



**BEYOND  
BUSINESS**

Contributions  
to Social Initiatives

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# Executive Summary

Indian companies have traditionally been engaged in activities aimed at the benefit of society, going beyond the realm of their conventional financial and business responsibilities. These activities, however, were sporadic in nature and not legally binding. Economic development during the 1990s shed new light on the potential societal benefits of encouraging corporates to engage in activities beneficial to society and the environment. At a policy level, this culminated in the issuance of the Corporate Social Responsibility (CSR) Voluntary Guidelines in 2009 by the Ministry of Corporate Affairs (MCA, 2009) that culminated in the enactment of Section 135 of the Companies Act, 2013 (“the Act”). Section 135 provided an opportunity for the Indian pharmaceutical industry to engage in public health beyond traditional business channels.

Five years since the enactment of the Act, this report seeks to understand the role and impact, the member companies of the Indian Pharmaceutical Alliance (IPA), have played in social development and CSR. This exercise has been conducted by mapping the companies’ contribution in addressing the country’s healthcare challenges and other development needs. In order to assess the role and impact of the IPA member companies, the report adopts a mixed-method approach by combining qualitative and quantitative data from reliable sources. It analyses data available in public domain such as the Annual Reports, and the Sustainability, CSR and Business Responsibility Reports for the financial year 2018-19. Additionally, IPA member company representatives were interviewed for their insights into the motivations, approaches and to understand the implementation modalities.

These companies have adopted a philanthropic

approach towards their CSR activities. They undertook comprehensive efforts in identifying which social causes to support and the relevant interventions, aimed at delivering high impact results. This has enabled them to utilise their allocated CSR funds in an efficient and effective manner so that the impact of their interventions reached the target communities. This approach has led to the IPA member company activities covering 21 states and 3 union territories through their CSR. Seven member companies also reported similar pan-India activities. Maharashtra and Telangana have the largest presence with 14 companies in each state conducting CSR interventions, followed by Gujarat, where 13 companies are implementing their CSR activities. The IPA companies have heeded the directive to focus on communities surrounding their operations, with a high number of interventions reported in states such as Sikkim, Himachal Pradesh, and Andhra Pradesh. Many companies are working in rural, hard-to-reach areas in these states, where the communities struggle to access social and health services. Through their activities, the member companies have been able to reach INR 1.1 crore Indians across demographics and geographies for the financial year 2018-19.

In 2018-19, most IPA member companies have adopted a combination of approaches to implement their CSR activities. These include implementation through funding of implementation agencies such as non-profit organisations, and leveraging their own trusts or foundations, the companies supported both large and small non-profit organisations operating in the rural and urban areas in order to extend their reach. 13 IPA member companies also conducted CSR activities through their trusts and foundations.

As a part of the pharmaceutical industry, the IPA member companies have a deep understanding of the healthcare challenges facing the country, ranging from lack of access to quality services to challenges in financing medicines and medical procedures. This has led to the IPA member companies consciously supporting healthcare and related causes.

These companies have spent approximately INR 148 crore and INR 93 crore in healthcare and education respectively, in the financial year 2018-19. The total CSR spend of the IPA member companies in the same period amounted to INR 399 crore.

The IPA member companies have engaged in healthcare related CSR activities due to their pre-existing expertise within the area. The support has led to these companies engaging in strengthening the healthcare ecosystem through infrastructure interventions, deployment of medical vans, and capacity building of the frontline healthcare functionalities such as ASHA workers. Additionally, 20 IPA member companies have committed to supporting primary healthcare through their promoter-sponsored hospitals and last-mile delivery through their mobile medical units. This initiative is in alignment with the National Health Mission's objective to provide access to healthcare in the remote and underserved areas. More than half of the IPA member companies supported Reproductive, Maternal, and New-born Child plus Adolescent (RMNCH+A) health related activities. The interventions included last-mile delivery of the maternal and neonatal healthcare; and improving awareness among adolescent girls and pregnant and lactating mothers. Malnutrition was another widely supported cause area with the companies collaborating with the government as a part of the Integrated Child Development Scheme (ICDS) or

establishing nutrition centres in rural areas or partnering with international non-profits. CSR activities also included healthcare interventions such as eye-care, communicable diseases, non-communicable disease, and mental health.

The IPA member companies have a demonstrated history of rallying support during the time of crises, for both the communities, as well as, state and central governments. The COVID-19 pandemic created an unprecedented situation in India. During the pandemic and subsequent lockdown, the IPA companies ensured uninterrupted supply of medicines to needy patients in India and abroad. The companies demonstrated commitment to serve the countrymen and made several monetary and non-monetary contributions to various state disaster relief funds and non-profit organisations. Relief efforts included donation of various essential medicines, personal protective equipment (PPE) kits, sanitisers, hospital equipment, and meal donations etc. The pandemic related activities are still ongoing and till the time of finalisation of this report, the member companies have donated an upwards of INR 200\* crore to the PM CARES Fund and separate monetary donation to the state relief funds.

One of the highlights of the report is that all IPA member companies have shown commitment to ensuring environmental sustainability in their business operations. About 96 per cent of the IPA member companies practice different forms of water conservation and treatment efforts. Companies are also transitioning to renewable energy sources by using alternate sources of energy to generate electricity. Approximately 88 per cent of the companies have also put in place waste management practices and are actively engaged in achieving zero solid waste discharge.

\*The figure includes monetary and other contributions to the PM CARES Fund including medical supplies, PPE Kits, etc.

Going forward, several opportunities exist for the pharmaceutical industry to work towards realising the Sustainable Development Goal 3: *Good Health and Well-being*, across a spectrum of activities – from CSR to existing business practices. Significant positive impact could be achieved via public-private partnerships in managing infectious diseases such as malaria and tuberculosis. Additional efforts aimed at building the capacities of frontline healthcare functionaries could lead to positive changes in the healthcare indicators at the grassroots level. Engagement in social and behaviour change communication activities would create a long term mindset change among the population with respect to healthcare and hygiene.

The IPA member companies are committed to not only ensure availability, accessibility, and affordability of quality medicines to all segments of the population, but the companies are also striving towards contributing to the philanthropic causes of healthcare, education and environment.

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# | Foreword

The Indian pharmaceutical industry has played a notable role in the country's development by constantly ensuring the availability, accessibility, and affordability of medicines. The journey of the industry from being an importer of medicines in the 1970s, to making the country self-reliant by manufacturing medicines domestically, and growing further to become a global exporter of medicines has been truly remarkable. The industry's efforts have not only benefitted Indian citizens but also the global population, giving the industry the title, 'pharmacy of the world'.

The impact of the efforts can be witnessed by analysing the trajectory of the health indicators of the country. Prior to 1990, India was battling with communicable diseases like hepatitis B, measles and poliomyelitis to name a few. However, by 2014, India was declared polio free by the World Health Organisation; the India State Level Disease Burden study showed a decrease in infectious disease and associated diseases from 61 per cent in 1990 to 33 per cent in 2016; the Global Burden Disease study showed that the drug penetration in the country increased by 50 per cent between 1990 and 2016. The Indian pharmaceutical industry has played a pivotal role in not only the realisation of these figures, but also in improving the overall health outcomes of the population.

The contributions of the Indian Pharmaceutical Alliance (IPA) member companies have not been limited to Research and Development (R&D), and innovation but have expanded to nation building through serving the underprivileged population through their corporate social responsibility (CSR). It is truly inspiring to note

member companies have been implementing social responsibility initiatives even before the mandate under Section 135 of the Companies Act, 2013. Such gestures show the ingrained altruistic nature of our member companies. This report showcases the incredible journey they have undertaken as part of their CSR, it highlights the role and impact they have played towards nation-building, and how they are helping the country in its journey towards achieving the United Nation's Sustainable Development Goals. Additionally, the report also highlights the incredible humanitarian relief efforts undertaken by them in response to the ongoing COVID-19 pandemic in India. In an effort to leave no stone-untuned, our members have engaged with all stakeholders from first-responders to law enforcement officials and migrant worker population, thus ensuring the safety and protection of all citizens.

Going forward, the country will face additional developmental challenges such as improving healthcare facilities, health education, and sustainability. We hope this publication will inspire discussions on further strengthening our collaborative efforts, and co-creating a robust healthcare eco-system in the country that reaches the last mile.

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**Mr. Sudarshan Jain,**  
Secretary General,  
Indian Pharmaceutical Alliance

A hand is shown balancing a stack of seven wooden blocks. The fourth block from the top is yellow and has the letters 'CSR' printed on it in bold black font. The background is dark blue with some bokeh light effects.

**CSR**

# INTRODUCTION

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# 1. Introduction

## 1.1. Context

The right to health is instrumental in enabling people to live a better quality of life by protecting their right to access quality healthcare, safe drinking water, adequate nutrition and so on. This right has been formally recognised in Article 25 of the 1948 Universal Declaration of Human Rights<sup>1</sup>. It has been further upheld by the Supreme Court of India in several public interest petitions<sup>2</sup>. Good health and well-being is also a key tenet of the Sustainable Development Goals (SDGs) 3 and the 2030 Agenda, to which India is a signatory. Goal 3 aims to ensure that people enjoy a level of health that enables them to lead a socially and economically productive life. It aims to end preventable deaths as a result of communicable and non-communicable diseases, and illnesses

caused by air, water, and soil pollution across all age groups. Striving towards Universal Health Coverage (UHC) and ensuring people receive the essential health services that they need, without being exposed to financial hardship - is a central element of the SDG and a key priority for India<sup>3</sup>.

The state of health in India has progressed significantly over the course of the recent decades. India's per person disease burden measured as Disability Adjusted Life Years (DALYs) dropped by 36 per cent<sup>4</sup> between 1990 and 2016 after adjusting for changes in the population age structure. Notably, the maternal mortality has fallen by almost 50 per cent since 1990, and in 2018, World Health Organization (WHO) highlighted India's progress on this indicator, which has put it on track to achieve SDG targets<sup>5</sup>.

Health Indicator	1990	2000	2010	2020	India 2030 Target	Unit
 <b>Human Development Index (HDI)</b>	0.431	0.497	0.581	0.647		
 <b>Life Expectancy</b>	57.9	62.5	66.7	69.4		
 <b>Government Health Workers</b>	x	x	x	221	550	Per 10,000 Population
 <b>Immunisation Cover</b>	x	x	x	62	100	% of Children aged 12-23 months
 <b>Neonatal Mortality Rate</b>			31	23	12	Per 1,000 live births
 <b>Infant Mortality Rate</b>	88.5	66.7	45.3	29.9		
 <b>Maternal Mortality Rate</b>	x	x	x	122	70	Per 1 lakh live births
 <b>Under 5 Mortality Rate</b>	126	91.7	58.4	39.4	11	Per 1,000 births
 <b>Tuberculosis Incidence</b>	x	289	247	160	0	Per 1 lakh population
 <b>HIV Prevalence</b>	0.1	0.5	0.2	0.07	0	% of people aged 15-49

Figure 1: Progress in key health indicators

1. Universal Declaration of Human Rights. Available at <https://www.un.org/en/universal-declaration-human-rights/>

2. People's Union for Civil Liberties v. Union of India (1997) 1 SCC 301; ESC Ltd v. Subhash Chandra Bose (1992) 1 SCC 441 at 462.

3. Sustainable Development Goals. Available at <https://www.who.int/sdg/targets/en/>

4. Indian Pharmaceutical Alliance. Available at <https://www.ipa-india.org/about-ipa/profile.aspx>

5. Yasmeen, Afshan. (2019). "Maternal death rate declining: report". The Hindu. Available at <https://www.thehindu.com/sci-tech/health/matnal-death-rate-declining-report/article29925365.ece>

While the gains on the key health indicators have been remarkable, India's healthcare system continues to be plagued by challenges such as inadequate funding for healthcare, acute shortages in public health infrastructure including human resources at various levels, insufficient insurance coverage, a malnutrition crisis, below-par performance on leprosy

control, and tuberculosis, among others. The existing gap in the healthcare system has become further pronounced as a result of the COVID-19 pandemic. If India is to achieve the SDG 3 targets, it would need to adopt a concerted multi-stakeholder approach involving businesses.

## 1.2. The role of the Indian pharmaceutical industry in promoting health and well-being

Historically, health in more economically developed countries improved largely due to higher incomes and consequent improvements in nutrition, sanitation, and water supplies. However, modern medicine, technologies, and innovation have enabled improvements in health, even in the countries with relatively low income levels<sup>6</sup>. The pharmaceutical industry has been instrumental in the achievement of the positive healthcare outcomes by improving access and affordability of new and innovative drugs and therapies.

The Indian pharmaceutical industry has witnessed some landmark moments since the 1970s. Prior to this period, India was a major importer of medicines, however, the promulgation of the Patents Act 1970, which provided for patents on the process of

manufacturing and not for the end product<sup>7</sup>, brought a significant change in the growth of the Indian pharmaceutical industry.

With this critical reform, the domestic companies were able to introduce generic drugs into the market at affordable prices. This historic legislative measure led to a decrease in imports, availability of basic drugs, thereby making India self-reliant in the 1990s<sup>8</sup>.

The accessibility and availability of affordable drugs has played a vital role in India's progress on the reduction of national disease burden. This was driven by a decrease in infectious and associated diseases from a 61 per cent disease burden in 1990 to 33 per cent in 2016<sup>9</sup>. Additionally, the evidence by a Global Burden Disease study revealed that the drug penetration in the country increased by 50 per cent during the same period<sup>10</sup>. The industry has also helped in bringing down the treatment costs of life-threatening diseases such as Chronic Myeloid Leukaemia and Hepatitis C, to less than five per cent of the original cost<sup>11</sup>.

6. Kremer, Michael.(2002). "Pharmaceuticals and the Developing World". Journal of Economic Perspectives.

7. Jain, Sudarshan, Jatkar, Archana. (2019). "The Indian Pharmaceutical Industry: Pride and Growth Lever of India". Express Pharma. Available at <https://www.expresspharma.in/business-strategies/the-indian-pharmaceutical-industry-pride-and-growth-lever-of-india/>

8. Chaudhuri, Sudhir. (2007). "The Gap between successful Innovation and Access to Benefits: Indian Pharmaceuticals". The European Journal of Development Research

9. India State Level Disease Burden Study, 2016. Available at [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(17\)32804-0/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(17)32804-0/fulltext)

10. OPPI Annual Report 2013-14

11. Trooskin, SB, Reynolds, Helen, Kostman, JR. (2015). "Access to Costly New Hepatitis C Drugs: Medicine, Money, and Advocacy". Oxford Journals; Conti, RB, Padula, WV, Larson, RA. (2015). "Changing the cost of care for chronic myeloid leukaemia", PMC.

Another success story was India being certified as polio-free by the World Health Organisation in 2014<sup>12</sup>, after three years without an endemic case of polio wherein the local pharmaceutical companies played a critical role in producing higher efficacy, high-quality vaccines<sup>13</sup> at a scale<sup>14</sup> required to combat the disease in India.

It is noteworthy that the impact of Indian

pharma is not limited to India. The Indian pharmaceutical industry is the world's third-largest producer/supplier of drugs by volume<sup>15</sup>. India now accounts for 60 per cent of global vaccine production, contributing 40 to 70 per cent of the WHO demand for Diphtheria, Tetanus, and Pertussis (DPT) and Bacillus Calmette–Guérin (BCG) vaccines, and 90 per cent of the WHO demand for the measles vaccine.

### 1.3. Why this report?

Having achieved success in relation to some of the basic healthcare goals over the last decade, India is now poised for transformative improvements in healthcare indicators. The SDGs have highlighted several opportunities for meaningful engagement between the governments, civil society organisations, and the industry on addressing healthcare challenges. There is a strong impetus for the pharmaceutical industry to leverage its resources, knowledge, and expertise in order to create impact through a collaborative framework aligned with national priorities. This opportunity is further supported by Section 135 of Companies Act, 2013, which introduced mandatory CSR for qualifying companies. Section 135 created an opportunity for Indian pharmaceutical industry to engage in public health beyond traditional business channels.

Six years since the enactment of CSR, this report

seeks to understand the role of and impact created by the Indian Pharmaceutical Alliance member companies towards nation-building. This is conducted by mapping the companies' contributions in addressing the country's health challenges and other development needs. Furthermore, during the finalisation of this report, the COVID-19 pandemic was reaching its peak in India with tens of thousands of new cases being detected across the country each day. Pharmaceutical companies across the world have played a critical role in researching treatments and vaccines in the global fight against the virus. Additionally, the support also poured in, in both monetary and non-monetary forms to help mitigate the crisis. This report captures some of the diverse responses of IPA member companies in aid of people across the country.

12. WHO Certifies India as Polio Free (Press Information Bureau)

13. John, JT. Vashishtha, VM. (2013). "Eradicating poliomyelitis: India's journey from hyperendemic to polio-free status." Indian Journal of Medical Research. Available at: <http://www.ijmr.org.in/article.asp?issn=09715916;year=2013;volume=137;issue=5;spage=881;epage=894;aulast=John>

14. Thorpe, Devin. (2014). "The Secret to Polio Eradication in India". Forbes. Available at <https://www.forbes.com/sites/devinthorpe/2014/03/15/the-secret-to-polio-eradication-in-india/#3fc9eb95639f>

15. MakeinIndia, IBEF India Pharma Outlook, and Brand India

## 1.4. Methodology

The report captures information of 24 member companies of the Indian Pharmaceutical Alliance (see appendix). It adopts a mixed-methods approach - combining qualitative and quantitative data from reliable sources. Some of these sources include Annual Reports, as well as Sustainability, CSR, and Business Responsibility Reports for the 2018-19 financial year. In order to gain a deep understanding of the motivations, approach, decision-making, and implementation processes, the report draws on insights from companies captured via structured interviews with senior representatives. These interviews were used to triangulate the broad trends and learnings obtained from the quantitative analysis and assemble profiles on each company's work. Information on two

companies was unavailable and therefore, most quantitative analysis is based on 22 companies, with some variation for specific sections where certain data points were available.

Most of the data for this study was collected between August 2019 and January 2020. Furthermore, the data on COVID-19 related initiatives was collected from end of March, the start of the lockdown, up until mid-October 2020. Information published by companies after this period has not been taken into consideration. The report has sourced and featured examples and models from various companies; however, validating and assessing their efficiency and effectiveness were outside the scope of the report.



A hand is shown from the top, placing a wooden block with a red arrow on top of a stack of wooden blocks. The stack consists of three rows of blocks. The bottom row has four blocks with brown arrows. The middle row has three blocks with brown arrows. The top row has two blocks, one with a brown arrow and one with a red vertical stripe. The background is a light blue wall.

# DEFINITION AND EVOLUTION OF CSR IN INDIA

## 2. Definition and evolution of CSR in India

While there are many definitions of CSR, the common principle centers on ensuring a positive intersection and relationship between business and society. CSR focuses efforts on giving back or minimising the harm business has on society. A few definitions of CSR have given it a philanthropic perspective, which implies that it is a voluntary activity carried by a company to generate positive value for external communities.

For example, Kotler and Lee<sup>15A</sup> state that 'corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources'. Other definitions emphasise the integrated nature of CSR, going beyond philanthropy, as a strategy to make all business practices more responsible. For example, The World Business Council for Sustainable Development (WBCSD) definition mentions that, 'corporate social responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large'. A third manifestation, shared value creation, takes the integrated notion further by stating that, 'shared value is a management strategy in which companies find business opportunities in social problems. Shared value focuses company leaders on maximising the competitive value of solving social problems in new customers and markets, cost savings, talent retention, and more'.

Section 135 of Companies Act, 2013 (the Act) which made CSR mandatory for certain companies in India leans towards the first notion of CSR, disallowing any activity for immediate employees to be counted as CSR and prohibiting financial benefits to the company from its CSR activities. It stipulates that every company having a net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees 5 crore or more shall spend, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years or where the company has not completed three financial years since its incorporation, during immediately preceding financial year, in pursuance of Corporate Social Responsibility.

Six years since, the Act has seen a good level of compliance from India Inc., though there are definite areas of improvement, especially in terms of diversifying the geographical and sectoral focus of CSR.

15A. Kotler, P., & Lee, N. (2005). Corporate social responsibility. "Doing the most good for your company and your cause". Hoboken, NJ: Wiley



**A REVIEW OF GLOBAL  
LITERATURE ON CSR WITHIN  
THE PHARMA INDUSTRY**

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### 3. Review of global literature on CSR within the pharma industry

The pharmaceutical industry is one of the most innovative industries due to its ability to discover treatments and cures for life-threatening diseases and thereby saving lives. The industry is also heavily criticised for its inability to provide affordable treatments, thus leading to inequitable access<sup>16</sup>. Globally and in India, many pharma companies have tried to address this

discord by adopting the tenets of CSR. The industry engages in a range of CSR activities from traditional corporate philanthropy to strategically using their business expertise to solve social problems. This section reviews existing literature on key motivations for adopting CSR practices and the nature of activities carried out under CSR.

**In an exploratory study of six of the highest-earning pharmaceutical firms worldwide<sup>17</sup>, the most commonly cited motivations for CSR were divided into four categories :-**



Reputational benefit by enhancing its perception in the minds of stakeholders such as governments, NPOs and consumers



Employee satisfaction, engagement, and innovation and the want/desire to attract more talent



Bringing competitive advantage by opening doors to new markets, gathering market



Wanting to create a positive impact on a population's health and increasing access to essential

Most studies highlighted the integrated nature and interconnectedness of all types of motivations in undertaking CSR.

16. Nassbaum, ASK. (2009). "Ethical corporate social responsibility (CSR) and the pharmaceutical industry: A happy couple?". Journal of Medical Marketing

17. Droppert, Hayley, and Bennett, Sara. (2015). 'Corporate Social Responsibility in Global Health: An Exploratory Study of Multinational Pharmaceutical Firms'. Globalization and Health

## 3.1. Reputational benefits

The 21st-century corporate challenges like increase in competition, growing demand for corporate transparency, social responsibility, environmental sustainability, and the pertinent role played by stakeholders have led to firms' being increasingly concerned about corporate reputation<sup>18</sup>. The pharmaceutical industry is particularly susceptible to a trust deficit. According to a 2016 Harris poll, only one-third of U.S. citizens have a positive opinion of big pharma. An August 2016 Gallup Poll found that no industry is held in lower esteem by U.S. citizens than pharmaceuticals (the sector's worst showing in 16 years)<sup>19</sup>. CSR as a strategy to fix and/or enhance a company's reputation is probably the most prominent motivation among pharma companies<sup>20</sup>.

