 12,000 patients who are prescribed Glivec and meet the GIPAP criteria completely free of any charge. This constitutes more than 98% of patients who are prescribed Glivec. The balance 2% are on a co-pay program with the majority receiving 11 months supply completely free of any charge while paying for just a month's supply of the drug. There are only 16 patients who pay full price and these are patients who are reimbursed. Since inception of the program in late 2002, Novartis has distributed Glivec valued at ~ Rs 4,000 crore free of charge to patients prescribed the drug in India.

## Patients Awareness Programmes

**Joint Efforts to Eradicate Tuberculosis (JEET)** is a program set up by Novartis aimed at creating awareness on the prevention and treatment of TB. The company has developed marketing formulations and combipacks for people of all ages and weight groups. Novartis has a website [www.ourjeet.com](http://www.ourjeet.com) which gives information to doctors, patients and the general public. Through this channel multiple TB detection camps are being conducted every year and patients have benefited through partial and or complete treatment since inception of this project.

**Epilepsy Camps:** Novartis India has been conducting camps to increase awareness about epilepsy disorders among the public and the diagnosis levels of epilepsy in India. Conducted with the help of medical practitioners, the patients and their caregivers are provided with disease awareness material along with starter packs. Key Opinion Leaders are also invited to these camps.

**Bone Health Checkup Camps:** Around 396 bone health checkup camps benefiting about 19,000 patients have taken place in 2009. The camps are conducted with the help of an Orthopedic doctor /Physician and participants are provided with disease awareness material on bone disorders.

**Hypertension Detection Camps:** In 2009, more than 300 camps were conducted to increase awareness about hypertension and related disorders, among the public, benefiting 12,000 patients who were given a week's therapy.

**Diabetes Detection Camps:** From 2008 till date more than 500 camps have been conducted. Patients attending these camps are tested for blood sugar levels, given patient counseling on how to manage diabetes and are also given starter packs. More than 20,000 patients have benefited from these camps.

**Alzheimer Awareness Activities :** Media coverage on National TV (Doordarshan) and on Radio FM on Alzheimer's and emerging newer treatment options has increased awareness. Screening of the Alzheimer's film and caregiver meets are also part of the activities carried out. Over 50 top Key Opinion Leaders (KOL) participated in 14 events across 7 major metros with media coverage and attendance of important government authorities. Over 500 Caregivers/ patients attended and were exposed to Exelon Patch through KOLs.

**Elder's Day Walk:** Novartis India's Chennai office has been conducting an 'Elder's Day Walk' since 2001, to commemorate World Elders Day on 1<sup>st</sup> October. A famous celebrity is usually invited for the walk, who addresses the large public about the importance of 'Caring for the elderly'. Leading doctors not only participate in the walk but also address participants on 'Diseases of the elderly' e.g. Dementia.

**Macalvit Healthy Diet Day :** Since 2007, Novartis has been conducting Macalvit Healthy Diet Day, an activity designed to help both gynecologists and pregnant women. Conducted with gynaecologists, Macalvit Healthy Diet Day (MHDD) addressees' the concern of a expectant women by providing her with diet tips, answering common queries on pregnancy & initiating calcium therapy with sample starter packs. To date over 500 MHDD camps have been conducted across India involving over 1000 patients.

## External Awards / Recognition

Novartis recognised as Good Corporate Citizen : Receives TERI Award for Corporate Social Responsibility

Civic Award for Social Awareness 2004-2005 for JEET (Joint Efforts to Eradicate Tuberculosis) by the Bombay Chamber of Commerce and Industry

Golden Peacock Award for Innovative Product/Service 2004-2005 conferred by the Institute of Directors (IOD) on the Comprehensive Leprosy Care Project.

Voveran Marketing Excellence Award – OPPI – 2006

Golden Peacock Occupational Health and Safety Award – 2007

Gold Pegasus Corporate Social Responsibility Award in the Contribution to Individual Welfare category by Reader's Digest in 2007

Arogya Parivar received best long term rural marketing initiative from Rural Marketing Association of India (RMAI) – 2008

## Capacity Building initiatives in Healthcare related projects in India

**Arogya Parivar** : A for-profit business model developed by Novartis, Arogya Parivar, specifically addresses the health needs of rural India while providing opportunities to expand business in an innovative and responsible way.

Arogya Parivar uses its resources to coordinate the activity of numerous actors in the field: entrepreneurs who can be trained and earn a living in delivering awareness and education programs; health professionals and chemists willing to improve the health of their community; pharmacy chains, hospital chains and retail chains willing to open facilities in rural areas as the “next frontier” in their expansion.

The approach encourages health professionals and chemists to stay in the villages as it increases the number of potential patients visiting them with health concerns. The USP of Arogya Parivar is its reliability.

### Other Initiatives

The Company believes it owes it to society to sensitise its own employees on areas related to Corporate Social Responsibility. Novartis Community Partnership Day is a worldwide initiative aimed at helping local communities in useful, practical ways, in social or environmental projects. It usually takes place around 23<sup>rd</sup> April, the date of the Ciba-Sandoz merger that marked the creation of Novartis.

Novartis in India has taken this initiative a step further and extended the days beyond the customary one day for this purpose. Every year, hundreds of Novartis associates all over the country go out to serve the causes they believe in. The Company encourages employees to involve themselves in volunteer work and to work for the community. The success of this program can be seen in the variety of initiatives undertaken by employees during Community Partnership Week.

Activities include visits to the Helen Keller Institute for the Deaf and Deafblind at Byculla, Sanjeevan Deep (Paraplegic Foundation) at Navi Mumbai; St. Anthony’s Home for the Aged, Bandra; Shelter Don Bosco, Wadala; Sneh Sadan, Andheri; Dyanavihar, Kalwe; tribals at Palghar; Children’s ward at Tata Memorial Hospital, Parel; Akanksha centres at Bandra and Prabhadevi.

Entertainment programs and lunch/snacks are organised for the elderly and the young children as well. Towels, bed sheets, toiletries, provisions are distributed depending on need. Beneficiaries could be close to 1,000 children and elderly in Mumbai alone with twice the number spread across neighbouring areas and nationwide.

In 2009 around 400 employees across the country actively participated in community based initiatives during this week.

## Novo Nordisk

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### Corporate Social Responsibility (CSR) Initiatives

Diabetes Education at corporate Offices: Every month we conduct diabetes awareness and education for employees. In most cases this is accompanied by free Random blood sugar screening for those willing to do the test.

These following activities were conducted -

- **Federal Bank, Gandhi Nagar, Bangalore** where a two hour activity was conducted between 4.00 PM - 6.00 PM on 12th January 2010 by our Diabetes Educator consisting education session was followed by Q&A session and screening camp.

The education session was focused on:

- Knowledge of diabetes, its causes and complications
- Prevention of diabetes and its complications.
- Importance of good sugar control, its benefits and the ways to maintain it.
- HbA1c and annual tests which a diabetic must undergo.
- **Penguins promo Pvt Ltd - Bangalore** where a two hour activity was conducted between 11.30am- 1.30pm on 11th December 2009 consisting of education session was followed by Q&A session and screening camp.

### Access Programmes for Medicines

The Novo Aid Program reaches out to more than 1100 underprivileged children with diabetes with free insulin supplies. The program supplies free insulin to children below the poverty line up to the age of 18. This is an ongoing program.

### Patients Awareness Programmes

Novo Nordisk conducts patient education program reaching people with diabetes each year.

The most recent activity has been - Diabetes education activity at St Johns Medical and hospital on 7th and 8th Dec between 9.30 AM- 1.00 PM. More than 250 people participated in this 2 day health camp. All the people who had Diabetes or had pre diabetes were counseled about prevention of diabetes and its complications.