Few studies have found a positive relationship between reputation and firm performance<sup>21</sup>. For example, a study conducted on 'America's most admired companies', it was found that non-financial components like employee talent, social responsibility, innovativeness, quality of management to name a few, have contributed to the firm value and are also viewed as assets by investors<sup>22</sup>. Additionally, there is growing pressure from investors on companies to demonstrate their commitments to ESG issues. For instance, 60 institutional investors, collectively managing more than \$5.5 trillion in assets, committed to taking into account the findings of the Access to Medicine Index while conducting their investment analyses and running their engagement meetings<sup>23</sup>. It is also a part of the standard for the pharmaceutical sector produced by the Sustainability Accounting Standards Board.

## 3.2. CSR as a tool for motivating employees

Research has shown that CSR can be a useful tool for attracting and motivating employees and such non-monetary rewards increase employees' productivity, retention, and lower employees' wage demands<sup>24</sup>. A study<sup>25</sup> that examined the benefits of corporate volunteering showed a positive relationship between employee participation in social initiatives and

outcomes like employee's identification with the firm and individual motivation. This motivation stems from volunteering opportunities provided by CSR which helps employees create and witness an impact within the corporate context, which otherwise is not visible. Such a psychological effect has been shown to bring about a meaningful existence, a feeling that the employer is functioning within the realms of justice and morality; and this has also led to the employee developing a sense of social identity with the company<sup>26</sup>.

18. Sayedah Parastoo Saedi et al. (2015). "How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation and customer satisfaction". *Journal of Business Research*.

19. Felice, Dd. (2017). "How pharma can fix its reputation and business at the same time". *Harvard Business Review*. Available at <https://hbr.org/2017/02/how-pharma-can-fix-its-reputation-and-its-business-at-the-same-time>

20. Nassbaum, ASK. (2009). "Ethical corporate social responsibility (CSR) and the pharmaceutical industry: A happy couple?". *Journal of Medical Marketing*

21. Black, E., Carnes, T., & Richardson, V. (2000). "The market valuation of corporate reputation. *Corporate Reputation Review*"; Flatt, S., & Kowalczyk, S. (2011). "Corporate reputation persistence and its diminishing returns". *International Journal of Business and Social Science*; J. M., & Puenente, E. (2003). "Empirical analysis of the relationship between corporate reputation and financial performance: A survey of the literature". *Corporate Reputation Review*.

22. Black, E., Carnes, T., & Richardson, V. (2000). "The market valuation of corporate reputation. *Corporate Reputation Review*";

23. Felice, Dd. (2017). "How pharma can fix its reputation and business at the same time". *Harvard Business Review*. Available at <https://hbr.org/2017/02/how-pharma-can-fix-its-reputation-and-its-business-at-the-same-time>

24. Christiane Bode, Jasjit Singh, Michelle Rogan. (2015). "Corporate Social Incentives and Employee Retention" Available at <https://pubsonline.informs.org/doi/10.1287/orsc.2015.1006>

25. Grant AM. (2012a). "Giving time, time after time: Working design and sustained employee participation in corporate volunteering" mentioned in Christiane Bode, Jasjit Singh, Michelle Rogan. (2015). "Corporate Social Incentives and Employee Retention". Available at <https://pubsonline.informs.org/doi/10.1287/orsc.2015.1006>

26. Ibid.

### 3.3. Competitive advantage

The evidence on the impact of CSR on a firms' financial performance has been mixed, with some studies finding a positive correlation, especially in the long run and others being ambivalent.

In India, a study on CSR's impact on financial and non-financial performance<sup>27</sup> of companies found that favorable perception of managers towards CSR is associated with an increase in financial and non-financial performance of firms. Similarly, a study that examined CSR practices of 125 Chinese pharmaceutical companies<sup>28</sup> between 2010 and 2016 found that CSR improved firms' financial performance by promoting shareholders' welfare and trust, implementing sound labour policies within the

company, providing high-quality products and services, linking CSR to environmental sustainability and conducting charitable activities.

For multinationals, CSR has been important in unlocking growth potential in emerging markets that are responsible for about one-quarter of the revenues of several research-based pharma companies, and are expected to grow exponentially<sup>29</sup>. In order to fully benefit from the growth of these countries, pharma companies help reduce barriers to access to medicine and participate directly in the development of markets through CSR<sup>30</sup>.

CSR can help companies showcase their responsible corporate citizenship, thereby attracting more investments from socially and environmentally conscious investors<sup>31</sup>.

### 3.4. Wanting to create a positive impact on a population's health and increasing access to essential medicines and facilities

A review of the global evidence shows that most of the CSR activities in pharmaceutical industries across the world are broadly aimed at improving the availability, accessibility, and affordability of

medicines and healthcare services.

In an analysis of industry-wise segregation of the major CSR activities implemented by the pharmaceutical firms in 2012-13 in India, it was found that 30 per cent of the CSR spending was in the area of health followed by education at 28 per cent<sup>32</sup>.

In the aforementioned study of six companies<sup>33</sup>, it was found that some of the common CSR activities among these companies included differential pharmaceutical pricing,

27. Mishra, Supriti, and Suar. Damodar. (2010). "Does Corporate Social Responsibility Influence Firm Performance of Indian Companies". Journal of Business.

28. Minghui Yang, Paul Beneto.(2019). "Does CSR influence Firm Performance Indicators? Evidence from Chinese Pharmaceutical Enterprises". Sustainability.

29. Felice, Dd. (2017). "How pharma can fix its reputation and business at the same time". Harvard Business Review. Available at

<https://hbr.org/2017/02/how-pharma-can-fix-its-reputation-and-its-business-at-the-same-time>

30. Droppert, Hayley and Bennett, Sara. (2015). 'Corporate Social Responsibility in Global Health: An Exploratory Study of Multinational Pharmaceutical Firms'. Globalization and Health

31. Nassbaum, ASK. (2009). "Ethical corporate social responsibility (CSR) and the pharmaceutical industry: A happy couple?". Journal of Medical Marketing

32. Bansal, Sangeeta and Rai, Shachi. (2014). 'An Analysis of Corporate Social Responsibility Expenditure in India'. Economic and Political Weekly.

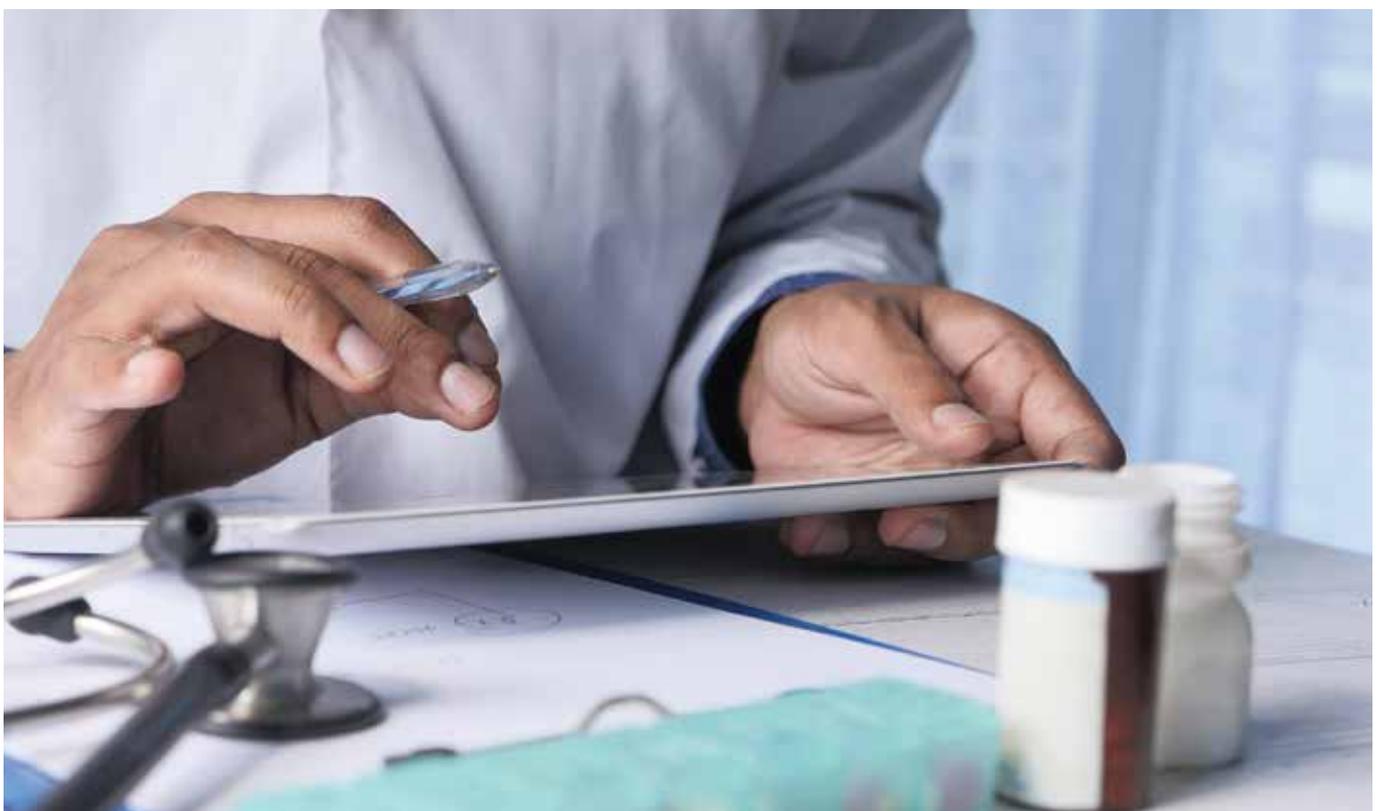
33. Droppert, Hayley and Bennett, Sara. (2015). 'Corporate Social Responsibility in Global Health: An Exploratory Study of Multinational Pharmaceutical Firms'. Globalization and Health

strengthening drug distribution infrastructure, mobile health (mHealth) initiatives. Most of the firms categorised product donations as part of their CSR activity.

An interesting application of CSR among pharma companies has been in the area of orphan drugs for rare diseases. In a study that explored whether biopharmaceutical companies in US and EU consider their involvement in an orphan drug development as a CSR activity<sup>34</sup>, the authors found that in addition to economic motivations for involvement in the orphan drug space, all companies emphasised their ethical responsibilities of developing one, though only a few explicitly recognised their involvement in orphan drug development as part of their CSR.

That pharma companies have a responsibility to promote general healthcare and well-being

seems to be reinforced by public perception. A study in Korea<sup>35</sup> investigated public awareness, preferences, and expectations regarding the social contribution of the pharmaceutical industry's CSR activities. It found that consumers showed the highest preference for the 'promoting public health' and 'emergency disaster relief support' categories. Among sub-categories, activities related to 'development of innovative drugs in untreated areas' and 'support for research on new drug development' received the highest scores. While the latter does not fall under the ambit of CSR as defined by Section 135, these studies do indicate that the society believes the pharmaceutical industry's key CSR activity should be to pursue its intrinsic which is to fulfil unmet medical needs.



34. Bruyaka, Olga et al. (2012). "Strategic Corporate Social Responsibility and Orphan Drug Development: Insights from the US and the EU Biopharmaceutical Industry". *Journal of Business Ethics*.

35. Lee H, Kim SY, Kim G, Kang H-Y (2019) Public preferences for corporate social responsibility activities in the pharmaceutical industry: Empirical evidence from Korea". *PLoS ONE*.



# **SOCIAL IMPACT OF CSR**

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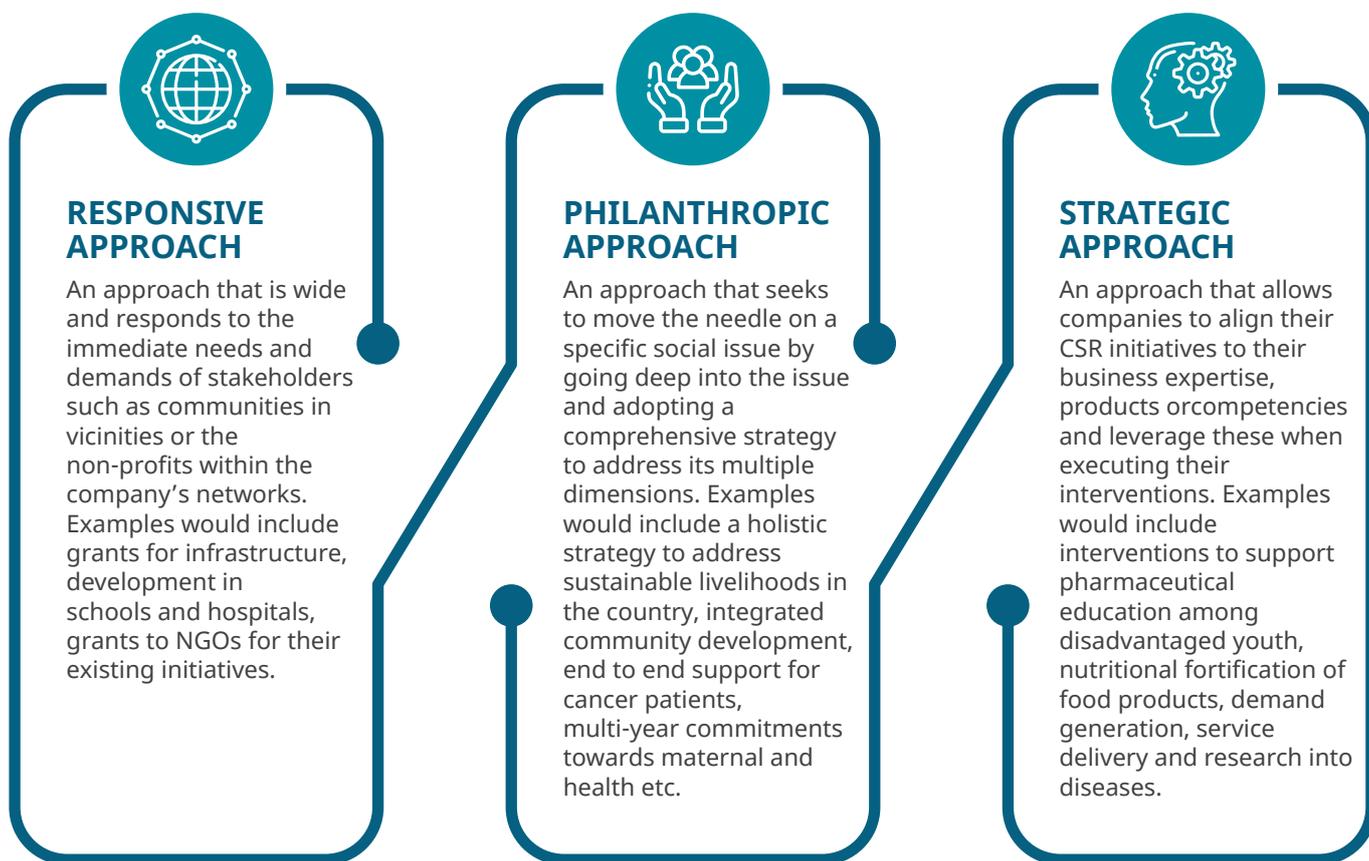
# 4. Social impact of CSR among IPA member companies

Having established the overall context of the CSR trends in India and motivations, the following sections deep dive into its contributions of the IPA member companies.

## 4.1. Approach to CSR

The overall strategy and approach to CSR varied among the group of companies, based on a number of factors, including the company’s ownership structure, the legacy of founders, motivation for CSR, internal capacity, and prior exposure and orientation towards the social sector

**The range of approaches the IPA member companies could be grouped into three broad categories – responsive, philanthropic, and strategic:**



Overall, philanthropy is motivated by a desire to give back to society, and it is the most commonly adopted approach of these companies. This is followed by responsive CSR, mostly undertaken to address the needs of communities around plants and factories. Unlike the global industry that has leaned towards more CSR that brings some business advantage,

the IPA member companies tend to keep business and CSR separate, partly due to the restrictions imposed by Section 135, and partly because many of these companies have been guided by a deep and long legacy of philanthropic and charitable work undertaken by their founders and promoters, much before the introduction of Section 135.

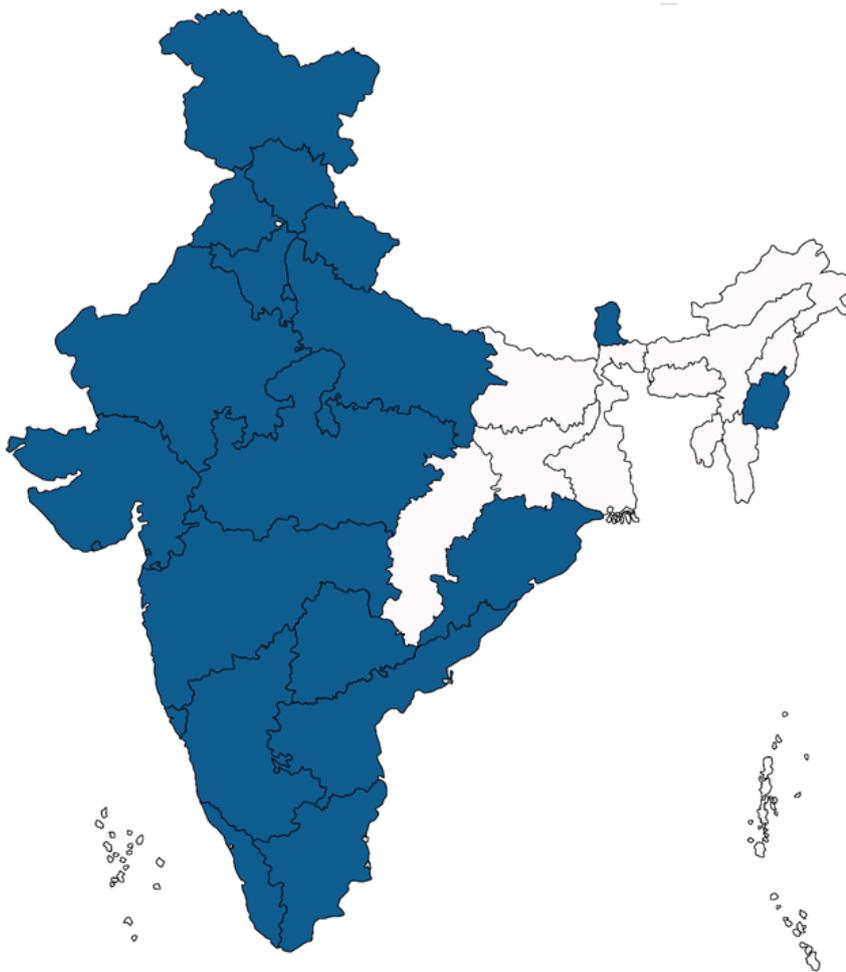
## 4.2. CSR reach of the IPA member companies

The IPA member companies are engaged in CSR activities spanning the length and breadth of the country, covering 21 states and 3 union territories highlighted on the map. About seven companies reported pan-India projects.

Maharashtra and Telangana have the largest presence with Fourteen companies in each state conducting CSR interventions, followed by Gujarat where Thirteen companies are implementing their CSR activities. The IPA companies have heeded the directive to focus on communities surrounding their operations,

with large numbers of interventions reported in states such as Sikkim, Himachal Pradesh, and Andhra Pradesh. Many companies are working in rural, hard-to-reach areas in these states, where communities otherwise struggle to access social and health services.

Through CSR, these companies collectively reached a total of upwards of 15 million people across the country. The beneficiaries encompass those belonging to under-resourced and vulnerable groups, including but not limited to, newborn children, mothers, pregnant women, adolescents, differently abled people and elderly. The IPA member companies are committed to improving the quality of life of all individuals across all demographics.



Created with mapchart.net ©

**15 million +**  
people across  
the country

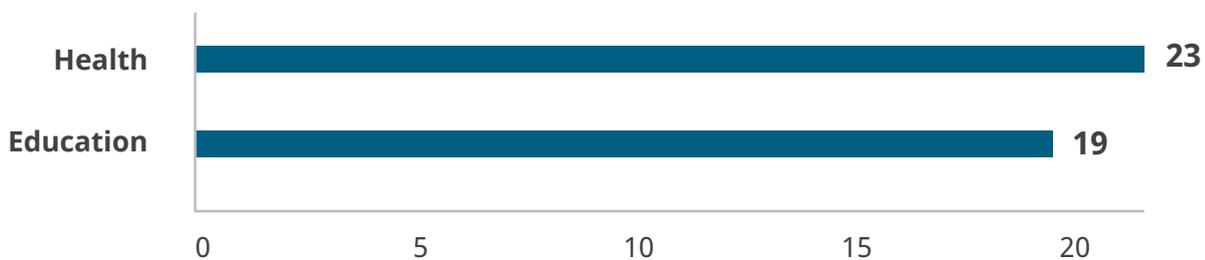
**21 states**  
&  
**3 UTs**

**INR 399 crore**  
spent towards CSR in  
FY 2018-19

### 4.3. Distribution of CSR by cause areas

The CSR initiatives undertaken by the IPA member companies cover a wide range of cause areas identified under Schedule VII of the Companies Act, 2013. All of them have reported interventions in health, which was by far the most prevalent cause area. This also reflects the global trend of pharmaceutical companies choosing to improve the state of national healthcare, especially for underprivileged or last-mile populations, through their CSR. After

health, education was the most supported cause area, again aligned to the national trend in CSR that has favoured education and health as causes. Health attracted the most support, at INR 148 crore, followed by education at INR 93 crore. Other popular cause areas such as skills and livelihood support, and community development with an emphasis on upgrading rural infrastructure also saw significant support. Sports promotion, usually a neglected cause, has been included by six companies in their CSR portfolios.



Number of IPA Companies supporting through CSR

Some other cause areas supported by IPA member companies are Community & rural infrastructure, Environment, Skills & livelihoods, Sanitation, Sports promotion and Women's

Figure 2: Cause-wise split of the member companies support via CSR



## 4.4. Modes of implementation

The range of approaches the IPA member companies could be grouped into three broad categories – responsive, philanthropic, and strategic:



- Direct implementation by partnering with vendors or private companies as in the case of construction of toilets, schools, hospitals, etc.
- Through ‘implementing agencies’ that are not for profit in nature with a three-year track record
- Through its own corporate foundation

Most of the IPA member companies adopt all three modes of implementation simultaneously, based on the needs of their CSR projects. A majority of them execute CSR through partnerships with Non-profit organisations (NPOs). 13 companies have incorporated their own trusts or foundations, some much before Section 135, and used these to undertake CSR. Many corporate foundations were grant-making organisations, channelling the company’s CSR

spend through grants to various NPOs. These NPOs ranged from large, established ones to small, local ones. Partnerships with them is an encouraging and welcome trend, as it helps to strengthen and promote Indian civil society. It also maximises the impact potential of CSR activities given NPOs’ understanding and connects with local contexts and communities and their experience in executing social projects.

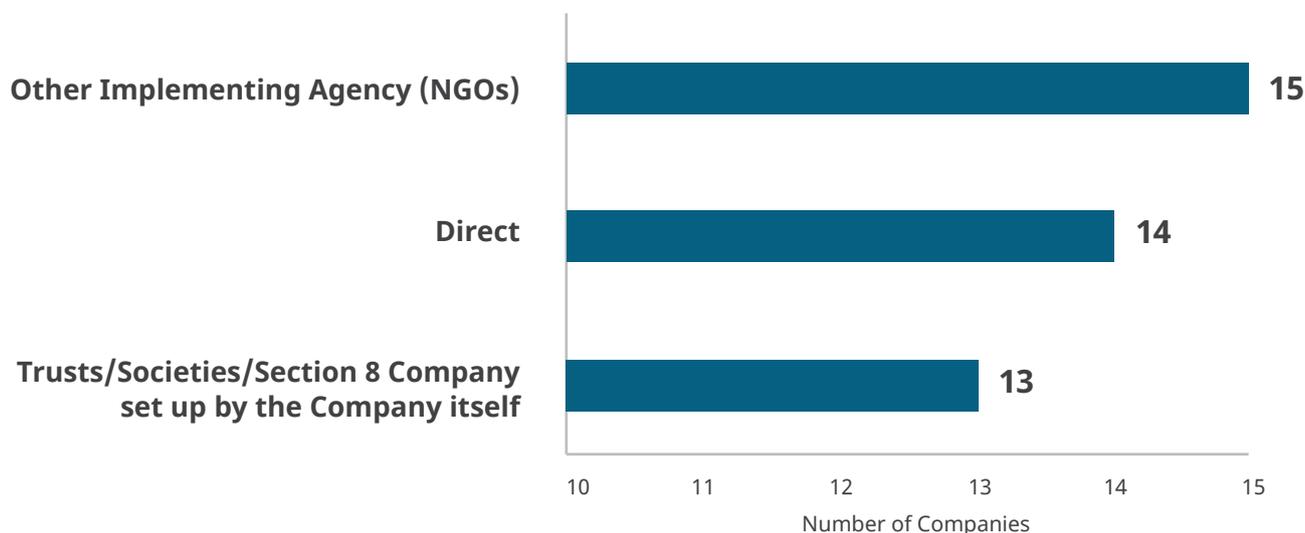


Figure 3: Mode of implementation



# CSR IN HEALTHCARE

# 5. A deep dive into CSR in healthcare by the IPA member companies

Over the last two decades, India has made gigantic strides towards the achievement of basic health goals. While progress has been promising, India still has a long way to go in achieving accessible and affordable healthcare for all. There continues to be disproportionate access to healthcare for vulnerable groups such as children, women, elderly, and differently abled individuals. These inequalities are further aggravated by socioeconomic factors leading to high out-of-pocket expenditures, with more than three-quarters of the increasing financial burden of health care being met by households<sup>36</sup>.

Inadequate public healthcare and healthcare expenses push an additional 39 million people back into poverty in India every year<sup>37</sup>. The central government's Ayushman Bharat - aimed at reducing the burden of health spending on low-income families<sup>38</sup>- is a key feature of the official 10-point vision for the coming decade<sup>39</sup>.

While improved financial protection is an important part of the push towards Universal Health Coverage (UHC), the state of health infrastructure, the availability of a skilled health workforce, and access to affordable drugs and technologies pose a significant barrier to the achievement of this goal. Recent research has also shown that the quality of care, beyond the accessibility of it, could also be causing a disproportionate number of avoidable deaths<sup>40</sup>.

The private sector and pharmaceutical companies in particular have been playing a critical role in augmenting government efforts to promote accessible and affordable healthcare for all through their CSR efforts. This section highlights how pharma companies are contributing to a healthy India.

36. Y, Balajrajan. S,Selvaraj,SV, Subramanian. (2011). "Healthcare and Equity in India". The Lancet.

37. ibid.

38. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana. Available at <https://www.pmjay.gov.in/>

39. Press Information Bureau. Available at <https://pib.gov.in/PressReleaseDetail.aspx?PRID=1577423>

40. Yadav, Swagata..(2018). "More Indians Die Of Poor Quality Care Than Due To Lack Of Access To Healthcare: 1.6 Million". IndiaSpend.

Available at : <https://www.indiaspend.com/more-indians-die-of-poor-quality-care-than-due-to-lack-of-access-to-healthcare-1-6-million-64432/>

## 5.1. Contribution towards strengthening of healthcare ecosystem

The IPA member companies are taking a comprehensive approach towards strengthening the healthcare ecosystem by addressing some of the most critical gaps in the current healthcare ecosystem:

- Infrastructure interventions** provide support to government and/ or low-cost, affordable private health centers and hospitals to upgrade their facilities, machines, and medical equipment. Examples include the donation of dialysis and laparoscopy machines, construction of outpatient departments and additional hospital wings, and renovation of government hospitals
- Service delivery** encompasses all programs delivering high-quality preventive and curative care directly to the underserved communities for free or at very low costs, including conducting health camps, running mobile medical units, immunisation drives, free or subsidised cardiovascular surgeries, cataract operations, and cancer treatment, etc.
- Interventions and communication for **social and behavior change** including all interventions aimed at increasing health-seeking behavior through awareness campaigns, grassroots advocacy, extensive monitoring, and handholding for communities, etc.
- Capacity building** initiatives including technical training and managerial and leadership skill development for members of the health workforce, including ASHAs, anganwadi workers, other frontline health workers, and community volunteers, etc.

Type of Intervention	Proportion of Companies (%)
Infrastructure	100.00
Capacity Building	31.82
Service Delivery	90.91
Behaviour Change Communication	77.27



### Infrastructure

- Donation of medical equipment and kits to the government
- Upgradation of hospital infrastructure in both private and government hospitals



### Service Delivery

- Organising maternal and child health camps in underserved communities
- Mobile Medical Units
- Supporting Mid-Day Meals Scheme and immunisation process



### Behaviour Change Communication

- Paediatric Healthcare Programme
- Awareness programme on maternal and child health
- Creative outreach initiatives



### Capacity Building

Capacity building on:

- Eliminating hepatitis
- Respiratory health
- Anganwadi support
- Health worker training on malaria elimination

Figure 4: IPA Member companies supporting the healthcare ecosystem

All companies reported at least one intervention supporting the development of infrastructure or donations to organisations working to promote healthcare initiatives, and the vast majority worked either independently or in partnership with NPOs and healthcare institutes to make

primary healthcare easily accessible. While research and advocacy efforts were not part of many company's portfolios, a large number included an awareness component in their interventions, promoting health-seeking behavior in the public.

Through CSR, IPA companies are addressing some of the most critical health issues facing India today, as shown below.

## 5.2. Primary healthcare



In the Global Healthcare Access and Quality Index, 2016, India ranked 145th among 195 countries in terms of healthcare access and quality<sup>41</sup>. Primary Health Centres (PHCs), the basic structural and functional unit of the public health services in India and the first point of access, are especially overburdened. In 2018, one PHC covered, on an average approximately, 32,387 people, though the Indian Public Health Standards recommend one PHC for 30,000 people in the plains and one for 20,000 in hilly areas. 18.6 per cent of PHCs in the state did not have doctors, 84.7 per cent did not have laboratory technicians, and 45.3 per cent did not have pharmacists<sup>42</sup>. The National Health Mission (NHM) introduced Mobile Medical Units (MMUs) to bring healthcare facilities to those living in the remote and underserved

**CSR activities of twenty IPA companies are a testament to the efforts that the private sector is employing to plug the gaps in primary healthcare: -**

- Four companies operate promoter-sponsored hospitals to extend primary as well as specialised secondary and tertiary care to underserved communities.
- Nine companies reported supporting mobile medical units, extending care in hard-to-reach areas. Many of these CSR programs were following NHM guidelines on designing an operating the MMUs, including frequenting an area at least once a month and deployment in areas with no functional facilities, providing primary care services for common diseases including communicable and non-communicable diseases, MCH services, eye care, etc., and carrying out awareness sessions, screening activities and referral linkage to appropriate higher faculties.



Aurobindo set up a blood bank in Tirupathi through NTR Trust; Donation of cancer medical equipment (Brachytherapy Unit) to Indian Red Cross Society, Nellore; Provided medical equipment related aid to Government Hospital's in Andhra Pradesh and Telangana States; Provided ambulance to disabled children in Vizianagaram district of Andhra Pradesh state.

41. Raman, Shreya. (2019). "Mobile Medical Units Can Improve Access to Quality Healthcare, If Funded Well". IndiaSpend. Available at <https://www.indiaspend.com/mobile-medical-units-can-improve-access-to-quality-healthcare-if-funded-well/>

42. ibid

43. <https://nhm.gov.in/index1.php?lang=1&level=2&sublinkid=1221&lid=188>



Zydus supports the Gujarat Cancer Society which provides a multiprong approach to dealing with cancer right from awareness programmes to treatment. The Sanjeevani mobile cancer detection vans ply across Gujarat to detect early stage mouth cancers amongst others. Awareness campaigns on oral cancers is also conducted across urban and rural centres. A hospice also takes care of cancer patients.

The GCSMCH set up by Zydus Cadila in public private partnership with Government of Gujarat is a 650 bed hospital treating underprivileged patients. Almost 1500 OPD patients undergo treatment at the hospital with nearly 400 indoor patients are treated everyday. GCSMCH also has a medical college with more than 600 students enrolled in the graduate and post graduate programmes in medicine.

The Zydus Hospitals and Medical College at Dahod offers free treatment to needy patients from Dahod and surrounding areas of Alirajpur, Jabua, Banaskanta, and Chotta Udepur. Predominantly a tribal belt, Dahod was lagging behind in developmental parameters, health being one of them.



Cadila Pharma's Kaka-Ba Hospital, also in a tribal area of Gujarat, subsidises specialised care and surgeries along with travel costs for patients from underprivileged backgrounds.



Cipla Foundation supported mobile health vans which is operational across India. These MHUs provide free of cost primary healthcare, including, diagnosis, treatment, and referral services to vulnerable groups, especially children, women, and elderlies.



J.B Chemicals & Pharmaceuticals' Jayaben Mody Hospital at Ankleshwar is a 140-bed multi-specialty institution, which serves the medical needs and subsidises the costs for the underserved people in the tribal belt of South Gujarat.



Lupin has been doing extensive work to improve rural healthcare in the country. Through the company's mobile medical vans and diagnostic units, they are ensuring last-mile accessibility to primary healthcare.

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Sun Pharma operates thirteen Mobile Healthcare Units which provide primary health care and reproductive services to community members residing in the vicinity of the company's plant locations.

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Wockhardt Foundation's Mobile 1000 programme operates hundreds of mobile health vans fully equipped with an MBBS doctor and medicines providing ADCR (Awareness, Diagnosis, Cure, Referral) primary healthcare services and targets upwards of 25,000 people a year.

## 5.3. Reproductive, Maternal, Newborn Child plus Adolescent Health (RMNCH+A)



The Ministry of Health & Family Welfare launched Reproductive, Maternal, Newborn Child plus Adolescent Health (RMNCH+A) following the Government of India's, 'Call to Action (CAT) Summit' in February 2013, and its mandate is to implement broad-based collaboration across government bodies to improve quality and accessibility across the continuum of care.

The central government has put multiple measures in place to control preventable deaths in women and children. Interventions include the Janani Shishu Suraksha Karyakaram (JSSK

scheme, which encompasses free maternity services for women and children, as well as a national scale-up of emergency referral systems and maternal death audits<sup>44</sup>. However, schemes such as Janani Suraksha Yojana have seen mixed success - it massively increased facility delivery but did not measurably reduce maternal or newborn mortality, indicating that quality of care remains an issue<sup>45</sup>.

Mothers and children in the lowest economic bracket have about a two and a half times higher mortality rate, which further worsens in rural, Scheduled Castes and Scheduled Tribes and minority communities<sup>46</sup>. To make things worse, the families have little information on healthy maternal, neonatal, and child health practices, existing entitlements, and how to use them. This reflects a dire need for focussed, long-term, intelligently designed, community-based interventions to address this range of challenges.

**IPA member companies are committed to the cause of addressing the above mentioned gaps. This has led to RMNCH+A being one of the most well supported cause areas for the companies' flagship programmes. RMNCH+A is supported by half of the member companies via multiple interventions**



Alkem has tackled MNCH in Maharashtra's Raigad district by enabling primary healthcare centre doctors to train accredited social health activist (ASHA) workers, a crucial element of last-mile health service delivery.

44. UNICEF. Available at: <http://unicef.in/whatwedo/1/maternal-health>

45. Kruk, EM.et al. (2018). "High-quality health systems in the Sustainable Development Goals Era: time for a revolution". The Lancet Global Health. Available at [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30386-3/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30386-3/fulltext)

46. UNICEF. Available at <http://unicef.in/whatwedo/1/maternal-health>



Dr. Reddy's Community Health Intervention Programme (CHIP) focusses on the delivery of maternal and neonatal healthcare and improving awareness and vigilance around seeking care in 145 villages across two districts in Andhra Pradesh, in partnership with the District Health Authorities and NICE Foundation.

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Glenmark's Healthier Children, Healthier World targets children up to the age of five and pregnant mothers, with tailored interventions tackling issues with nutrition, immunisation, and sanitation and hygiene in both the rural and urban areas of the country.

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Torrent Pharmaceuticals' REACH programme is a paediatric healthcare program mainly directed towards prevention of child health problems through pro-active grassroot interventions and providing corresponding diagnostic treatment and facilities for resolving child health issues.

## 5.4. Malnutrition



India is currently facing a malnutrition crisis, which has received widespread global coverage. India is has not been on track to meet the global targets for all indicators<sup>47</sup>. India ranked 104 out of 117 countries on the 2019 Global Hunger Index- worse than Pakistan (94), Bangladesh (88) and, Sri Lanka (66)<sup>48</sup>. One in three (35per cent) children younger than five years were stunted (low height for age) and underweight, one in six

(17 per cent) were wasted (low weight for height), and two in five (41 per cent) were anemic<sup>49</sup>. India's adult population also faces a malnutrition burden - 51.4 per cent of women of reproductive age have anaemia<sup>50</sup>.

The Integrated Child Development Scheme (ICDS) is a 40-year-old national child-health and nutrition programme – among the world largest in the world. The National Midday Meal (MDM) Scheme was introduced to improve the state of nutrition among school-going children. In March 2018, the Poshan Abhiyan was launched with the intention of reducing the level of stunting, under-nutrition, anemia and low birth weight babies, promoting behavior change and streamlining and coordinating amongst other relevant schemes<sup>51</sup>.



**In line with the the government’s focus on addressing malnutrition, half of the IPA companies are engaged in addressing malnutrition through their CSR activities**



Aurobindo in Collaboration with the Akshyapatra Foundation, spent about 20 crore in last five years to construct three centralized sophisticated kitchens in Srikakulam, Hyderabad and Mahboobnagar districts to Provide 1.1 lakh nutritious meals per day to school children and underprivileged communities to address malnutrition issues and to support government programme on mid-day meals.

47. Global Nutrition Report. Available at <https://globalnutritionreport.org/resources/nutrition-profiles/asia/southern-asia/india/#profile>

48. Yadavr, Swagata. (2019). “2019 Health Wrap Up: There’s progress but India’s health systems need strengthening”. IndiaSpend.

Available at <https://www.indiaspend.com/2019-health-wrap-up-theres-progress-but-indias-health-systems-need-strengthening/>

49. Ministry of Health and Family Welfare (MoHFW), Government of India, UNICEF and Population Council. 2019. Comprehensive National Nutrition Survey (CNNS) National Report. New Delhi.

50. Global Nutrition Report, Available at <https://globalnutritionreport.org/resources/nutrition-profiles/asia/southern-asia/india/#profile>

51. National Nutrition Mission. Available at [https://icds-wcd.nic.in/nnm/NNM-Web-Contents/UPPER-MENU/AboutNNM/PIB\\_release\\_NationalNutritionMission.pdf](https://icds-wcd.nic.in/nnm/NNM-Web-Contents/UPPER-MENU/AboutNNM/PIB_release_NationalNutritionMission.pdf)



Lupin Human Welfare and Research Foundation have aligned closely with government initiatives, having joined ICDS as an implementation partner in one block in Bharatpur, and entering an agreement with the Government of Rajasthan to adopt 114 Anganwadi Centres.

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NATCO Trust has taken a grassroots approach in Telangana, establishing nutrition centres in 23 villages as well as raising awareness and educating communities and assisting with the implementation of learnings by promoting kitchen gardens and distributing vegetable seeds.

## 5.5. Non-Communicable Diseases (NCDs)



Non-Communicable Diseases have emerged as one of the most pressing threats to the state of Indian health today and are set to increase in the coming years. The disability-adjusted life-years (DALYs) from NCDs and injuries have together exceeded those from communicable diseases in every state of India<sup>52</sup>. The three leading causes of mortality—cardiovascular diseases, respiratory diseases, and diabetes—together account for a substantial

proportion of total deaths in India, totaling an upwards of 4 million every year<sup>53</sup>.

The Government of India (GoI) has begun to make concerted efforts to address these threats. The integrated National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases, and Stroke established NCD units in each state in 2017 to increase the momentum for the prevention and management of major NCDs at the district level, including screening for high blood pressure and blood glucose and for oral, breast, and cervical cancers. Under Ayushman Bharat, it has planned the establishment of 150,000 health and wellness centres across the country to provide comprehensive primary health-care services to address NCDs and injuries, as well as communicable diseases.

**The IPA companies are paying particular attention to efforts to curb NCDs. Many include awareness programmes at the community level, and early screening and detection as part of their primary initiatives to enable timely intervention and treatment for those at risk for these diseases, for cancer, cardiovascular diseases, diabetes and blood disorders such as thalassemia and haemophilia. A few examples include**



Abbott has partnered with Self Employed Women’s Association (SEWA), a trade union of 2 million women employed in the informal economy, to build a quality and affordable healthcare delivery program for low income populations to help prevent and address NCDs. Through this partnership, we are developing a Model of Care that promotes preventive care, improves levels of adherence, optimizes resources through telemedicine and partnerships with care providers, improves operational efficiencies through tech platforms, and builds revenue generating activities for program sustainability. The goal is to demonstrate improved health outcomes for the low-income populations, with quality, affordable and accessible care.

52. “Informing NCD control efforts in India on the eve of Ayushman Bharat”. The Lancet. Available at <https://www.thelancet.com/action/showPdf?pii=S0140-6736%2818%2932172-X>  
 53. Ibid.



Alembic Pharmaceuticals runs a cancer care center and a blood transfusion center, which delivers high-quality professional care including chemotherapy to patients from the disadvantaged backgrounds.



In the area of non-communicable diseases, Zydus group has been extending extensive patient support in the areas of diabetes, dyslipidemia and hepatitis. Saral clinics are conducted through the year to provide a comprehensive set of patient care activities to the diabetic patients. In these camps, patients undergo RBS testing, HbA1c testing, advice on diet, tests for diabetic neuropathy free of cost. The company has reached out to over 4000 patients through these clinics. The MSC (Metabolic Syndrome Clinic) reaches out to patients on a monthly basis supporting them with Lipid Profile Test, RBS testing, HbA1c testing and BP monitoring with the help of registered medical practitioners. An estimated 4 per cent of Indians are afflicted with Hepatitis B and 1 per cent with Hepatitis C. Put together, around 60 million people could be having Hepatitis B or C, or both. In collaboration with 150 doctors, the company has reached out to 15000+ patients directly through nearly 500 screening camps. The aim through these initiatives is to drive greater awareness on these chronic diseases, the need for routine health check-ups and timely intervention. The group also conducts around 300-400 asthma/COPD camps per month in tier 2 and 3 cities across the country to diagnose COPD. The camps create awareness, diagnosis, offer treatment based on doctor's diagnosis and prescriptions and also counsel patients on beyond the pill care approach.

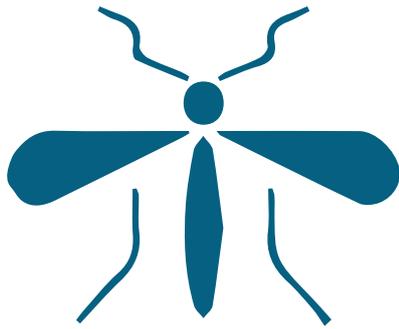


Cipla has championed the cause of Chronic Obstructive Pulmonary Disease (COPD) in India. It recently partnered with Ambuja Cement Foundation to tackle respiratory diseases in Chandrapur district of Maharashtra. The approach includes home visits and grassroots awareness led by frontline health workers to improve detection and timely treatment in at-risk populations.



Intas Pharmaceuticals is supporting the detection and care of pediatric cases of NCDs in its Medical Treatment Assistance Programme, with a particular focus on screening in schools and blood transfusion services.

## 5.6. Communicable and other Diseases



The two most persistent and difficult to address communicable diseases in India are Tuberculosis and Malaria.