## Pfizer

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### Corporate Social Responsibility (CSR) Initiatives

#### a. Product Donations

In the last two years, Pfizer has donated medicines to various institutions a number of times. These medicines helped a large number of underprivileged people. Pfizer has donated large quantities of medicines to the flood affected regions of Bihar during the Bihar Floods in September 2008. Over the last two years Pfizer has donated medicines worth nearly Rs. 8,00,000/-.

#### b. Mumbai Marathon

Pfizer participated in the Standard Chartered Mumbai Marathon in 2009. We supported an NGO named V Care which works for the benefits of Cancer patients. The fee that was paid, Rs. 2, 34,000/- to enroll Pfizer in the marathon was donated to V Care.

### Access Programmes for Medicines

- **Sutent Patient Assistance Programme**

Sutent belongs to a new class of oral targeted therapies for gastrointestinal stromal tumor (GIST) and advanced/metastatic renal cell carcinoma (mRCC) patients. The launch of Sutent offers new hope to patients with rare and difficult to treat forms of cancer.

Recognizing that affordability of cancer treatment can be a challenge, Pfizer has developed the Sutent Patient Assistance Program (SPAP). SPAP aims to enable access to SUTENT<sup>®</sup> and help patients and their families manage the disease.

The program consists of three components – education, counseling and a partial or fully subsidized treatment options for eligible patients. This is based on both medical and socio-economic criteria.

## Patients Awareness Programmes

- **Speaking Book on Clinical Trials**

Pfizer in collaboration with the World Medical Association has developed a Speaking Book on clinical trial participation for patients. Using multimedia tools it explains the rights and responsibilities of patients who cannot read or write sufficiently to understand the fundamentals of clinical trial. Pfizer has in partnership with Indian Medical Association, Indian Council of Medical Research, Indian Society for Clinical Research, FERCI and the Nizams Institute of Medical Sciences Preferred Research Center, developed and launched the speaking book in regional languages such as Hindi and Telegu in the country.

- Pfizer has partnered with the Apollo Hospitals Group for cardio vascular disease awareness. The Healthy Heart, a comprehensive cardiovascular disease management program for subjects who have established cardiovascular disease or are at the risk of developing the disease.

## Medical Education Programme (Doctors / Nurses / Para Medics)

- Pfizer Education & Research League (PEARL): Pfizer partners with healthcare professionals across India to organize structured training on various topics such as clinical research etc. Such programs help enable doctors to play various roles like researchers, educators, administrators and help them enhance their knowledge continuously. In 2009 PEARL organized 15 workshops that trained almost 750 doctors and another 7 are in the pipeline.
- Pfizer has partnered with Forum for Ethics Review Committees of India (FERCI) to develop curriculum for non scientific members of ethics committees & implement training and to develop educational informed consent videos. A training curriculum was developed and two training programs were rolled out in January and April 2009. This is aimed at enhancing the quality of clinical research process in India.
- PROTECT: Pfizer has initiated a multi stakeholder outreach program to increase awareness of untreated undiagnosed hypertension in order to prevent long term complications and death. Pfizer has formed the Indian Hypertension Academy and a forum of 16 top doctors from key four specialties develops awareness programs. The program reaches out to cardiologists, nephrologists, diabetologists, neurologists, consulting physicians, GPs, patients and the lay public.

## External Awards / Recognition

Pfizer Limited was conferred the **MNC Pharmaceutical Company of the Year** award for 2008-09 at the Frost & Sullivan India Excellence in Healthcare Awards. These awards introduced at global level five years ago, are presented to organizations that demonstrate best practices in their industries and commend recipients for their diligence, commitment and innovative business strategies. It recognizes companies that have pushed the boundaries of excellence – rising above the competitors and demonstrating outstanding performance in the healthcare industry.

In addition, Pfizer India received the second annual Notable Initiative to Shape Clinical Research in India award from the Indian Society for Clinical Research (ISCR) for demonstrating remarkable effectiveness in shaping the clinical research environment in India.