Despite decades of efforts, Tuberculosis persists in India and kills more than 480,000 people

annually<sup>54</sup>. The central government's National Strategic Plan for Tuberculosis Elimination<sup>55</sup> seeks to eradicate the disease by 2025 and cites delayed diagnosis and inadequate treatment as overwhelming challenges in reaching this goal.

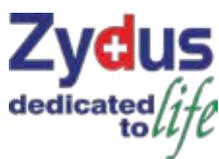
Similarly, Malaria is prevalent and deadly in remote regions of the country that have limited access to specialised care<sup>56</sup>. In 2017, India launched its five-year National Strategic Plan for Malaria Elimination, which shifts focus from malaria 'control' to 'elimination' and provides a road-map which targets to end malaria in 571 of India's 678 districts by 2022, which companies have taken an active role in.



**The IPA companies have played a significant role in existing government efforts to curb the incidence of communicable vector-borne diseases**



Abbott supported Malaria No More's partnership with Government of Odisha to provide critical Rapid Diagnostics Tests (RDTs) that aim to strengthen the Odisha state government's Malaria Detection and Surveillance System, and additional funding to define and support a comprehensive state malaria elimination strategy that can be used as a model for other states to follow.



As zoonotic diseases are on the rise, the company in public private partnership with ICMR has developed simple, quick and cost-effective diagnostic kits to detect transmittable infectious diseases to ensure timely interventions to control outbreaks. These include ELISA kits for detection of Japanese Encephalitis Virus (JEV) in mosquito vectors; and the Crimean-Congo Haemorrhagic Fever (CCHF) in sheep, goat and cattle and kits for Kyasanur Forest Disease Virus (KFDV). Diagnostic Kits for Measles and Chandipura Virus (CHPV) in Humans; and multiplex real-time Polymerase Chain Reaction (PCR) for simultaneous detection of dengue and chikungunya are under development.

54. Ministry of Health and Family Welfare. "National strategic plan for tuberculosis: 2017-25 elimination by 2025".

Available at <https://tbcindia.gov.in/WriteReadData/National%20Strategic%20Plan%202017-25.pdf>

55. Ibid.

56. National Vector Borne Disease Control Programme. Available at <https://nvbdcp.gov.in/index4.php?lang=1&level=0&linkid=420&lid=3699>

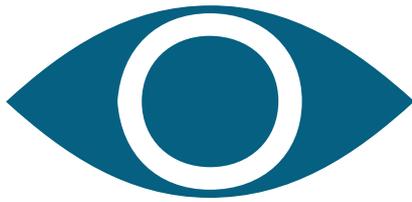


Lupin, the world’s largest provider of Tuberculosis drugs, is an official partner of the National Strategic Plan for Tuberculosis Control and leverages its expertise to support efforts to improve the diagnosis and treatment of the disease.



Sun Pharma took an innovative and multi-stakeholder approach in its flagship Malaria Elimination Demonstration Project (MEDP), addressing the needs across the value chain to comprehensively tackle the disease in Mandala District, Madhya Pradesh, one of the worst-affected regions in the country. Its efforts to streamline detection and deliver prompt, high-quality treatment have brought down the disease burden significantly.

## 5.7. Eyecare



Eyecare is an area that is prioritised by the IPA member companies taking into consideration India's high incidence of preventable blindness. India is home to more than one-third of the global blind population, and 75 per cent of these cases are avoidable but do not get detected or treated<sup>57</sup>. India has demonstrated a strong

commitment towards reduction of the prevalence of overall blindness through the National Program for Control of Blindness (NPCB). Despite achieving a high cataract surgical rate, the load of blindness due to cataracts is still high. Similarly, the refractive errors remain a formidable challenge which needs to be addressed. Due to an increase in risk factors, diabetic retinopathy and glaucoma are also emerging as important conditions which need to be addressed at all levels of health care<sup>58</sup>.

**VISION 2020: The Right to Sight – India, a national forum for eliminating avoidable blindness by 2020, was launched in India in 2004. It is a collaborative effort of INGOs, NPOs, eye care organisations in India, and the Government to coordinate and advocate for improved eye care programs. Some of the IPA member companies are contributing to this vision by supporting eye camps and subsidising surgeries**



Ajanta Pharmaceuticals takes an end-to-end approach, supporting the patients from identification, to diagnosis, to treatment, across the states of Maharashtra and Madhya Pradesh, as well as in prison populations. A heavy emphasis is placed on surgeries to treat cataracts, a leading cause of blindness.



To Provide Free Treatment to Geriatric Eye Patients, Aurobindo has constructed "Aurobindo Pharma Geriatric Eye Care Institute" at Visakhapatnam in the premises of LV Prasad Eye Institute with an outlay of INR 5.5 Crore in FY 2016-17. Aurobindo has conducted Eye Care and other Medical Camps (In Collaboration with Pushpagiri Eye Institute, Sri Srinivasa Charitable Trust, Grace Cancer Foundation, Commitments Trust, Aaster Sick Kids Foundation).

57. Sinha, Koutenhya. (2007). "India has largest blind population".Times of India.

Available at <https://timesofindia.indiatimes.com/india/India-has-largest-blind-population/articleshow/2447603.cms>

58. Misra,Vasundhra.(2015). "Models for Primary Eye Care Services in India". Indian Journal of Community Medicine



Ipca conducts eye check-ups as a part of its surgery camps and medicine distribution initiatives in remote villages. It also extends help to those who have already lost their sight to live productive lives by supporting the National Society for the Blind on an ongoing basis.



UNICHEM has partnered with a leading NPO Vision Foundation of India to eradicate blindness and eye diseases from marginalised populations by delivering free of cost check-ups and eye-related surgeries.

## 5.8. Mental health



In 2017, one in seven Indians or 197.3 million people were estimated to have mental disorders in India, including 45.7 million with depressive disorders and 44.9 million with anxiety disorders<sup>59</sup>. The contribution of mental disorders to the total DALYs in India almost doubled from 2.5 per cent in 1990 to 4.7 per cent in 2017.

Despite this, mental health has been largely

ignored. The budget allocated for mental health is 0.05 per cent of the total healthcare budget. Budget 2020 has not increased the allocation for NMHP, even though the total healthcare budget saw a 7 per cent increase<sup>60</sup>. In addition to the acute shortages of psychiatrists and psychologists in India, lack of awareness, negative attitudes and stigma and danger of exclusion and discrimination associated with it<sup>61</sup> are some of the biggest barriers in people seeking intervention or treatment. A 2018 report of the Lancet Commission on mental health found that as many as 80 per cent of people with any form of mental health issues do not seek treatment in India.



**Mental health has historically not seen much support within CSR, however, this trend is slowly turning. Some of the IPA member companies are engaged in programs addressing mental health**



Alkem has integrated mental health awareness into its existing mobile health programmes, spreading improved understanding of the psychological issues and psychiatric conditions. It has also conducted initiatives like walkathons to spread public awareness.

59. India State-Level Disease Burden Initiative Mental Disorders Collaborators. (2020). "The burden of mental disorders across the states of India: the Global Burden of Disease Study 1990–2017". *Lancet Psychiatry*

60. Munjal, Diksha. (2020). "Huge gap in India's mental health budget". *The Hindu Business Line*. Available at <https://www.thehindubusinessline.com/news/national/huge-gap-in-indias-mental-health-budget/article30733494.ece#>

61. World Economic Forum. "5 charts that reveal how India sees mental health". Available at: <https://www.weforum.org/agenda/2018/04/5-charts-that-reveal-how-india-sees-mental-health/>



The UN Sustainable Goals 2030 recognises alcohol abuse as one of the four risk factors to public health. In India, incidents of hooch tragedy are being increasingly reported. It is commonly found that a large number of people consume contaminated liquor which may contain methyl alcohol, methanol or wood alcohol, leading to serious health implications. Blindness can strike within 24 to 48 hours of consumption of such adulterated liquor and can also lead to death. It can turn into a medical emergency especially in the tier 2 and tier 3 towns as it affects in mass numbers and people in such areas have limited access to the required medical facilities. The company has made Fomepizole injections available through select depots across the country including Delhi, Bengaluru, Sikkim, Ahmedabad etc. for treating patients affected by alcoholic poisoning, free of cost. This is a first-of-its-kind therapy as there are no medicines available in the retail market for poisoning caused by the consumption of spurious liquor.



Dr. Reddy's supports psychological health programme of Roshni Trust, which extends support to people facing mental health challenges. Roshni Helpline offers free and confidential emotional support to the distressed and suicidal; Roshni Counselling Centre offers psychological and psychiatric intervention by trained professionals for all kinds of psychological concerns and Roshni Palliative Care dispenses free Palliative Care.

## 5.9. Other



**Beyond the above-mentioned cause areas, the IPA member companies are also involved in activities such as cleft palate surgeries, drug resistance, etc.**



Some companies are aligning themselves with emerging issues. For example, antimicrobial resistance (AMR) has emerged as a significant threat to the global public health, and to aid in the effort to better understand and combat AMR, Aurobindo Pharmaceuticals is a member of the AMR Industry Alliance, which is the life-sciences industry's response to the UN's call for concerted action from governments and various sectors to comprehensively address the implications of AMR, and implement strategies at a national level<sup>62</sup>. It is also a participant in the Access to Medicine Foundation's 2018 and 2020 AMR



Cadila Pharmaceuticals supports an initiative fully subsidises treatment and engages with communities to spread improved understanding and receptivity to plastic surgery to address congenital malformations cleft lip and cleft palate, as well as burn injuries.

62. Amr Industry Alliance. Available at <https://www.amrindustryalliance.org/why-the-amr-industry-alliance/>



# RESPONSE TO COVID-19

# 6. Response to COVID-19

The COVID-19 cases in the country have witnessed a steep rise. India has had 4,11,133 active COVID-19 cases with the number of discharged cases accounting to 7,53,049 and the total number of deaths in the country stood at 28, 732<sup>63</sup>. In such unprecedented times, different stakeholders have intervened to fight the pandemic, including the IPA member companies whose timely interventions have helped people

impacted due to the pandemic. Data from 13 IPA companies show their commitment to cater to the needs of the country in difficult times. Accordingly, these companies responded to the crisis in various ways - in the form of contribution to the PM CARES Fund and other state government funds, donated medicines, Personal Protective Equipment (PPE), gloves, sanitisers and, food rations.

## 6.1. PM CARES



The Hon'ble Prime Minister of India Shri. Narendra Modi set up the Prime Minister's Citizen Assistance and Relief in Emergency Situations (PM-CARES) Fund to strengthen the fight against COVID-19. Since the establishment of the Fund, eleven IPA companies' have generously contributed upwards of INR 200<sup>63A</sup> crore towards the PM-CARES Fund. In addition to this, the pharma companies have also made donations to funds established by different State governments and local municipal authorities.

## 6.2. Donation of medicines



In order to provide access to medicines to patients in need six companies have donated medicines worth INR 1.3 crore, tablets such as azithromycin, paracetamol, ibuprofen, axone, and chloroquine phosphate was donated by pharma companies.



63. Data as of July 22, 2020, Ministry of Health and Family Welfare. Available at <https://www.mohfw.gov.in/>

63A. The figure includes monetary and other contributions to the PM CARES Fund including medical supplies, PPE Kits, etc

## 6.3. Infrastructure and PPE



Five companies have donated PPEs, ply masks, N95 masks, gloves, and sanitisers worth INR 14.3 crore to doctors, paramedics, health care workers, police, public transport operators, and volunteers. Approximately, 100,000 people have benefitted from these contributions.

Some companies such as Cipla has supported the establishment of a 24x7 testing laboratory at the JJ hospital, Mumbai and has also set up an isolation ward for the pediatric patients at the BJ Wadia hospital for children.

## 6.4. Other Activities

Companies have engaged in a myriad of other COVID-19 relief activities such as providing meals for those in needs, supporting migrant workers, and waiving off school fees for the under-resourced, fees for the under-resourced among others.

In addition to the above, two companies have donated food packets and dry rations worth INR 6 crore to the police, public service transporters, migrant workers and their families. Cipla has launched a toll-free helpline to assist patients in procuring essential medications from pharmacies and healthcare institutions. The company has also organised a capacity building series to equip healthcare workers with necessary information about the pandemic.

## 6.5. Company specific contributions

Organization	Contributions
	<p>Abbott partnered with CARE and AmeriCares to support frontline health workers across hospitals in Mumbai and Delhi that led the COVID-19 response. Abbott also helped the Self Employed Women’s Association (SEWA) build economic resilience by restoring livelihoods for the low-income, daily wage earners. In addition to these, Abbott supported a few Government organizations on frontline duty with its nutrition and pharmaceuticals products.</p>

	<p>Ajanta Pharma committed INR 6 crore in the fight against COVID-19 out of which INR 2 crore was donated to the PM CARES Fund. The remainder INR 4 crore was spent on providing ventilators, thermal thermometers, sanitisers and protective gears such as gloves, masks, PPE kits, etc. to the Government of Maharashtra, Brihanmumbai Municipal Corporation (BMC) and other agencies. Additionally, the Ajanta Pharma employees raised INR 1 crore via contributions from their personal salaries.</p>
	<p>Alembic Group committed INR 10 crore to fight COVID-19 via direct contributions to the Gujarat Chief Minister’s Relief Fund, Vadodara Municipal Corporation, and the Sikkim Government. Additionally, the organisation also committed to providing meals to homeless migrant workers across 15 migrant camps in Vadodara, free COVID testing for doctors, supplying medicines, etc.</p>
	<p>Alkem Laboratories contributed INR 7 crore to the PM CARES Fund to aid in initiatives aimed at combating COVID-19. Additionally an INR 20 Lakh contribution was made to the Himachal Pradesh Chief Minister’s Relief Fund.</p>
	<p>Aurobindo Pharma donated INR 7.5 crore to the Andhra Pradesh Government in the fight against COVID-19 along with medical-kits, PPE, and sanitisers amounting to INR 11 crore. Employees of Aurobindo Pharma donated INR 3 crore to the Hare Rama Hare Krishna Movement Charitable Foundation in support of feeding the poor, the underprivileged and unemployed in Telangana and Andhra Pradesh.</p> <p>Aurobindo Pharma has donated a total of INR 7.5 crore and INR 3.5 crore worth of PPE Kits, Medical Kits, Sanitisers, Masks etc., to Telangana State Disaster Management Authority, besides Aurobindo also donated INR 10 crore to ‘PM CARES FUND’ towards COVID emergency.</p> <p>Aurobindo has donated around 3 million Azithromycin and Ascorbic Acid (Vitamin C) tablets to Health Departments of Andhra Pradesh and Telangana State Governments, during COVID Pandemic.</p>



Zydus has been at the forefront battling the pandemic of COVID 19 with therapeutics, diagnostics and vaccines. As one of the largest manufacturers of Hydroxychloroquine (HCQ) and Dexamethasone, the Company scaled up production to make the drugs available to people in India and abroad. Zydus also launched 'Remdac' the most economical brand of Remdesivir for the treatment of COVID-19. For preventives, the company started its vaccine development programme even before the infection spread to India. The vaccine ZyCoV-D is currently in Adaptive Phase I/II clinical trials. A second vaccine which is a measles vectored vaccine is also in pre-clinical development.

In collaboration with ICMR, the Company also manufactured and supplied COVID Kavach Elisa diagnostic Kits for surveillance purposes. The company supplied 30,000 kits to ICMR for surveillance purposes, free of cost.

The Company is investing in research and development to look at novel drugs that can address unmet needs in immune biology and also repurposing existing drugs like Pegylated Interferon Alpha 2b for the clinical management of COVID 19. Clinical trials are underway in Mexico and India to explore the possibilities of various treatment options which could offer different treatment options.

The Zydus Hospital at Dahod was converted into a COVID treatment and quarantine centre. Till date over 2500 patients have been successfully treated at Dahod. Rated as one of the backward districts in 2006 and placed under the aspirational districts programme by Niti Aayog, the district has been an outperformer in the health parameters over the last two years. It was adjudged as the top ranking district among the 108 'aspirational districts' by Niti Aayog on the basis of its incremental performance and has remained amongst the top three progressive districts since then.



Cadila Pharma partnered with Akshaya Patra Foundation to provide unlimited mid-day meals to 10,863 children studying in 38 Government Primary Schools of Ahmedabad and Gandhinagar districts.



In April 2020, Cipla announced an INR 25 crore fund to support the Indian Government's fight against COVID-19 which included a voluntary donation of INR 3 crore by Cipla employees.

It pledged 9 crore to PM CARES Fund and a donation of 8 crore to different states authorities across India. Cipla also committed 4 crore towards supply of essential items such as medicines, PPE, sanitisers, and food.

It also supported in setting up of then 24/7 COVID-19 testing facility at JJ Hospital as well as Mumbai's only isolation ward for paediatric patients at BJ Wadia Hospital for Children.

It has also launched a toll-free helpline to assist its patients in procuring essential medication across therapies from pharmacies and health-care institutions.

#### Contributions to State Authorities:

- Karnataka State Disaster Relief Fund - INR 50 lakh
- Himachal Pradesh State Disaster Relief Fund - INR 50 lakh
- Goa State Disaster Relief Fund - INR 1.5 crore
- Maharashtra State Disaster Relief Fund - INR 3 crore
- Sikkim State Disaster Relief Fund - INR 50 lakh



Dr. Reddy's Laboratories Limited has committed to INR 9.15 crore to fight COVID-19 through their CSR initiatives. A number of initiatives were undertaken to support communities that were impacted severely by the COVID-19 outbreak.

Dr. Reddy's, in collaboration with Akshay Patra Foundation provided 25,000 meals a day to those affected by the pandemic. Dry ration was extended to 10,000 agriculture and migrant workmen's families in Andhra Pradesh; food supplies were distributed in the nearby villages in Telangana, Andhra Pradesh and Himachal Pradesh benefitting thousands.

Beyond the food and ration support, awareness sessions were conducted in the community during the initial phases of lockdown emphasizing the importance of hand washing and social distancing

In addition to the CSR efforts, the company has contributed medical essentials like gloves, N95 masks, 3 ply masks, sanitizers, for medical staff, frontline health workers, police force and volunteers.

	<p>Further, Dr. Reddy’s extended monetary support to the Government of Telangana to enable access to safety gears. The company also made monetary contribution of INR 5 Cr towards Andhra Pradesh CM Relief Fund.</p> <p>The employees of Dr. Reddy’s volunteered to support the Government of Telangana Social Initiative Forum and the Akshay Patra Foundation towards distribution of food at their designated centres, spreading awareness on social distancing and other critical support. Many employees made personal monetary contributions to the Prime Minister’s CARES Fund in India and other relief funds.</p>
	<p><b>Relief Efforts in India</b></p> <p>Glenmark Pharmaceuticals has contributed to the PM CARES and the CM Funds of Himachal Pradesh, Gujarat, Maharashtra, Sikkim and Goa.</p> <p>It partnered with NGO RISE Infinity Foundation to provide its market leading Candid dusting powder to 50,000 police personnel in 12 cities across India. It also committed to provide PPE to medical staff in the public health sector in Maharashtra. Glenmark has conducted health and medical check-ups for 400+ local law enforcement personnel in Ankleshwar, Gujarat. Glenmark has pledged five million meals for the undernourished children, pregnant women, and daily wage earners amidst the pandemic. It is providing psychological support to 10,000 lactating mothers and pregnant women through tele-counselling. The Glenmark Foundation in partnership with Tata Institute of Social Sciences (TISS) initiated iCALL services for cancer patients and their caregivers in India to ensure psychosocial well-being during the COVID-19 pandemic.</p> <p>Glenmark and their NGO partner Institute for Global Development (IGD), are working directly with the Himachal Pradesh State’s Block Medical Officer (BMO) to provide essential maternal and child healthcare services to high risk cases in the region</p>

	<p><b>Relief efforts in other parts of the world</b></p> <p>Glenmark's team in the Philippines pledged a whole week's worth of food aid to frontline workers in some of the leading hospitals across Manila. Glenmark also distributed face shields and hand sanitisers to 3000 healthcare professionals in major hospitals in Yangon and Myanmar.<sup>64</sup></p>
	<p>Intas Pharma contributes two million tablets of hydroxychloroquine for trials against Covid-19 led by researchers at the University of Oxford<sup>65</sup></p>
	<p>J B Chemicals &amp; Pharmaceuticals Limited has contributed INR 2 crore to the PM CARES Fund to supporting the Government's efforts to combat and mitigate the impact of COVID-19 outbreak<sup>66</sup></p>
	<p>Lupin announced an INR 21 crore contribution towards COVID-19 relief measures. Lupin employees across the country contributed two days of their salaries amounting to INR 5.5 crore to the PM CARES fund which was matched by the company.</p>
	<p>Mankind Pharma committed to donating INR 25 crore to PM and INR 14 crore to different states in CMs fund and rest distributed to medical healthcare and police etc. Across the country to help with the fight against COVID-19. It has also donated essential equipment such as ventilators, personal protective equipment (PPE), and medicines to the states reporting maximum number of positive cases. Mankind also announced a donation of INR 5 crore to support the families of policemen and policewomen who lost their lives in the line of duty.</p>
	<p>NATCO Pharma made a donation of INR 4 crore to the PM CARES Fund to help in the fight against COVID-19.<sup>67</sup> Additionally, Natco Pharma Limited donated Chloroquine Phosphate Tablets to support a global clinical trial conducted by the CROWN Collaborative, for Protecting Essential Healthcare Workers from COVID-19 virus.<sup>68</sup></p>

64. <http://www.glenmarkpharma.com/covid-19/>

65. Business Line, 30 March 2020, Intas Pharma to donate 2 million hydroxychloroquine tablets for WHO-endorsed study, <https://rb.gy/4ggpcy>

66. Medical Dialogues, 19 April 2020, Corona Pandemic: J B Chemicals & Pharma Contributes Rs 2 Crores To PM Cares Fund, <https://rb.gy/jp2vwz>

67. <https://rb.gy/hpyzlc>

68. NATCO Pharma Ltd., NATCO's Chloroquine for International Study to prevent SARS-CoV-2 infection In Frontline Healthcare Workers, [Press Release]

	<p>Sun Pharma committed to donating INR 25 crore worth of materials to the fight against Covid-19.</p>
	<p>Torrent Pharma committed INR 100 crore to the fight against COVID 19, with INR 50 crore donated to the PM CARES Fund and the other 50 crore under various initiatives such as providing essential medicines to various hospitals, contributions to State Government relief funds, contributions to non-profit organisations engaged in addressing issues arising from the pandemic, provision of PPEs to healthcare workers, etc.</p>
	<p>Unichem contributed INR 2 crore to the PM CARES Fund in the fight against COVID-19</p>

Table 1: Company specific contributions to PM CARES Fund



# **ENVIRONMENTAL SUSTAINABILITY**

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## 7. Environmental Sustainability

While the pharma industry is credited for saving lives through its production of affordable medicines, especially high-quality generics, its environmental footprint can cause significant damage to the human, animal, and plant life if not managed well. There are several elements that need to be managed – water and energy used during production and processing, generation of waste-solid, liquid or airborne. There is also a growing concern around exposure to residue and accumulation of pharmaceuticals in the environment, which could contribute to the spread of antimicrobial resistance (AMR)<sup>69</sup>.

The pharma industry has also come under the scanner for its carbon emissions with one study in the US finding that the pharmaceutical industry was significantly more emission-intensive than the automotive industry<sup>70</sup>.

The Ministry of Environment, Forest and Climate Change (MoEF&CC) is the nodal agency that closely monitors the environmental impact of industries in India, including the pharmaceutical industry. Central Pollution Control Board (CPCB) is a statutory organisation and is an attached wing of the MoEF&CC. It provides technical services to MoEF&CC under the provisions of the Environment (Protection) Act, 1986<sup>71</sup>.

The CPCB lays down, modifies, or annuls in consultation with the concerned State Governments, the standards for streams or wells, and air quality. All industries, including the pharmaceutical industry, are required to satisfy CPCB that adequate measures have been undertaken for establishing infrastructure to safely discharge effluent water and air from the factory conforming to the standards laid down.



69. Nordea. (2016). "Impacts of pharmaceutical pollution on communities and environment in India".

Available at: <https://www.nordea.com/Images/35-107206/impacts%201-20.pdf>

70. Belkhir, Lofti, Elemelgi, Ahmed. (2019) "Carbon footprint of the global pharmaceutical industry and relative impact of its major players". Journal of Cleaner Production.

71. Ghosh, PK.(2019). "Government's Policies and Growth of Pharmaceutical Industry in India 1947-2018: A Review".

Available at <http://ris.org.in/sites/default/files/Publication%20File/DP%20236%20P%20K%20Ghosh%20DP-min.pdf>

## Key environmental protection regulations and rules for the pharma industry

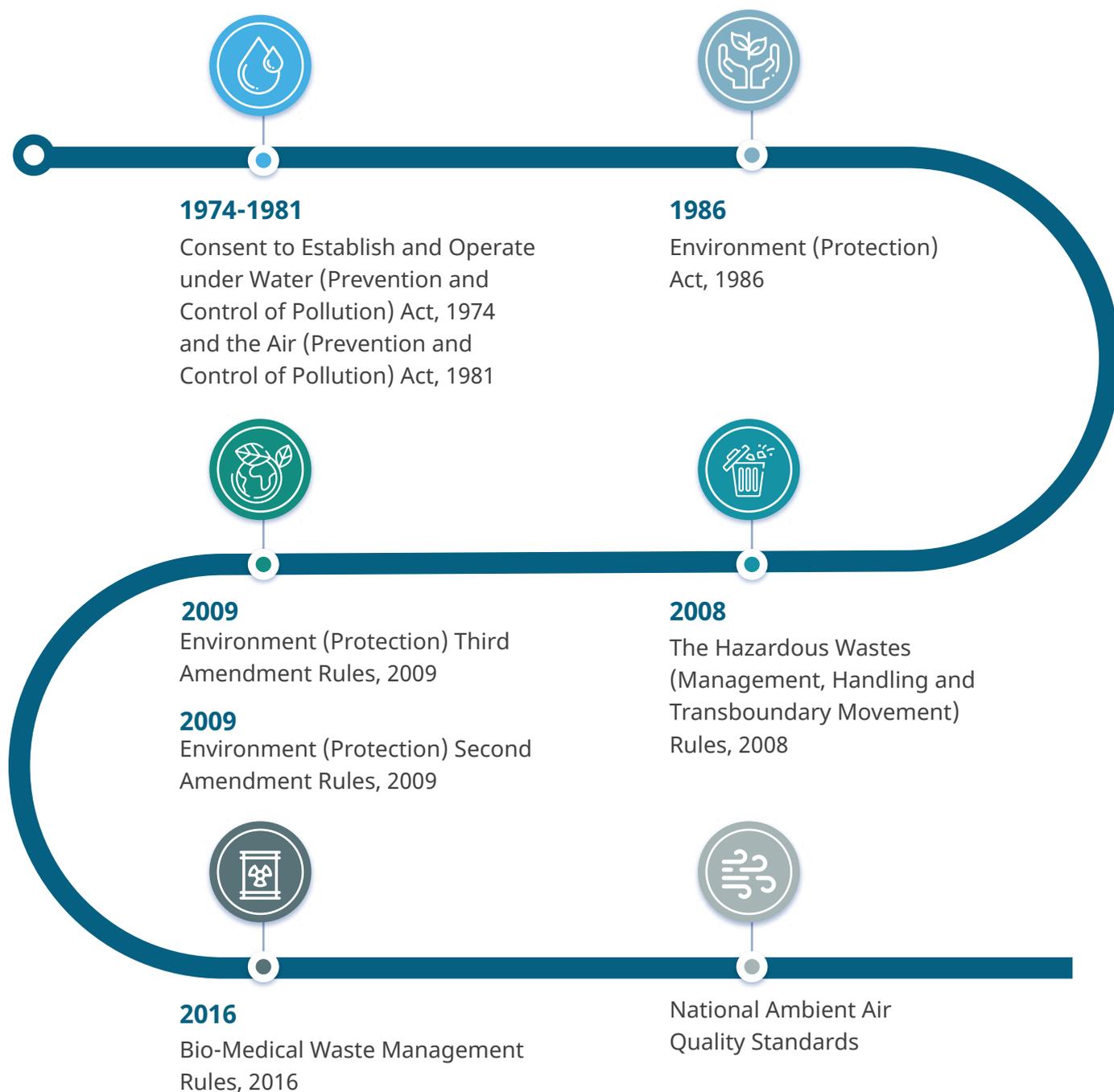


Figure 5: Environmental legislations in India

24 companies were implementing environmental protection and sustainability practices. Most of these practices are in the area of wastewater treatment, water conservation, energy efficiency, utilisation of solar energy, and responsible management of hazardous and non-hazardous waste. Additionally, at least seven companies had received different types of ISO accreditation - 14001, 50001 - for putting in place an efficient environmental management system in their manufacturing facilities.

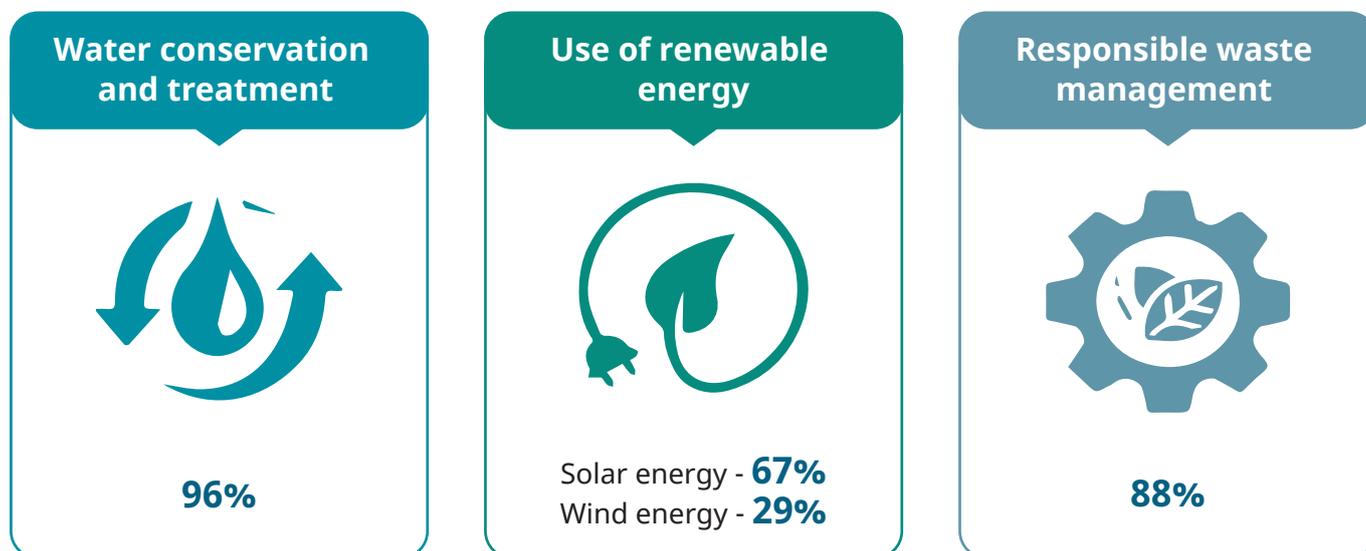


Figure 6: Environmental sustainability practices by IPA companies

## 7.1. Water conservation and treatment

96% of the companies reported practicing different forms of water conservation efforts mainly through rainwater harvesting, recycling greywater for non-potable purposes like gardening, cleaning, and moving towards zero-liquid discharge (ZLD). Companies used different techniques to recycle wastewater, few

had in-house effluent treatment plants (ETP) within their manufacturing facilities to treat the industrial wastewater for reuse or ensure safe disposal of the same; few others used soil biotechnology, which is a combination of different physical processes to remove suspended solids, organic and inorganic contents in the waste-water.<sup>72</sup> Certain companies had invested in high-pressure water jet machines that save water while cleaning machines.



72. Centre for Science and Environment. "Soil Bio Technology". Available at <https://www.cseindia.org/soil-bio-technology-sbt-3774>

## 7.2. Moving to renewable energy sources

67 per cent of the companies reported using solar energy as an alternate source to generate electricity and 29 per cent of companies were exploring wind energy. The most common type of intervention was the installation of rooftop panels with different capacities generating 1800-3000 kWh per day. One of the companies was in the process of establishing a 1.4 mw captive solar electricity generation project in

Maharashtra to increase its use of renewable sources of energy in its operations. One company had entered into a long-term Power Purchase Agreement (PPA) under third-party open access arrangement to source 150 lakh kWh per year from a solar power source for their facilities in Karnataka. The same company has also purchased 45 lakh kWh from a wind power source. With these two sources of energy, it had replaced around 60 per cent of its total power consumption with green sources two facilities in Karnataka.

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## 7.3. Energy efficiency

Companies had initiated different forms of energy efficiency practices. Almost all the companies have replaced CFL lights with LED lights to make their factories more energy efficient by consuming less electricity. Light motion sensors and timer systems were also reported to automatically switch off

air-conditioners and lights. Carbon sinks were created by planting trees in and around the factory. In addition to the infrastructure initiatives, other common practices reported by many companies included using biomass-fuelled boilers, installing condensate recovery system, installing variable frequency drives which use less power when compared to fix drives, installing digital IP/OP ISM ozone sensors.

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## 7.4. Responsible waste management practices

88 per cent of the companies indicated that they responsibly managed the waste generated in their manufacturing facilities. The companies typically sent the combustible waste generated by them to cement manufacturing factories to be used as fuel for kilns. They had also put in place systematic waste management processes like solvent recovery systems to recycle

recovered solvents, waste materials, and minimise waste production at the source. One of the companies has set a target of zero solid waste to landfill by the end of 2020. During 2018-19, 17,678 tons of hazardous waste was generated, out of which 94.6 per cent was sent to cement industries and 4.6 per cent was sent for recycling. They were working towards utilising waste as an alternative fuel thereby conserving energy and reducing environmental impact.



# THE WAY FORWARD

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# 8. The way forward

The large Indian pharmaceutical companies making significant contributions to national development. The Sustainable Development Goals put forth and agreed upon by the international community in Agenda 2030 provide a useful framework in which pharmaceutical companies can conceive of their role going forward. There are a range of opportunities for the pharma industry to engage with SDG 3: Good Health and Well-being, across a spectrum of activities – from CSR to existing business practices. Some of the key achievements of the



A collective CSR spend of INR 399 crore by the IPA companies in FY 2018-19 towards social and economic development projects. Health attracted the most support, at INR 148 Cr, followed by education at INR 93 crore. The CSR support by the IPA companies had a large geographical footprint, extending across 21 states and 3 union territories.



IPA companies all reported interventions in health, which was by far the most common cause area, reflecting a commitment to improve the state of national healthcare, especially for underprivileged or the last-mile populations, through CSR.



CSR in health saw the IPA companies taking a comprehensive approach, collectively addressing some of the most critical gaps in the current healthcare ecosystem: infrastructure, capacity building, service delivery, and behaviour change communication.



Expanding and strengthening the access to primary healthcare delivery was by far the most reported intervention, followed by significant efforts to advance reproductive, maternal and child health, as well as reducing malnutrition.



The COVID-19 pandemic has seen concerted efforts from the majority of the IPA companies towards relief efforts through monetary assistance and through non-monetary assistance to deliver support to the frontline, including the donation of PPE kits and medicines, as well as capacity building support to health workers.



Twenty four companies are implementing environmental protection and sustainability practices. Most of these practices are in the area of wastewater treatment, water conservation, energy efficiency, utilisation of solar energy, and responsible management of hazardous and non-hazardous waste.

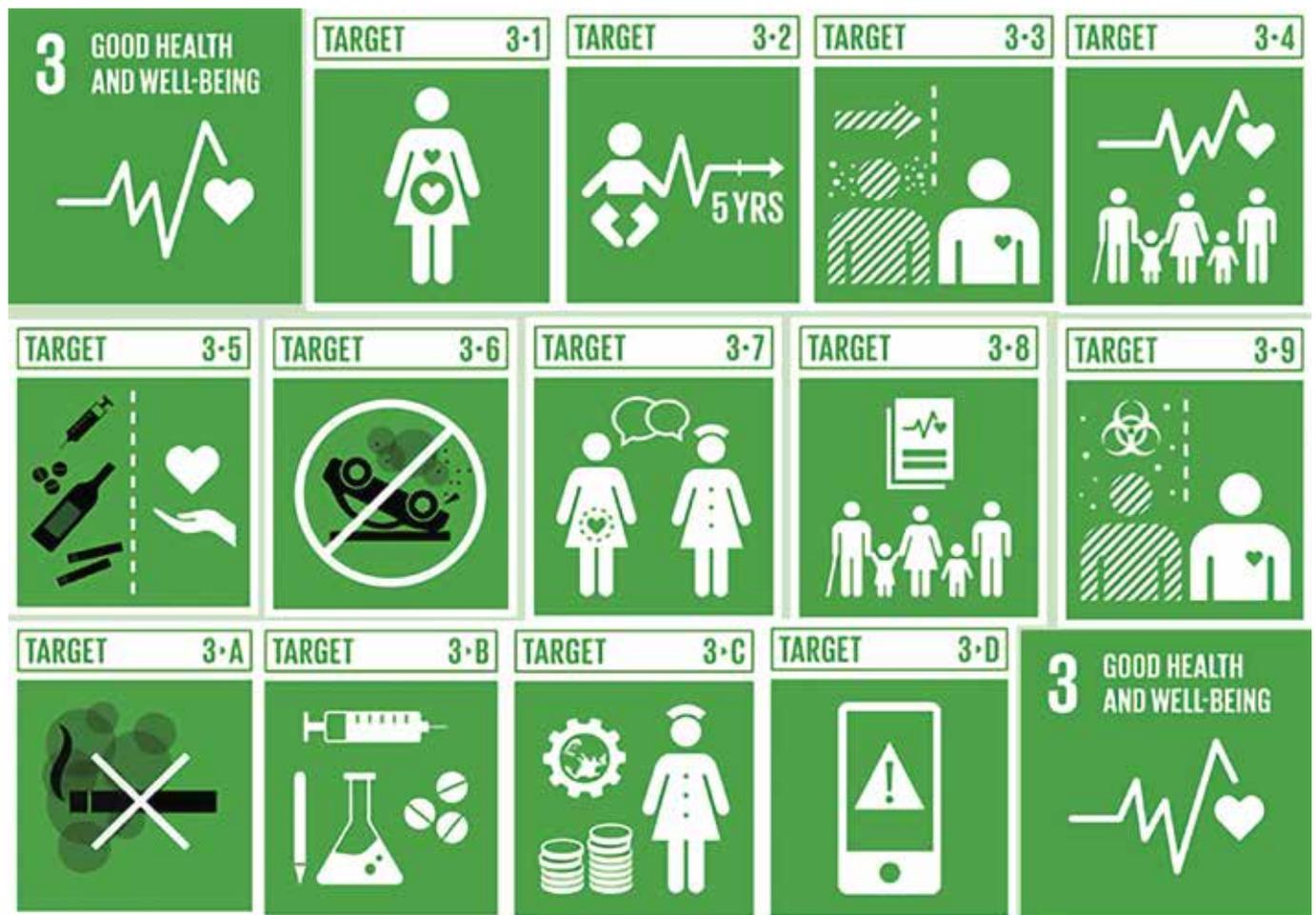
**The government remains a key ally in the pharma industry's endeavour to address social and environmental challenges. The government itself needs to create a more enabling ecosystem for the pharma industry to contribute meaningfully-**

- Expand the budget for healthcare by increasing its expenditure on healthcare to the promised 2.5 per cent of GDP set by the National Health Policy of 2017
- Engage pharma companies more strategically in PPPs, for tackling infectious diseases Malaria and TB
- Enable the growth of a talent pool for the industry by engaging pharma companies in designing medical education courses and curriculum to make it more industry-relevant
- Co-design and deliver capacity building support for health workers across the country to aid them in their efforts to combat the COVID-19 pandemic
- Promote research and innovation by incentivising such investments through simplification of regulations and competitive tax breaks



By integrating SDG 3 targets into all aspects of business and collaborating with the wider ecosystem (industry bodies, government, civil society, and academia etc.) for achieving these, the pharma sector can align itself to best practices, explore bottom-of-the-pyramid markets, spur innovation and thereby become a catalyser to enhance health and well-being for Indian citizens.

**Below are a few suggestions based on national and global best practices, guidelines, and evidence.**



CSR	Employees	Manufacturing	Supply Chain	Shared Value
<p>CSR promotes health-seeking behavior and a preventive approach to reduce the burden of NCDs by undertaking large scale awareness and educational campaigns and activities, especially among at-risk communities on healthy lifestyle, diet, and other preventative health measures (3.4, 3.5)</p>	<p>Create a healthy working environment with adequate health and safety policies Ensure supportive and inclusive working environments that cater to the health requirements of all employees across the value chain (including support for pregnant women and new mothers). (3.4)</p>	<p>Improve recycling practices. Develop and implement improved processes to reduce pollution of all sorts, including pollution related to the production of antibacterial APIs (Active Pharmaceutical Ingredients) and/or drug products, thereby minimising the negative impact on people’s health (3.9)</p>	<p>Help the ecosystem to adopt people-centric supply chain and procurement practices Work with the governments to plan, forecast, and the budget to ensure that essential medicines, including those for NCDs and chronic conditions, are available, especially in rural markets.</p>	<p>Make products more accessible to low-income markets Adopt pricing and business models suitable to expand access to vaccines, medicines, supplements, and family planning in the low-income communities and partner with the multilateral and government partners as needed to improve distribution and access (3.8, 3b)</p>
<p>Expand efforts to further the reach and quality of the primary care. Leverage CSR to extend the delivery of primary care to rural and hard-to-reach communities, extending beyond just augmenting infrastructure to building capacities of frontline workers and promoting behavior change. (3.2, 3.8)</p>	<p>Commit to improving WASH practices. Provide access to safe water, sanitation and hygiene at the workplace, including plants and factories and down the value chain, to aid in minimising the spread of water-borne diseases (3.3)</p>	<p>Increase the use of renewable energy Increase the use of renewable sources of energy in manufacturing and production facility to minimise carbon footprint. (3.9)</p>	<p>Encourage health protections for stakeholders down the value chain. Make it a procurement guideline to offer safe and healthy workplaces, health insurance, protections to key stakeholders in the value chain, especially those operating in states with worst health indicators or with at-risk populations. (3.8)</p>	<p>Collaborate to innovate. Leverage R&amp;D capacities to partner with incubators and entrepreneurs to develop long term solutions. Examples could include new medicines to fight neglected tropical diseases, technologies such as telemedicine and use of mobile phones, low-cost medical devices with minimal maintenance requirements to improve usage in rural and low-income communities, heat resistant vaccines formulations. (3.8, 3b)</p>

CSR	Employees	Manufacturing	Supply Chain	Shared Value
<p>Collective impact for RMNCH+A. Partner among themselves and with other industry members to coordinate existing and new efforts and take a strategic approach to deliver essential reproductive and child health services and treatments across India, especially in remote and underserved communities. This could also include providing managerial and technical expertise to governments to streamline and improve their internal coordination. (3.1, 3.2, 3.7)</p>	<p>Conduct screening camps at work. For employees in head offices as well as in factories and plants, focused on screening for NCDs and TB at factories (3.3, 3.4, 3.5)</p>		<p>Undertake responsible sourcing. Prioritise small suppliers and farmers, especially for food-based ingredients such as dairy, fruit or vegetable extract and invest in training them on healthy practices of cultivation, appropriate use of chemical-based fertilizers and insecticides, storage techniques, etc. (3.9)</p>	<p>Leverage strength in R&amp;D to address malnutrition. Research and develop innovative solutions to malnutrition, vitamin and mineral deficiencies, and related diseases, such as fortified foods, and partner with governments and civil society organisations to expand coverage</p>
<p>Help update and revise medical education in the country Form multi-stakeholder partnership to create relevant curriculums for courses such as B.Pharm etc. to plug the gaps between curriculum and business requirements (3c)</p> <p>Support the education of future talent Invest in access to quality STEM (Science, Technology, Engineering, Maths) and medical</p>	<p>Promote mental health at work Implement policies and practices for identification of work-related stress and illness and providing resources to manage them (3.4)</p> <p>Offer health insurance and access to treatment for employees. Provide employees and their families with healthcare services and insurance, and provide information on relevant government</p>		<p>Collaborate to reduce emissions. Reconceive practices across the value chain to reduce emissions generated by warehousing, transportation, and logistics, for example switching to solar refrigeration, vehicles powered by renewable energy, moving from air to sea freight, and increasing efficiency of logistics processes (3.9)</p>	