## Capacity Building initiatives in Healthcare related projects in India

Pfizer and Arpana have partnered with the United States Agency for International Development (USAID) to initiate capacity building program in healthcare as well as generate rural employment. This pilot innovative project not only helps to strengthen the rural healthcare infrastructure but also to provide economic development opportunities to youth within the district. Under this initiative, USAID is supporting the CAP Foundation to train 300 youth in basic vocational skills in Karnal with subsequent job placements. Of these, Pfizer is providing technical and financial support to Arpana to train 100 youth in basic healthcare. After the training, it is planned that at least half of these young people will be absorbed by the Arpana hospital as nursing assistants or work within the community outreach programs, while the rest will be placed as health workers in local hospitals and clinics to cater to the growing and unmet demand for skilled healthcare workers. The training module that is being developed for the youth can be adapted to pilot similar projects in other states to bridge the deficit in trained healthcare manpower.

The training partner CAP foundation under the USAID program trains rural youth to make them employable locally by providing training in English, customer care and IT skills. One third of the trainees from each batch are selected to join the specialized program in healthcare run by Arpana Hospital. The first batch is undertaking the program currently that will see training of rural youth as healthcare workers which includes nursing assistants and community health workers.

Pfizer has initiated a dialogue involving the National Rural Health Mission and Arpana Trust to scale up the above projects in Haryana and other parts of the country to strengthen health systems and to extend reach of care to cater to unmet healthcare needs.

## Collaboration or Partnership with Government, Public, NGOs and others

Rural Healthcare Development Project of Pfizer in partnership with Arpana Research & Charities Trust, Karnal, Haryana.

### Phase I – 2002-2008

- Mother & Child Healthcare Project in rural Haryana since 2002
- Coverage in 65 villages, aimed to reduce Anemia in pregnant women & adolescent girls.
- Assigned village health workers provide education, training and disease awareness.
- Currently Pfizer and Arpana are working together to scale up the project from 65 to 100 villages.

### Key achievements of first 40 villages

- 55% decrease of anaemia in pregnant women
- 36.5% decrease of anaemia in adolescent girls
- Control of preventable diseases (e.g. diarrhea, malaria)
- Prevention of Sexually Transmitted Diseases, Reduction in child and maternal mortality, etc.

### Women's Empowerment

The project mobilized rural women by forming Self Help Groups and today, 250 SHGs involving 3000 women with a collective saving of Rs 3 crores with access to micro credit, initiated several small scale businesses that provides them sustainable livelihood.

### Phase II - 2007-09

Pfizer extended technical support to the 135-bedded Arpana Hospital set up with the help of various agencies to develop a sustainable business model that help generate income through a private OPD and provide low cost care to the rural poor.

## **Phase III – 2009 onwards**

Pfizer and Arpana partnered with the United States Agency for International Development (USAID) to initiate capacity building program in healthcare as well as generate rural employment. The training partner CAP foundation under the USAID program trains rural youth to make them employable locally by providing training in English, customer care and IT skills. One third of the trainees from each batch are selected to join the specialized program in healthcare run by Arpana Hospital. The first batch is undertaking the program currently that will see training of rural youth as healthcare workers which includes nursing assistants and community health workers.

Pfizer has initiated a dialogue involving the National Rural Health Mission and Arpana Trust to scale up the above projects in Haryana and other parts of the country to strengthen health systems and enable rural communities for sustainable livelihoods.

## **Piramal Healthcare Ltd.**

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### **Corporate Social Responsibility (CSR) Initiatives**

The Piramal Gandhi Fellowship was instituted by the Ajay G Piramal Foundation with a vision to shape India's next generation of leaders. India's vast pool of young talent is being lured by the most sought after careers in engineering, management, IT, finance etc. As a result, India's future is not getting involved in shaping its own destiny. Graduates from the country's premier institutes, with their academic training, knowledge and undying enthusiasm can make a great difference to globally pervasive problems like lack of quality education, inequality, poverty, disease etc.

The Piramal Gandhi Fellowship is a two year program for fresh college graduates, which will get them engaged in India's development. These young graduates are selected from top notch institutions including IIT, Delhi School of Economics, Lady Shriram College, Miranda House, Xavier's etc.

### **Patients Awareness Programmes**

Help your body is a nationwide health crusade created with the help of former President of India, Dr. APJ Abdul Kalam, which aims to reduce the projected trend of chronic diseases by 2% per annum. helpyourbody is being rolled out in 3 distinct phases, Awareness, Action & Sustain. Under helpyourbody, a mass awareness programme featuring leading medical practitioner was created, detection camps in 40+ cities were

conducted, a community programme with SEWA in Ahmedabad is underway and a website with useful tools and tips to prevent and manage metabolic diseases is live. helpyourbody has also enlisted the support of ASSOCHAM to implement the programme at workplaces.

### **Piramal Healthcare launches Mumbai's first-of-its-kind patient support programme against chronic diseases under its 'helpyourbody' crusade**

The Piramal Group, under the aegis of helpyourbody, launched Mumbai's first-of-its-kind crusade against chronic diseases along with a comprehensive patient support program on 12th of November 2009.

Through this initiative, the Piramal Group aims to enroll 3,500 doctors as crusaders across Maharashtra and Tamil Nadu in the pilot phase and scale this up to 25,000 doctors nationally, who will pledge their support in the first phase of helpyourbody. The first presentation was made to Dr. H.B. Chandalia at his clinic in the presence of Mr. Ajay Piramal, Chairman, Piramal Group on 12<sup>th</sup> November 2009.

Each of these doctor-crusaders will disseminate knowledge and information to patients on risk factors of chronic diseases, diagnosis and management. This patient support program will reach out to around 70,000 patients in the pilot phase and 5,00,000 patients across India subsequently.

Mr. Ajay Piramal, Chairman, Piramal Group said, "On the helpyourbody platform, we are trying to bring together the government, the private sector and the medical fraternity as part of a comprehensive integrated crusade against the onslaught of chronic diseases. The cumulative social and economic impact of these measures is bound to be immense. At the Piramal Group, we strive to democratize healthcare. We feel that we have the knowledge, the expertise, the reach and most importantly the deep desire to help India reduce the threat of chronic diseases and we have therefore committed significant resources to sustain this mission. We have received overwhelming support from everybody we have approached so far and every time a crusader enrolls we feel encouraged in our mission."

Prof. Chandalia, Director, Diabetes Endocrine Nutrition Management And Research Centre said, "It is extremely important to evolve strategies like helpyourbody to prevent and manage these chronic diseases. The behavioral approaches recommended under helpyourbody, both at the individual and community level will improve adherence to the lifestyle programs and thus lead to effective prevention of these diseases. helpyourbody is to help all and one; enabling citizens of India to lead a healthy life. It is a process of education, which is the most powerful tool against chronic diseases. Hence, let us put all our ideas and resources together to augment help your body."

India is the chronic disease capital of the world. The number of diabetics expected is to rise from 40 million today to 70 million by 2025. By 2025, 213.5 million are expected to be affected by hypertension from the present 118 million; and 60 million by osteoarthritis from the present 15 million. These chronic diseases also open the gates to other illnesses. From 30 million patients suffering from diabetes in 2005, 6.6 million are expected to be affected by diabetic nephropathy and 1.6 million Indians from stroke alone.

It is noteworthy that chronic diseases are also known to have an indirect impact on people's economic status and employment opportunities in the long term. Annual reduction in GDP from deaths due to heart disease, stroke & Diabetes as proportion of GDP will be over 1% by 2015. The accumulated GDP loss is Rs. 10,62,000 crores and the total costs including welfare losses in the year 2015 will be about Rs. 15,01,200 crores. However it has also been predicted that reducing the burden of these diseases by 2% every year is expected to earn us Rs. 67500 crore by 2015. For more updates log on to [www.helpyourbody.in](http://www.helpyourbody.in)



## Organisation of Pharmaceutical Producers of India

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