CSR	Employees	Manufacturing	Supply Chain	Shared Value
<p>education and training to build the capacity of the future health workforce, and strengthen the talent pipeline for the industry (3c)</p> <p>Participate in innovative financing tools. Tools such as DIBs encourage results-based approaches to financing healthcare in India for interventions such as eye care, MCH, etc.</p>	<p>schemes to improve the affordability of critical treatment.</p> <p>Employee engagement. Design engagement programmes for employees that create opportunities for involvement in CSR and other community-based health initiatives to enable exposure to and a better understanding of health challenges in the country.</p>			

Table 2: Recommendations for IPA member companies

**The Indian Pharmaceutical Alliance is committed to maximising and expanding on its existing efforts to improve public health and aid in the achievement of the SDGs.**



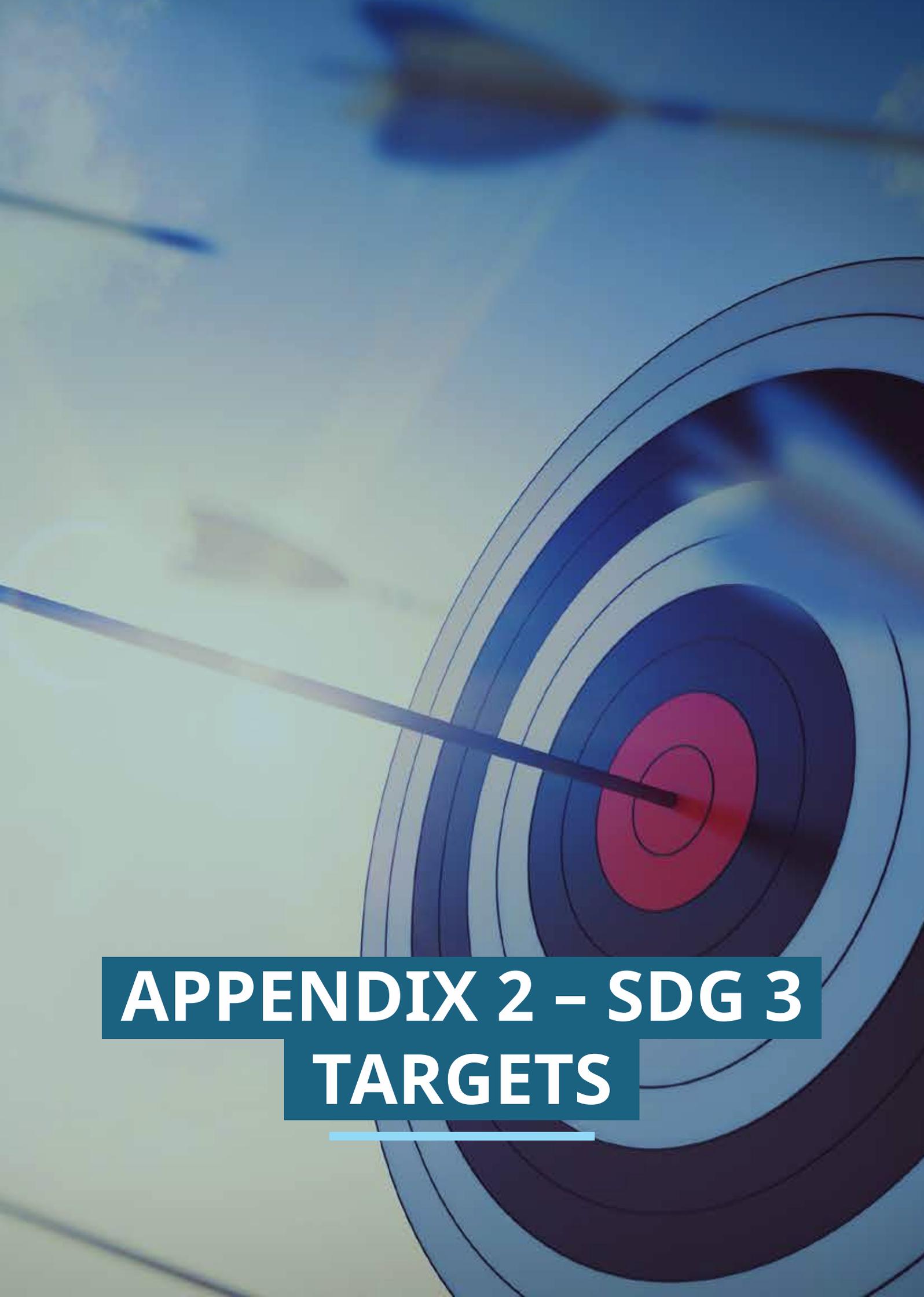
**APPENDIX 1 – LIST  
OF IPA COMPANIES AS  
OF MARCH 2020**



# Appendix 1 – list of IPA companies as of FY 2018-19

## Alphabetical order

- |                                       |                                              |
|---------------------------------------|----------------------------------------------|
| <b>01.</b> Abbott Healthcare Pvt Ltd  | <b>13.</b> Ipca Laboratories Ltd             |
| <b>02.</b> Ajanta Pharma Ltd          | <b>14.</b> JB Chemicals and Pharma           |
| <b>03.</b> Alembic Ltd                | <b>15.</b> Lupin Ltd                         |
| <b>04.</b> Alkem Laboratories Ltd     | <b>16.</b> Mankind Pharma                    |
| <b>05.</b> Aurobindo Pharma Ltd       | <b>17.</b> Micro Labs Ltd                    |
| <b>06.</b> Cadila Healthcare Ltd      | <b>18.</b> Natco Pharma Ltd                  |
| <b>07.</b> Cadila Pharmaceuticals Ltd | <b>19.</b> Panacea Biotech Ltd               |
| <b>08.</b> Cipla Ltd                  | <b>20.</b> Sun Pharmaceutical Industries Ltd |
| <b>09.</b> Dr. Reddy's Lab            | <b>21.</b> Torrent Pharmaceuticals Ltd       |
| <b>10.</b> Emcure Pharma Ltd          | <b>22.</b> Unichem Laboratories Ltd          |
| <b>11.</b> Glenmark Pharm Ltd         | <b>23.</b> USV Ltd                           |
| <b>12.</b> Intas Pharma Ltd           | <b>24.</b> WockHardt Ltd                     |

A close-up, low-angle shot of a target with concentric rings. An arrow is embedded in the center bullseye. The background is a soft, out-of-focus sky with a light blue and white gradient. The target's rings are dark blue and black, with a red bullseye in the center. The arrow is dark with a white fletching.

# **APPENDIX 2 – SDG 3 TARGETS**

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# | Appendix 2 – SDG 3 targets



By 2030, reduce the global maternal mortality ratio to less than 70 per 100 000 live births.



By 2030, end preventable deaths of newborns and children under five years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1000 live births and under-five mortality to at least as low as 25 per 1000 live births.



By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.



By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.



Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.



By 2020, halve the number of global deaths and injuries from road traffic accidents.



By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.



Achieve universal health coverage, including financial risk protection, access to quality essential health-care services, and access to safe, effective, quality and affordable essential medicines and vaccines for all.



By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination.

**3.a** Strengthen the implementation of the WHO Framework Convention on Tobacco Control in all countries, as appropriate.

**3.b** Support the research and development of vaccines and medicines for the communicable and non-communicable diseases which primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding the flexibilities to protect public health, and, in particular, provide access to medicines for all.

**3.c** Substantially increase health financing and the recruitment, development, training, and the retention of the health workforce in developing countries, especially in the least developed countries and small island developing States.

**3.d** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction, and management of national and global health risks.





**PROFILES OF IPA  
COMPANIES  
(FY 2018-19)**

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# | Abbott in India

Established in 1910, Abbott is one of the country's oldest and most admired healthcare companies. It provides consumers with a diverse range of diagnostics solutions, medical devices, nutritional products and pharmaceuticals that span the continuum of care.



## CSR

Abbott's approach to CSR and sustainability within India focuses on doing the right things for the long term for the benefit of everyone who relies on its products and services. This starts with being a responsible, sustainable and inclusive business, maximising the potential of its products and services to help people live fuller lives. At the same time, Abbott strives to extend the impact of its business by building stronger and healthier communities across India.

## Building access to quality and affordable healthcare for low-income populations

Abbott has partnered with Self Employed Women's Association (SEWA), a trade union of 2 million women employed in the informal economy, to build a quality and affordable healthcare delivery program for low income populations to help prevent and address NCDs. Through this partnership, we are developing a Model of Care that promotes preventive care, improves levels of adherence, optimizes resources through telemedicine and

### FY 2018-19 Social Footprint

More than **2 million** people reached through CSR programs

**6,800 Trees** have been planted to actively filter and clean wastewater

**INR 11.28 crore** spent as CSR

partnerships with care providers, improves operational efficiencies through tech platforms, and builds revenue generating activities for program sustainability. The goal is to demonstrate improved health outcomes for low-income populations, with quality, affordable and accessible care.

## Creation of Shared Value

Abbott believes in leveraging its business processes to create sustainable socioeconomic and business value. Abbott's Porter Prize-winning initiative to support dairy farmers, while strengthening its nutrition business, is one such example. Recognising that half of India's rural households depend on the dairy industry for a part of their income, Abbott India sought to advance the potential of small-holder farmers in rural Maharashtra, simultaneously addressing

its business requirement of sourcing high-quality milk locally. The result was a program designed in partnership with Prabhat Dairy – Abbott India's supplier - and TechnoServe, a leading NPO that focuses on business solutions to poverty. The aim of the program was to ensure that Indian farmers are able to produce greater volumes of high-quality milk, thereby creating value for every partner involved.



**Abbott built 10 dairy demonstration centers across 10 strategically selected villages in the Ahmednagar district of Maharashtra with training for over 1,500 farmers, 50 per cent of whom were women. This program supported the dairy farmers in three ways:**

**1) Provided training and resources with a focus on women farmers:** The components of the training included financial and business skills; veterinary care, feeding and dairy development; farm management; clean milk production; feed and fodder; and breed to prevent dairy cow feed contamination. The special focus on women integrated gender equity and financial literacy as key components that ensured sustainable production.



**2) Built critical infrastructure and payment systems:** 10 new bulk milk chillers were set-up in local communities that served as collection centers for high quality milk through providing market-access to participating farmers. A transparent payment system was set up to ensure seamless payments and encourage high quality standards – the lower the quantity of aflatoxin and antibiotic, the higher the purchase price for the milk. The components in the milk were examined in the presence of the farmers to ensure transparency and build trust.

**3) Created a sustainable, replicable model:** This demonstration project inspired a new commercial approach that aimed to be inclusive and self-sustaining.

Year I results showed a remarkable improvement in areas of quality & quantity of production, revenue & costs, and animal health. Farmers in the treatment group (1500 farmers) saw a significant increase in the quality of their milk, produced more than double the amount of milk while keeping their costs constant, gained more than double the revenue, and increased

their incomes from INR 175 to INR 409. Women in the program were more involved in the process and decision-making. The quality of milk produced also improved. This success led to Prabhat Dairy investing in 200 new villages in 2018, all of which were commissioned into the supply chain in 2020.

## Environmental Sustainability

Abbott is committed to safeguarding healthy environment for all by reducing its environmental impacts and has demonstrated rapid progress in using energy and water resources more efficiently while minimising waste. This approach also reflects in the way Abbott sources its raw materials within India and how it manufactures and distributes products. Some of the key initiatives include: reducing electricity consumption by optimising water chiller operations and usage of LED lighting throughout their production sites.

The treated water from the plant's wastewater treatment is reused for non-drinking purposes. The company's Baddi site in Himachal Pradesh has saved nearly 1600 kilolitres of water per year

by reusing water. It has also installed solar panels to generate electricity. Its Goa plant is a zero-discharge plant and has a rainwater harvesting system which has the potential to collect more than 2000 kilolitres of water. In the last five years, the site has achieved 20 per cent absolute water reduction in usage. 62 per cent of the total waste has been recycled through process optimisation and yield improvement, and 36 per cent of the site waste was incinerated with energy recovery.

***“By focussing on areas where opportunities for our business intersect with positive social and environmental impact, we aim to achieve sustainable growth, deliver life-changing technology and create value for communities around the world.”***

**Ambati Venu**, Vice President, Established Pharmaceuticals, Abbott India

***“Before the dairy project, I had three cows and was barely able to collect enough milk to sell. When Abbott and Prabhat Dairy came to our village, we learned about improved dairy practices and increased the number of cows we had. We used to collect three-four litres of milk and earn INR 40-50, and now we make INR 1600–1800 per day. My life is changing because of this programme.”***

**Bhau Saheb**, Participating farmer in Abbott's Dairy Shared Value Program

# Ajanta Pharma Ltd.

Established in 1973, Ajanta Pharma is a specialty pharmaceutical company engaged in development, manufacturing and marketing of quality finished dosages.

The company's commitment to 'Serve Health Care Needs Worldwide' has led to it producing a comprehensive range of specialty products customised to the market needs of each country it serves. Ajanta has a global presence in 30 emerging countries across Commonwealth Independent States, the Middle East and South East Asia. In addition to that it also has a growing business in the US market.



*ajanta pharma*

## CSR

The social responsibility activities at Ajanta started before the mandated CSR under the law. The company views CSR as not only a responsibility, but a commitment that contributes towards the upliftment of the society. The CSR activities are implemented through Samta Foundation. Established in 2012, the Foundation has focussed on Education, Healthcare, Community Service and Prisoner Transformation - their flagship projects being eye camps and educational initiatives. The activities have been mainly concentrated in the vicinity of the plant locations and has gradually expanded to include other states.

### Eye camps

Cataract is identified as one of the leading causes of blindness in India which could be averted through timely intervention. Identifying this need, eye care camps have been conducted across Maharashtra and parts of Madhya Pradesh. The camp provides end-to-end care that includes diagnosis, identification of patients

### FY 2018-19 Social Footprint

**Over 1.1 million**  
people reached through CSR

**4** states covered  
through CSR

**INR 11.41 crore**  
spent as CSR

for further treatment, assisting the patients to nearest government hospitals by providing transportation and free post-surgical care. This programme was initiated in 2012. Till October 2019, there were 9531 diagnostic camps organised 10,84,560 patients screened and 3,97,469 cataract surgeries completed. The Samta Foundation is one of the few

organisations in the country to have extended their eye care service to prisons with the aim to provide basic access to prisoners. As of October 2019, 18,248 check-ups were conducted and 11,890 spectacles were distributed across 45 prisons.



## Educational Initiatives

The Foundation provides computer literacy classes, vocational courses and infrastructural facilities to support the educational outcomes of children. Its work is mainly concentrated around rural, semi-rural and tribal regions of India that have limited access to computer education and vocational training. Similar to the eye camp

initiative, holistic support is provided to students, in which the Foundation has taken responsibility to maintain computer labs and vocational training centres and appointed trained teachers to impart skills. The computer literacy programme has reached 69,325 students in 36 schools and 5928 students have benefitted from the vocational courses, including those in tailoring, music, and robotics.

## Environmental Sustainability

Ajanta Pharma strives to utilise alternative sources of energy in its operations. It has adopted renewable sources of energy, with an emphasis on solar power, for which it has installed a 593 kWp and 191 kWp capacity roof-top solar system at two factories located in Aurangabad. The company is also installing LED lights in a phased manner and implemented a

utility leakages management programme. Ajanta Pharma has also taken measures to conduct an energy audit through a third-party agency and have subsequently harmonised best energy conservation practices, where the company has prioritised energy saving as a prime objective for all new procurement and modifications.

***“Ajanta Pharma’s CSR is driven by deep belief in sustainable growth for the Company and a sense of duty to give back to the society,”***

**Mr. Yogesh Agrawal**, Managing Director, Ajanta Pharma Ltd.

***“I was struggling to complete even daily chores as my eyesight worsened. With Foundation’s help I got cataract surgery done – this restored my self-confidence,”***

**Janu Ramji Tokre**, Sindoni, Dadra and Nagar Haveli.

# Alembic Pharmaceuticals Ltd.

Established in 1907, Alembic aimed to revolutionise the pharmaceutical and drug industry in the Indian sub-continent through manufacturing branded formulations, international generics and Active Pharmaceutical Ingredients (APIs). It has five manufacturing facilities in India and one in the USA.



## CSR

CSR at Alembic is based on the belief that building better business is synonymous with building a better world. Though the company has been engaged in philanthropic community development initiatives even before Section 135, it set up Alembic CSR Foundation (ACSRF) in May 2015 to centralise its efforts and provide more thrust to its charitable initiatives. The Foundation works extensively in Vadodara, Chhota Udepur and Panchmahal districts in the areas of health, education, women empowerment, and environmental conservation.

## Health

**The Foundation offers free cancer care to patients from disadvantaged backgrounds, with the aim to reduce the burden of the disease. Free services include –**

- High-quality professional care in the form of isolation, chemotherapy, sepsis control, and transfusion
- Consultation by Onco-Haematologist
- Round-the-clock good quality treatment by qualified Medical Officers and Nursing Staff
- Good quality nutrition for the beneficiaries
- Psychological support to the beneficiaries and their family members

## FY 2018-19 Social Footprint

**45,500**

people reached  
through CSR

**6** states covered  
through CSR

**INR 14.28 crore**  
spent as CSR



**The Foundation opened a free blood transfusion centre for those suffering from Thalassemia Major at Bhailal Amin General Hospital, providing free consultation, monthly and quarterly tests, blood/ donor arrangement and transfusions. To further its commitment to help fight Cancer, a pediatric cancer care centre was opened at Bhailal Amin General Hospital in Vadodara on World Cancer Day in 2018 for children with Acute Lymphoblastic Leukemia.**

## Education

Alembic Foundation has undertaken extensive work in the area of education through its CSR. The Foundation has adopted eight government secondary schools at Chhota Udepur district, one secondary and higher secondary school at Panchmahal and two government primary schools at Vadodara. The Foundation helps to improve learning outcomes in these schools by supporting teacher training and refresher workshops and remedial support to students. In

Chote Udepur district, a district-level teacher training programme has been underway for three years. The training, imparted by highly experienced mentors, covers nine subjects and also focuses of teachers’ soft skills. The Collector and DDO of Chhota Udepur assured that resource material would be made available at all government and grant-in-aid schools. So far, 513 teachers from 108 government, residential and grand-in-aid schools from Chhota Udepur have received the training.



*Scholarship to Topper*

## Sanitation

Aligning with the Swachh Bharat Mission, Alembic constructed household toilets at Sindhrot panchayat in Vadodara, Ujei and Panelan panchayats in Panchmahals district,

covering 779 households. The project entailed conducting a need assessment survey, initiating behaviour change communication programmes and regularly monitoring the quality. Cleaning kits were also distributed to the owners of the household toilets.



Lokarpan Toilets to village Community Sanitation Project

## Environmental Sustainability

The Company has taken various initiatives on conservation of energy like replacing Compact Fluorescent Lamps (CFL) with Light Emitting Diode (LED) lights, e-sensor systems, replacing old pumps with high energy efficient pumps, motors and cooling tower fans, AHU Variable Frequency Drive (VFD) control through velocity measurement etc. It has also installed wind power and solar power generation to be used as alternate source of renewable energy. The company has mechanism for recycling of its waste. 90 per cent of total effluent generation

(as most of the units are zero liquid discharge) is recycled, recovered and reused in boilers and cooling towers, thereby reducing fresh water consumption. Domestic Effluent is treated in STPs and its outlet is used for gardening in company campus to reduce fresh water intake. 90 per cent of incinerable waste, generated from production plants, is sent for co processing at cement manufacturing company as a fuel for their Kiln. 60 per cent of spent solvents generated from the production plants are redistilled and reused in the plants.

***“Our village is now open defecation free even issue of road side defecation has reduced substantially, now roads are clean, this is all due to Sanitation Project of Alembic Foundation”***

**Babarbhair Parmar of Shivjipura**

# Alkem Laboratories Ltd.

Established in 1973, Alkem believes in enriching lives. The company develops, manufactures and markets pharmaceutical formulations and nutraceuticals in India and has 19 manufacturing facilities in India and two facilities in the US. Additionally, it has a global presence through its operations in Europe, Africa, the Asia Pacific, South America, the US, and India.



## CSR

CSR at Alkem is primarily focussed on health and education where the company provides amenities and facilities to deliver better access to healthcare and education. The company's CSR strategy involves a multi-sectoral inclusive approach that focuses on the needs of the community. The CSR activities are implemented directly or through NPO's. The activities are conducted in the vicinity of the manufacturing facilities and R&D centres.

## Healthcare

Alkem considers good health as the right of every Indian, and in line with this belief, the company conducts medical camps and runs ambulance services to enable access to healthcare. It has conducted eye-care camps in Bihar in collaboration with Bihar Voluntary Health Association and has examined 821 patients and cataract surgeries were performed for 140 patients. It has also established Primary Healthcare Centers at two different places in Himachal Pradesh and Sikkim and operated the Alkem Mobile Health Centre at Raigad in

### FY 2018-19 Social Footprint

**9**

states covered through CSR

**140** patients have received cataract surgeries

**INR 11.58 crore** spent as CSR

Maharashtra. It has collaborated with NPOs to increase public awareness about life-threatening diseases like cancer, neurological disorders and hearing impairment. It has supported infrastructure facilities for upgradation of government hospitals, provided medical equipment to hospitals.

## Child and Adolescent Health

Alkem along with a non-profit had conducted baseline research in Raigad to understand the health status of women and adolescent girls. It was found that women and adolescent girls were unaware of their hygiene needs and as a

result the company's CSR activity solely focused on generating awareness in the community. Primary Health Centres doctors train ASHA workers to enable them to provide better care to women.



## Awareness Programme

Anemia is a severe problem and we have joined hand with ACC Foundation to spread widespread awareness on anemia by reaching out to doctors to volunteer the cause. Awareness of water borne diseases is on a rise particular to UP and Bihar. Preventive measures, of water contamination and proper method of consuming drinking water awareness continues

in state of UP and Bihar and Alkem has launched a campaign on the same. Menstrual Hygiene is another area where we have partnered with Govt. of Sikkim. We have launched a program for high school girls covering all the High Schools in Sikkim and have placed Sanitary Napkin Vending machines with Incinerators.

## Education

Under education, Alkem has adopted schools in different parts of Himachal Pradesh and Sikkim where they provide monetary and other kinds of support like construction and renovation of classrooms and school buildings. It has also

assisted in construction and modification of four Anganwadi centres in the areas of Daman and many primary schools in and across the operation area of area Alkem.

The programme also provides Scholarship to Medical Students to pursue their careers in medicine and contribute to the healthcare ecosystem.

**Alkem has also taken up programme in the slum areas**

## Skill Development

Alkem in partnership with Ambuja Foundation has launched a Pilot Program on developing skill of the local youth and thereby supporting their engagement by placing them in the surrounding

locations. Already 35 children has been skilled in the process and fresh batch is yet to be taken up.

## Environmental Sustainability

Alkem has undertaken various environmental sustainability measures in its business operations like installation of solar panels at the Daman plant which generates approximately 3000 kWh power per day, light motion sensors and timer system that automatically switches off air condition to conserve electricity. Other initiatives include installation variable frequency drive at three plants, in order to save steam and

power Reverse Osmosis(RO) is installed in Effluent Treatment Plant at Mandya. It also undertakes the recycling of wastewater in the manufacturing facilities and re-used for multiple purposes like gardening and cleaning in the factory premises.

# Aurobindo Pharma Ltd.

Founded in 1986, Aurobindo has been manufacturing Semi-Synthetic Penicillin (SSP) and has expanded its presence in key therapeutic segments like neurosciences, cardiovascular, anti-retroviral, anti-diabetics, gastroenterology and anti-biotic. Currently, it produces Active Pharmaceutical Ingredients (API) and



formulation products, with their 15 units across India, USA, Brazil and Portugal.

## CSR

CSR at Aurobindo is committed to establishing an equitable and inclusive society by responsibly conducting its business and having policies that are ethical and environmentally sustainable. Aurobindo Pharma implements its CSR activities through the company’s philanthropic arm-Aurobindo Pharma Foundation.

Its CSR activities are both proactive and responsive. In terms of pro-active CSR, it identifies and addresses the needs of communities in rural areas and towns within the vicinity of its plant locations and focuses on areas like education, health and sanitation, environmental sustainability and safe drinking water. In terms of responsive CSR, many NPOs approach the company with proposals, which go through the necessary due diligence with respect to the viability and the degree of the

### Healthcare

The company has spent more than 15 per cent of the total CSR amount between FY 2014-15 and FY 2018-19 towards healthcare. It has provided infrastructure and equipment support to many government and low-cost private hospitals, extending to salaries and op-ex in some cases. It has granted support to L.V. Prasad Eye Institute, which has helped many

### FY 2018-19 Social Footprint

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**50,000** students and  
**67,500** families have benefited through CSR

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**8** states covered through CSR

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**INR 46.77 crore** spent as CSR

need for the project and are supported accordingly.

underprivileged people suffering from various eye diseases. Apart from this, the major focus is towards oncology therapy and as a part of this initiative, the company is constructing a hospital at MNJ Institute of Oncology & Regional Cancer Centre at Redhills, Hyderabad, where the land and equipment is provided by the Government.

Aurobindo is a member of the Anti-Microbial Resistance (AMR) Industry Alliance that brings together research-based pharmaceutical companies, generics, biotech and diagnostic companies, to drive and measure industry progress to curb antimicrobial resistance. The AMR Industry Alliance will collectively deliver on

certain commitments and measure industry's progress in the fight against AMR. The Company also collaborated with The Access to Medicine Foundation to participate in The Antimicrobial Resistance Benchmark 2018 and also is part of 2020 AMR Benchmark.

## Education

Aurobindo Pharma is enabling quality education across Andhra Pradesh and Telangana states by deploying 45 Vidya Volunteers who teach across Government schools in the two states. Additionally developed school infrastructure,

including buildings and classrooms, constructed toilets and provided drinking water facility, donated note books, bags, sports equipment, paid fees for children from marginalised households; offered scholarships for meritorious students and supported them in their higher education (total spending Rs 12.05 crore)



## Nutrition and Hunger

Aurobindo in Collaboration with Akshyapatra foundation, constructed centralised sophisticated kitchens in Srikakulam, Hyderabad

and Mahboobnagar Districts. Providing daily 1.1 lakh Nutritious meals per day to School children and underprivileged communities to address malnutrition issues and to support Government Programme in Mid-Day Meals.

## Other cause areas

In its efforts to support the Swachh Bharat-Swachh Vidyalaya movement, the company has aided the construction and renovation of modern toilets for girls and boys in government schools and colleges. Additionally, as part of the

Swachh Bharat Abhiyan, it has supported Integrated House Hold Latrine scheme at villages in Andhra Pradesh and Telangana. It has also provided infrastructural support to more than 200 schools and constructed a college in Patancheru, in partnership with the government.

## Environmental Sustainability

Aurobindo Pharma is endeavoring to work in a manner that helps minimise waste, optimise the use of available resources, reduce its carbon footprint and ensure minimal impact of its activities on the environment.

It has initiated Environmental Management System across all its units. 12 units of the company are already certified for ISO 14001:2015 standard and a few others are in the pipeline for ISO 14001:2015 certification. The API manufacturing facilities located in Telangana have achieved zero liquid discharge compliance. The API manufacturing units located in coastal region conform to the applicable treatment standards for disposal of wastewater (either through in-house wastewater treatment facilities or off-site CETP) to marine disposal. The company is integrating new technology such as Membrane Bio-Reactor (MBR) for better treatment of wastewater in its operations.

As part of Aurobindo's CO<sub>2</sub> reduction plan, the Company has installed a 30 MW capacity Solar Power Plant at one of its units and is undertaking various energy conservation initiatives such as installation of capacitor banks at load ends/ MCC levels to reduce distribution

losses and the avoidance or voltage fluctuations; replacing old lighting with energy efficient LED's; replacing old motors with more energy efficient models; installing VFD's; integrating chillers to reduce power consumption, installing energy efficient screw chiller compressors, etc.

Apart from this, the Foundation has engaged actively with the events organised by Ministry of Environment, Forest and Climate Change and planted thousands of plants and tree guards in several districts of Andhra Pradesh and Telangana states under the Green Belt Development and Haritha Haram programmes.

## CSR activities undertaken by Aurobindo Pharma Ltd in 2018-19

Brief description of Activity	Location of Activity	Approximate Spent	Impact
Training for underprivileged Students to attempt competitive exams	Kolhapur, Mahaboobnagar District, Telangana State	INR 0.90 Crores	Around 5,000 students benefitted
Construction of additional class rooms and Toilet blocks, provided dual desks for 43 schools	Various Government Schools in Sircilla District of Telangana State	INR 1.5 Crores	Around 10,000 students benefitted
Constructed new School buildings (22 class rooms) in Saraswathi Vidhya Mandir High School	Khairathabad, Hyderabad, Telangana State	INR 2.43 Crores	Around 1300 students benefitted
Renovated existing Schools buildings and Provided Infrastructure in 19 schools	Pileru, Chittoor District, Andhra Pradesh State	INR 1.37 Crores	Around 10,000 students benefitted
Construction of Skill Development Center for Unemployed youth to train on Pharma related lab expertise	Srikakulam District, Andhra Pradesh State	INR 6.5 Crore	Around 89 Students were benefitted so far
Provided Comprehensive Eye care treatment through 12 medical camps in 4 Villages	In several villages of Nellore District, Andhra Pradesh State	INR 0.16 Crore	Around 6000 Villagers got eye screening and 875 Patients got free eye Surgeries

Brief description of Activity	Location of Activity	Approximate Spent	Impact
<p>Provided 60 Safe Drinking Water Plants and Digging of 10 Bore wells in several villages of Andhra Pradesh and Telangana States</p>	<p>Andhra Pradesh and Telangana States</p>	<p>INR 1 Crore</p>	<p>Around 17000 Villagers having accessibility of Safe drinking water</p>
<p>Provided support for promotion of Rural Sports in schools</p>	<p>Andhra Pradesh and Telangana</p>	<p>INR 0.32 Crore</p>	<p>Around 6,000 students were benefitted</p>
<p>Rural Development and Environmental Sustainability (Roads and greenbelt development)</p>	<p>Andhra Pradesh and Telangana</p>	<p>INR 14.12 Crores</p>	<p>Around 50,000 People were benefitted</p>

## CSR Expenditure split of Aurobindo Pharma Ltd in 2018-19

S.No	CSR Project or Activity Identified	FY	
		2018-19 (INR)	%
1	Promoting Education	12,05,73,512.00	26
2	Promoting Preventive Health Care, Sanitation, Road and Safety for Public	4,18,14,286.00	9
3	Safe Drinking water	85,46,910.00	2
4	Eradicating Hunger, poverty, Malnutrition	13,50,87,073.00	29
5	Promotion of Rural Sports	32,00,000.00	1
6	Rural Development Projects, Environmental Sustainability, Ecological balance and Conservation of Natural resources and animal welfare	14,12,78,789.00	30
7	Setting up of Old age homes and hostels for Orphans	20,00,000.00	0
8	Messures for the benefit of armed forces veterans, war widows and their dependents	-	0
9	Donations to Combact against COVID -19 in Andhra Pradesh and Telangana States	-	0
10	Donation to Flood victims in Hyderabad - Donated Cheque to CM relief fund, Telangana State. Donated funds to ABV Foundation towards providing Flood relief in Hyderabad	-	0
11	CSR Admin expenditure	1,52,33,821.00	3
<b>Total CSR Spent</b>		<b>46,77,34,391.00</b>	<b>100</b>

***“As an industry leader, we are cognisant of our responsibility towards our planet and the communities we work with. We have been adopting industry leading standards for environment, health and safety practices, and are truly humbled by the fact that we have been able to support communities, build social infrastructure and make a meaningful impact in the lives of people around us”***

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**N. Govindarajan, Managing Director, Aurobindo Pharma Limited**

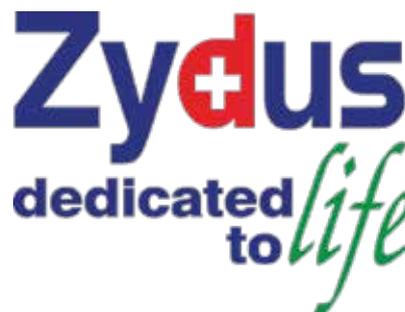
***“Our school is painted as castle, we wish to be in school for long time. Even in classrooms fine paintings have been drawn on walls. Toilets and cooking room are also built. We all thank Aurobindo Pharma Foundation for giving such a good opportunity of studying in such a school”***

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**Students of Rajanna Sircilla District, Mandala Parishad School in Venkatapur**

# Cadila Healthcare Ltd.

Zydus Cadila is an innovation-driven, global healthcare provider. The company's in-depth domain expertise in the field of healthcare and its strong capabilities across the spectrum of the pharmaceutical value chain has led to its global presence in regulated markets of the U.S, Europe (France and Spain) and the high-profile markets of Latin America and South Africa. It also



has a strong presence in 25 other emerging markets worldwide.

## CSR

CSR at Zydus was started much before the mandate of the law. Commitment to healthcare is embedded in the company's vision and mission, and this has translated into Zydus's CSR activities. 'Zydus Srishti', the group's CSR programme, addresses four focus areas: 'swasthya' -health, 'shiksha'- education, 'shodh'- research and 'saath'- outreach. The main focus of the programme is to promote inclusive education, create knowledge platforms in the research and innovation and reach out to communities with healthcare, all targeted at the eventual achievement of the Sustainable Development Goals (SDGs).

### FY 2018-19 Social Footprint

**0.5 million** patients serviced at Zydus Hospital, Dahod where treatment is provided free of cost.

**5** states covered through CSR

**INR 46.38 Cr.** spent as CSR

## Health

Zydus group supports the GCS Medical College, Hospital and Research Centre (GCSMCH), through a unique public-private partnership by the Gujarat Cancer Society (GCS) and the Government of Gujarat. GCS has been providing comprehensive healthcare and treatment over

the last five decades to the underprivileged sections of the society. With round-the-clock services, over 950 beds and a team of 300 doctors, no efforts have been spared in creating a robust infrastructure that supports GCSMCH's commitment to serve the society.



GCSMCH - a 750 bed multispecialty hospital was set up in a PPP model with the Government of Gujarat in 2011. The Hon'ble Prime Minister of India Shri Narendra Modi, who was then the Chief Minister of Gujarat is seen inaugurating the hospital



Established as a sanitorium in 1962, Zydus upgraded the hospital in 2018. Zydus Hospitals, Dahod today offers free treatment and all medical services.

Cadila Healthcare Ltd. was allotted this District Hospital under the Brownfield Health Policy of the Government of Gujarat in 2017. The Hospital was converted into a full-fledged hospital as per MCI norms. From 150 beds the hospital now has 363 beds with over 400 professionals including doctors, nurses and paramedics offering medical care. The hospital provides free treatment including OPD, Indoor, all investigations, surgeries, anesthesia, oral

medicines, injectables and food for patients. A ultra-modern Hospital with a 750 bed capacity is also nearing completion. It is spread over 58033 sq mtrs and has been set up at an investment of Rs. 300 crore. The hospital equipped with all modern ammenities and will serve 1.5 lakh residents from Dahod, Jabua and Alirajpur from MP, Banswara in Rajasthan and Chotta Udepur district.



*The upcoming new hospital premises of Zydus Hospitals Dahod. The hospital will have 750 beds with modern, comprehensive healthcare facilities*

## Research

The Ramanbhai Foundation International Research Symposium, a biennial, global knowledge sharing forum is hosted by the Ramanbhai Foundation bringing together experts from both the academia and industry across the world to share their insights on the latest developments in pharmaceutical research and advances in new drug discovery.

A panel of eminent scientists and researchers

from abroad converge at this forum to deliberate upon and discuss the new trends and discoveries in research. Launched in 2003, the RBF Symposium was inaugurated by the then Hon'ble Chief Minister of Gujarat, Shri Narendra Modi. Since then nearly 5000 scientists and researchers from all across the world have attended the biennial conference and three nobel laureates have presented the keynote address at the symposium.

## Education

The company has supported initiatives to further the standards of medical education in India. The Zydus Medical College, a self-financed brownfield medical college setup in a Public-Private Partnership along with the Government of Gujarat at Dahod. The college's MBBS programme commenced in August 2018 and currently has 350 students enrolled in the programme. The group also supports the GCS

Medical College at Ahmedabad which was inaugurated in 2011 by the then Hon'ble Chief Minister of Gujarat, Shri Narendra Modi. Today, the students from the college are amongst the top rankers in the University. GCS Medical College offers both graduate and post graduate programmes in medicine and has more than 600 students studying medicine.



*Late Dr. APJ Abdul Kalam, Former Hon'ble President of India had launched the Shiksha Shikshak Jagruti Abhiyan at the new campus inauguration of the Zydus School for Excellence in 2010*

## Zydus School for Excellence

As part of the activities in the field of education, the group has supported the Zydus School for Excellence which was established as a community initiative of The Ramanbhai Foundation. The school was the brainchild of the Founder Chairman, Late Mr. Ramanbhai Patel, who believed that a school is not just a place where young minds come to learn, but it's an institution where character is built and a fountainhead, where children can constantly

seek creative expressions for their endeavours. The school has two campuses at Ahmedabad which are now amongst the highly ranked corporate schools of Ahmedabad and offer best-in-class education in a very economical manner. The two campuses have 2400 students and more than 150 educators. The school's alumni today are making their mark in diverse fields in India and abroad.



*Students of the Zydus School for Excellence in Ahmedabad. Set up by the Ramanbhai Foundation in 2002, there are two campuses today providing quality education to 1200 students*

- **The Ramanbhai Patel College of Pharmacy (RPCP)**

The Ramanbhai Patel College of Pharmacy, RPCP was established in 2004 at Changa in memory of the Late Founder Chairman to promote excellence in pharmacy education and to prepare young men and women to meet the challenges of industrial pharmacy and pharmacy practice. The College offers Bachelors of Pharmacy and Masters of Pharmacy in Pharmaceutical Technology.

- **Ramanbhai Patel Postgraduate Centre at the L.M. College of Pharmacy**

The Ramanbhai Patel Postgraduate Centre at the L.M. College of Pharmacy (LMCP) in Ahmedabad offers the Pharm D programme, bridging a critical need for talent in the pharmaceutical industry and the overall healthcare sector. Instituted by the Ramanbhai Foundation, the new centre offers a six year Pharm D programme approved by the Pharmacy Council of India and AICTE and post graduate studies in Pharmacy. It also houses the Atal Incubation Centre which was the first pharma and healthcare centre to be approved by the Niti Aayog. The centre supports new start-ups in the healthcare and pharma sector.

- **Nurturing specially-abled children and adults**

The group supports the School for Deaf-Mutes Society. Established in 1908, its one of the oldest organisations working in the field of education and rehabilitation of persons with hearing, speech and visual impairment. The institute with over 700 students from kindergarten to college focuses on providing education, vocational training as well as employment opportunities.

- **Committed to developing the communities with health and care.**

Contributing to the communities that it forms a part of, the group conducts rural healthcare camps at villages, towns and cities in close vicinity to its facilities. Employee volunteering groups support these programmes and initiatives in the areas of Health, Education, Sanitation, Agriculture, Animal Husbandry, Women Empowerment, Environment and community development, Sports & Cultural activities in the neighbouring villages of Dabhasa, Umraya, Luna, Jaspur, Ekalbara and Mahuvad in Gujarat, at Sikkim and Baddi in Himachal Pradesh. The company also partners with NGOs like, Seva Yagna Samiti which is dedicated to socio-medical services for the poor, downtrodden and needy people. At Sikkim, the company has donated generously to setting up of a water reservoir for the local people of Baghekhola and also towards the improving the health infrastructure in the Geysing Hospital (West Sikkim).



## Environmental Sustainability

Zydus has undertaken several environmental sustainability initiatives. In the area of energy conservation, the company uses natural gas and biomass briquettes as fuels in their formulation units at Goa, Ahmedabad and Sikkim. In accordance with the Environment, Health and Safety (EHS) policy water conservation efforts like production utilities and effluent treatment are put in place across all units.

The Zydus Corporate Park is architecturally designed in a sustainable manner. As per the Energy Performance Index, an indicator for qualifying a building as energy efficient has

shown a 40 per cent reduction in energy consumption. The orientation of the building along North-South has helped reduce the heat gained through the East-West sun and creating a microclimate which helps reduce the need for shading on the façade and resulting in lower cooling requirements. The company has also ensured that 90 per cent of the workspaces received sufficient daylight which helped improve visual comfort and eliminate the need for artificial lighting during the day. Along with this, rooftop solar panels are installed in the corporate park.

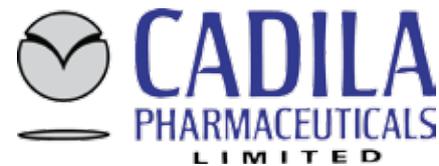
***“Giving back to the society and contributing for the larger community well-being forms the core of our CSR philosophy. Our CSR initiatives have been directed at making positive grassroots interventions in the areas of education, healthcare and research. We engage beyond peripheral contributions in these causes in a sustainable way to make a difference. At Zydus, we believe that a combination of core businesses and community responsibility, makes it possible to touch people’s lives in different ways and make the world a better place.”***

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**Pankaj R. Patel, Chairman, Zydus group**

# Cadila Pharmaceuticals Ltd.

Established in 1952, Cadila pharma has been developing and manufacturing affordable medicines for over six decades for patients around the world. The company envisions to provide high quality, affordable and innovative solutions in medicine and treatment to patients and they consider themselves to be responsible corporate citizens driven by high ethical standards in their practices.



## CSR

Cadila pharmaceuticals envisions CSR as a reflection of its business activity- to help the society at large by providing affordable medicines. The Founder’s personal experience influenced philanthropy in the company and he established the Kaka Ba Trust in the 1970s, much before the CSR mandate under the law. Majority of the activities are conducted through a Trust or a Non-Government Organisation (NPO) and few activities are implemented directly. The company has focused its CSR activity in the area of healthcare, education, nutrition, community development and women empowerment.

### Healthcare

Cadila Pharmaceuticals has sponsored surgeries and operations to people in need through the Kaka-Ba and Kala-Budh Public Charitable Trust. Kaka-Ba hospital was established by the Trust in the remote, tribal area of Gujarat. The Trust runs a plastic surgery campaign for patients where free of cost plastic surgeries are conducted for people with physical deformities like cleft lip,

### FY 2018-19 Social Footprint

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**15,000+** people benefitted through CSR

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**3** states covered through CSR

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**INR 20.39 crore** spent as CSR

cleft palate, post burns contracture, and organ disability. The campaign met with initial resistance from people, but through awareness generation activities conducted by the Trust, people are willing to undergo plastic surgery. More than 6000 patients, since June 2008 have benefitted from this initiative.

The Trust has served as the nodal agency for State and Central government for schemes like the Mukhya Mantri Amrutam Vatsalya Yojna, Rashtriya Swasthya Bima Yojna, Rashtriya Bal Suraksha Karyakram, Additionally, they have implemented schemes like the Development of Women and Children in Rural Area, Taluka Mental Health Programme, Tuberculosis

Eradication Programme and Maharshi. A mobile application has been created for people to get one-stop information about government schemes. Mr Rajiv Modi, the Chairman and Managing Director of Cadila Pharmaceuticals is part of the Ayushman Bharat committee, set up by the government.



Medical Camp

## Educational activities

The Trust has been contributing to the Akshay Patra Foundation for providing Mid-day meals to government school children and has actively

participated in educational activities carried out through different Trusts. It has also contributed to the Mukhyamantri Kanya Kelavani Nidhi scheme, which aims to encourage girl children to enroll into schools.



*Sponsorship of Mid Day Meals of 10800 Childran*

## Environmental Sustainability

Cadila pharmaceuticals are practising several environmental sustainability initiatives, some of which include replacing Compact Fluorescent Lamps (CFL) with LED lights, installing auto valve control system in hot water system. As part of their water conservation efforts, it has a rainwater harvesting system in the plants and wastewater is used for gardening after

treatment which also makes the facility compliant to zero liquid discharge. The company has also planted trees across at its Dholka site.

# Cipla Limited

Established in 1935, Cipla is a global pharmaceutical company focused on agile and sustainable growth, complex generics, and deepening portfolio in our home markets of India, South Africa, North America, and key regulated and emerging markets.

The company's 46 manufacturing sites around the world produce 50+ dosage forms and 1,500+ products using cutting-edge technology platforms to cater to our 80+ markets.

For over eight decades, making a difference to patients has inspired every aspect of Cipla's work. Its paradigm-changing offer of a triple anti-retroviral therapy in HIV/AIDS at less than a dollar a day in Africa in 2001 is widely acknowledged as having contributed to bringing inclusiveness, accessibility and affordability to the centre of the HIV movement.



Cipla is at the forefront of the fight against COVID-19, providing a spectrum of treatment including remdesivir, tocilizumab and favipiravir in addition to other complementary therapies. Cipla's Government collaborations, strategic global partnerships and endeavours with industry association further illustrates the solidarity efforts towards saving millions of lives impacted by the pandemic.

Cipla's humanitarian approach to healthcare in pursuit of its purpose of 'Caring for Life' and deep-rooted community links wherever it is present, making it a partner of choice to global health bodies, peers and all stakeholders.

## Strategic CSR initiatives

Cipla has a rich legacy of undertaking philanthropic activities long before the introduction of mandatory CSR through the Cipla Foundation.

Cipla's credo of 'Caring for Life' has inspired CSR activities to take this philosophy further into the communities, Cipla Foundation serves, to create a world of hope and possibilities – a world where every life can maximise its full potential.

Cipla's CSR approach exemplifies transformational philanthropy, which begins by direct demonstration of a robust service delivery model in an area of high need, collaborates with like minded partners to scale up the proof of concept, invests in the ecosystem through

### FY 2018-19 Social Footprint

**12** states  
covered

**4700** patients reached out  
through the Palliative  
Care and Training Facility and  
**3,900+** sessions of home  
visits for holistic care

**INR 33.42 crore**  
pent as CSR in 2018-19

research and advocacy and eventually catalyses sustainable and long-term impact by working

with governments to influence policy.



## Palliative Care and Training Centre

Established in 1997 with the help of leading experts from across the world, Cipla’s Palliative Care and Training Facility aims to provide the best quality responsive care to patients and their families at any stage of treatment. Identifying the unmet need for palliative care in India, Cipla pioneered the initiative, which has provided free-of-cost palliative care to more than 15,500 end of life patients over 22 years through in 50 bedded-facility, out-patient clinics in hospitals, and at-home services. In addition to the patient, the facility offers support to families and

caregivers who remain invisible yet face a lot of emotional and financial stress. To promote palliative care across the country, the Foundation has also partnered with leading national and international agencies such as the Government of Maharashtra, All India Institute of Medical Sciences (AIIMS), Tata Memorial Hospital, End of Life Nursing Education Consortium. Through these partnerships, the Foundation aims to integrate palliative care needs in the country’s health care systems and augment capacities to deliver the same.



## Respiratory Health

The Global Burden of Disease for India has highlighted that COPD (Chronic Pulmonary Obstructive Disease) carries the second highest burden of disease in India<sup>73</sup> and it needs more focus and attention in the country. The respiratory initiatives within Cipla is a well-planned strategy that leverages Cipla’s knowledge, acumen and research expertise to address a critical healthcare concern in India and also align itself with NCD initiatives of Govt of India. Cipla Foundation is implementing an initiative in partnership with Ambuja Cement Foundation (ACF) to provide preventive and curative services in Chandrapur district on a pilot basis. This partnership aims to bring the required knowledge and expertise to the front-line health workers who can suspect and screen early-stage symptoms and create awareness on risk factors around COPD/Asthma.

The programme will also provide further linkages and health care services for chronic obstructive airborne diseases in partnership with Govt. Medical College, Chandrapur by establishing a centre of excellence.



## Creation of Shared Value

Cipla Foundation has started a professional skill development programme in Baddi University, Himachal Pradesh. The programme provides a unique opportunity for students from financially challenging backgrounds, who are first

generation learners, to pursue a four-year Bachelor of Science degree in Pharmacy and simultaneously undergo on-the-job training. Cipla has used its industry experience and insights to co-create the course curriculum and



73. Lancet. (2018). The States of India: the Global Burden of Disease Study 1990-2016". Available at [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30409-1/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30409-1/fulltext)

pedagogy. This initiative aims to address the existing gap of skilled manpower in the pharma industry by not only equipping students with theoretical knowledge but also providing them with hands-on training that are attuned to the

needs of the industry. The first batch of 20 graduate students of the programme were gainfully employed including employment at Cipla.

## Environmental sustainability

Cipla believes in living by the ethos of contributing towards a greener environment and sustainable value creation. As a responsible

corporate citizen, it is committed to managing operations in a manner that reduces environmental footprint.

### • Energy Management

Managing energy use is a critical aspect for Cipla. Its strategy for energy management is based on a two-step approach - reducing energy consumption by increasing efficiencies and enhancing the proportion of renewable sources in the total energy mix.

### • Greenhouse Gas Emission

Cipla is conscious of the impact that Greenhouse Gas (GHG) emissions pose to the environment. Accordingly, it has aligned its priorities to the global goals and national agenda for reducing GHG emission.

### • Water Management

The company has undertaken various initiatives in FY 18-19 to reduce its water consumption. Some examples include:

- 1) Steam condensate recovery reused for boiler feed water.
- 2) Cooling water from jacketed production vessels is reused for cooling tower.
- 3) Rain water harvesting.
- 4) Recirculation of the compression machine vacuum pump water.
- 5) Enhanced awareness at sites through displays on water conservation & training.

### • Wastewater Management

As part of wastewater management, the company's API manufacturing sites (except Patalganga) are zero liquid discharge sites. At Patalganga, part of the fully treated wastewater is discharged to CETP (Common Effluent Treatment Plant) under obligation of discharge in-line with the agreement.

### • Waste Management

The company focuses on reducing waste at source and find ways to maximise recycling. A considerable portion of the waste generated in the pharmaceutical industry is classified as hazardous waste. Its handles and disposes the waste in an environmentally responsible way, and in compliance with applicable regulations.



***“For 2 years, Ira was taken care of by the Cipla Palliative Care & Training Centre team both at the Centre and at our home. Each member of the team from the doctors, nurses, medical social workers to the volunteers was there for us - answering our calls at odd hours, supporting us with advice, medication, heartfelt conversations and more.”***

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**Pratima Mehta**, Ira's mother (Patient)

***“Our CSR initiatives are inspired by our purpose of Caring for Life. Creating a world of hope and possibilities, Cipla Foundation has been serving the communities through its initiatives in health, skilling, education and disaster response. Caring is in our DNA and we begin each day at Cipla with renewed vigor focused on our commitment for Caring for Life.”***

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**Samina Hamied**, Executive Vice-Chairperson, Cipla Limited.

# Dr. Reddy's Laboratories

Founded in 1984 by Dr. K Anji Reddy, Dr. Reddy's Laboratories has evolved into a pioneer in the pharmaceutical space. Driven by the conviction 'Good Health Can't Wait' and the principles of Empathy and Dynamism, Dr. Reddy's is committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products - Dr. Reddy's offers a portfolio of products and services.



The company's major therapeutic areas of focus are gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology. Dr. Reddy's is present in 38 countries and operates in markets across the globe.

## CSR

Beyond 'Good Health', the company is driven by the larger purpose towards the Community. Dr. Reddy's continue to deliver several community initiatives under its Corporate Social Responsibility (CSR) in partnership with multiple NPOs and foundations. While the CSR programs primarily focus in the areas of Education, Skilling and Livelihood, and Healthcare. Healthcare forms an integral aspect of CSR. The company addresses healthcare related concern through direct intervention at village and school level; and training and developing Allied Healthcare Professionals.

## Community Health Intervention Programme (CHIP) maternal and neonatal health.

CHIP is designed to deliver primary and preventive care at the doorsteps of a large segment of Andhra Pradesh's rural population, which does not have adequate awareness or access to safe and reliable healthcare. In FY19,

### FY 2018-19 Social Footprint

**More than 0.3 million**  
people impacted by  
CSR programs

**13** states  
impacted by CSR

**INR 26.16 crore**  
spent towards CSR

CHIP was implemented in total 145 villages in Srikakulam and Vizianagaram districts of Andhra Pradesh and Nalgonda District of Telangana, benefitting a population of more than 2 lakh individuals. The project is implemented in partnership with NICE Foundation and supported by the District Health Authorities.

The programme focuses on the delivery of primary healthcare, maternal and neo natal healthcare, and the appropriate dissemination of health related information through Fixed Day Health Services, where a mobile clinic visits villages on fixed days; home based treatment delivered to bed-ridden and geriatric patients and women with high risk pregnancies; participatory group discussions focusing on health education in the community; health awareness sessions in schools; and programmes focusing on maternal and neonatal health. CHIP's efforts have resulted in improvement in the overall health behaviours in the community.

Importantly, the financial and the disease burden on the families as well as the villages has reduced due to early diagnosis and timely remediation. CHIP team observed fewer hospital visits and improved adherence to treatment courses and medicine intake, resulting in higher and faster recovery rates. The participatory discussions have resulted in notable change in the health knowledge, attitudes, and practices of the community. Focused and persistent efforts in area of maternal and neonatal health have resulted in reduction in neonatal and maternal mortality rate, increase in the institutional deliveries and safe motherhood.



*CHIP fisherman community IEC*

## Other healthcare initiatives

In addition to CHIP, the High Quality Health Care Skilling programme is implemented in partnership with Dr. Reddy's Foundation, and focusses on developing the capacities of Allied Health Professionals by providing high quality

training. Further, the Kallam Anji Reddy Vocational Junior College offers three vocational courses in the healthcare sector namely, Medical Lab Technician, Multi-Purpose Health Workers and Pharma Technology. The School Improvement Programme, implemented in partnership with Dr. Reddy's Foundation, focuses on physical and emotional well-being of school students through the School Health Programme.

***“I went through a lot of suffering, I was facing many health problems, trouble with my head, body, gastric issues... that’s when I heard about the ambulance visiting the village and giving free medicines to the needy. Thanks to the team, my health problems have been cleared. Not only mine, but many people’s health concerns have been addressed. People from all three villages thank them for their service.”***

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### **Beneficiary**

***“Giving back to society should be people’s way of life as it helps bridge some of the social and economic gaps in the community we serve. Carrying forward the philanthropic legacy of our Founder, Dr. Anji Reddy, and continuing to foster the spirit of giving in Dr. Reddy’s as well as through our Foundation, gives me immense satisfaction.”***

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**Satish Reddy**, Chairman, Dr. Reddy’s Laboratories Limited

# Emcure Pharmaceuticals Ltd.

Emcure was established in 1981 with prime focus on Research and Development (R&D), manufacturing and marketing of pharmaceutical products. The company manufactures various dosage forms like solid orals, injectable and Active Pharmaceutical Ingredients (APIs). It has a global presence in both emerging and regulated markets like Middle East, North America, Europe, Commonwealth of Independent States and Latin American regions.



## CSR

Emcure has been undertaking corporate social responsibility prior to the mandate under the law. CSR at Emcure has evolved from a cheque-book writing approach to a more collaborative process with NPOs and beneficiaries. Through its CSR, the company emphasises on building a higher level of sensitivity and empathy among its employees by engaging them in activities like volunteering in NPOs to conduct science experiments with children, organising exhibitions at their office to promote handmade products made by children with special needs.

**FY 2018-19  
Social Footprint**

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**2** states covered through CSR

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**INR 6.19 crore** spent as CSR

## Health

Under health, the company has adopted three to four schools in Pune and conducts routine health camps which includes health check-ups and awareness sessions on general hygiene. This activity is conducted in collaboration with two hospitals in Pune and if any case requires further treatment, the same is referred to the hospital. An ambulance with a doctor and a medical dispensary are taken to three hutment areas and medicines are dispersed based on the needs of the community. Additionally, the

company has conducted anemia and diabetic eradication programs facilitated by doctors. The program has screened more around two lakh people in the FY 2018-19



## Education

Under education, Emcure has conducted a number of initiatives to improve access and quality of education, Emcure has collaborated with Modern College, Pune where it sponsors 95 per cent of the fees for students from marginal communities - 28 students in the science stream have been sponsored in the FY 2018-19. It has also donated science equipment, pottery machine and conducted health check-ups to an NPO called Punarutthan Samarasta Gurukulam

that provides residential schooling to children from economically weaker sections of the society and schools in Khadki, Kurkumbh, Jammu. The employees have volunteered their time to teach science experiments to student residents. As part of the company's initiative to encourage children to continue schooling, the company donates school bags to children every year in the month of July. Also sponsored three kids under RTE in Riverside School, Ahmedabad and two Fellows in Teach For India Foundation.



## Environmental Sustainability

Emcure undertakes several environmental sustainability practices to conserve energy and water. The company has installed variable frequency drive in its Air Handling Units, this allows the motors to work in variable speed, thereby conserving energy. Energy efficient chillers along with online cleaning procedures are installed. Normal lights are replaced by LED lights and roof top solar panels with the capacity 313 kw are installed at sites. Furnace oil boilers have been replaced by briquette boilers, which are manufactured from bagasse- a residue of sugarcane after the sugar extraction. Emcure's waste management practices include segregating waste into hazardous and non-hazardous waste at source. Non-hazardous

waste like e-waste, metal scrap and glass wares are recycled through an authorised vendor and hazardous waste is disposed to a government authorized facility.

Under water conservation, the company has a rainwater harvesting system in place that collects surface water and recharges into water charging wells. There are 16 water charging wells in the company premises. Additionally, the company has made provision for sewage treatment plant, effluent treatment plant and ensured its plants are zero-liquid discharge. On an average the company recycles 38 per cent of the water and utilises it for cooling tower and boilers.

***“Emcure strives towards meaningful and measurable social impact and our endeavor has been to make a difference in people’s life wherever we get associated in our CSR activity.”***

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**Pradeep Vaishnav**, President – Global HR

***“We are grateful to the authorities of Emcure Pharma for the financial assistance they have been providing to our needy students. Without this financial assistance the higher education of hundreds of our needy students would have been stopped. We once again salute to the social awareness and generosity of the authorities of Emcure Pharma.”***

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**Dr. Rajendra S Zunjarrao**, Principal, Modern College of Arts, Science and Commerce

# Glenmark Pharmaceuticals Ltd.

**Glenmark Pharmaceuticals Limited (GPL) is primarily focused on building a global generic, specialty and OTC business in therapy areas of Dermatology, Respiratory and Oncology. It continues to have a strong regional/country-specific presence in other therapeutic areas like diabetes, cardiovascular and oral contraceptives. Over the years, it has built a global platform with frontend sales and marketing capabilities, large distribution capabilities in key therapy areas and adds to the revenues in large numbers. GPL continues to notch up product approvals in the world's biggest generics markets. It has pushed the specialty portfolio closer to commercialisation and steadily invests**



**in developing a robust portfolio of innovative, differentiated and value-added products for unmet medical needs.**

**Following the reorganising of our business, GPL operates as the parent company while the other two entities - Glenmark Life Sciences Ltd and Ichnos Sciences will be wholly-owned subsidiaries of GPL.**

## CSR

Glenmark's CSR consists in large part of community programs with a focus on improvement of child health and improving accessibility of healthcare facilities to the most underserved and vulnerable sections of the society. Other focus areas include promotion of swimming as a sport in India and enabling inclusive development of the society through sustainable livelihoods and promotion of education. As part of its global employee volunteering initiative, 'Glenmark Joy of Giving', employees across the globe devote their time and efforts to contribute to these and other social initiatives. Glenmark also promotes access to medicine through donations to remotely located regions.

### FY 2018-19 Social Footprint

**1.43 million**

lives touched through child health interventions

**7** states receiving CSR support

**INR 31.15 crore** spent as CSR

## Child Health Programmes

Themed around 'Healthier Children, Healthier World', Glenmark Foundation works towards improving child health and has undertaken several community programs focussed towards reducing infant and child mortality among vulnerable population groups. Interventions are focused on adolescents, newly married, pregnant mothers, new-borns and children up to the age of five. The approach involves staying with the woman from the time she is married to when her child is of five years of age, and interventions are staged at each crucial phase of a child and mother's life.

The focus for Glenmark Foundation has been on reducing malnutrition and undernutrition, increasing immunisation, and inculcating better sanitation and hygiene practices.

In collaboration with NPO partners, Glenmark conducts various training workshops and

capacity building of front line workers, medical officers, paramedics, local governing body members and care-givers. Home visits are conducted to monitor malnourished children, and counsel pregnant and lactating women. The 'Model Anganwadis' and 'Community Crèches' were set up to ensure supplementary nutrition and regular immunisation of children. Backyard nutrition gardens and poultry initiatives are designed to promote direct intake of micronutrients in malnourished children. Community health libraries are set up to encourage reading on appropriate health related practices that have been receiving positive response from supported communities. The 'Health on Wheels for Children' program in remote areas helps to bridge the gap between the villages and available medical infrastructure. Finally, a free mobile based health advisory voice messaging service for pregnant women and lactating mothers was launched along with NPO partners.



Sikkim Health check up\_ Mother3

***“We are grateful to Glenmark and spandan for supporting grain bank in our village. We remember days when we didn't have grains at home this bank was our support. We women are still managing it.”***

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**Nani Bai Kalakram and Sumati Sankar, village Ambada, MP**

***“I started receiving the mMitra voice calls from the third month of my pregnancy. I listened to the calls related to the diet to be taken during pregnancy. At the same time, I got to know about iron and folic acid supplementation, the danger signs during pregnancy and care to be taken in such conditions. Also the tests to be conducted during pregnancy. I was very happy to receive the calls and these are very useful calls for any pregnant women. It should be given to all pregnant women so that they would also get benefitted from it.”***

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**Nilofar Azim Shaikh, 21 years, Aurangabad**

## Environmental Sustainability

Glenmark recognises the gravity of the rising environmental concerns and are conscious of the company's environmental footprint.

Recognising this, the core of the company's sustainability strategy is to minimise consumption of natural resources while maximising productivity by leveraging cutting edge technologies.

It has rolled out initiatives to reduce carbon emissions and mitigate the impact of carbon emitted. Its approach to managing carbon emissions encompasses shifting to renewable energy, creating carbon sinks through tree plantation and enhancing energy efficiency. The company has witnessed a 5.8 per cent in its specific energy consumption this year compared to the previous reporting. Also three per cent of its electrical energy is derived from renewable sources. More than 30 initiatives were rolled out across manufacturing facilities in India that deploy clean technological interventions to enhance energy efficiency.

The company is committed to conserve water to ensure it can be channelised to the people who need it the most. Various initiatives are rolled out to ensure the conservation of water such as Rainwater harvesting to collect and use / recharge ground water, Effluent treatment / recycling plants, High-pressure water cleaning system and condensate recovery system.

At Glenmark managing waste effectively is very important and is strictly abided by all the rules and regulations around waste management. The waste management strategy encompasses

initiatives like prolonging the lifespan of products such as electronics by ensuring judicious use and regular maintenance, recycling, packaging waste minimisation and innovative waste disposal strategies such as co-processing. In 2018-19 reporting period 119 MT of hazardous waste has been co-processed. To help the company progressively evolve its EHS practices, EHS management systems is adopted based on the Deming cycle of plan do check act (PDCA) and have adopted ISO 14001:2015 & OHSAS 18001:2007 / ISO 45001:2018 standards. Glenmark has 11 ISO certified plants (79 per cent of our facilities) and 10 OHSAS certified plants (71 per cent of our facilities).

***“The goal of achieving sustainability is inherent in our motto of enriching lives, and is a continual process encompassing all our operations, stakeholders, communities and the planet at large. Glenmark is proud to be featured for the second consecutive time in the Dow Jones Sustainability Index which is one of the most respected and widely accepted sustainability benchmarks globally. As a responsible corporate citizen, we are cognisant of our ability, means and influence to drive a positive change in the society at large. Creating a healthier and happier world is our key mission, which we steadfastly strive to achieve through our Corporate Social Responsibility (CSR) interventions. These well-established CSR programmes enable us to magnify our reach in the communities we are a part of globally.”***

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**Mr. Glenn Saldhana, Chairman & Managing Director**

# Intas Pharmaceuticals Ltd.

Established in year 1976, Intas is a vertically integrated global pharmaceutical formulation development, manufacturing, and marketing company. The company has a global presence in more than 85 countries through its sales, marketing and distribution infrastructure in North America, Europe, Central and Latin America, Asia-Pacific including CIS and MENA countries.



## CSR

The CSR activities at Intas was started much before the mandate under the law and has primarily focussed on healthcare. Intas aims to complement its accessible and efficacious products for societal and ecological welfare through its CSR activities.

### Healthcare

Intas pharma has invested in lesser-known disease areas, which are otherwise underserved by CSR. One such focus has been increasing awareness and providing support for patients with thalassemia and hemophilia. It has collaborated with an NPO that has done extensive work in this area through awareness activities and free screening facilities to help identify thalassemia among the population. In the year FY 2018-19, 7000 to 10,000 students were reached through the program.

Under the company’s Medical Treatment Assistance Program (MTAP) it has supported surgeries for children suffering from congenital heart disease (CHD) and Cancer patients from

### FY 2018-19 Social Footprint

#### Pan-India

coverage through  
CSR

**90,000** lives  
touched through  
CSR

**INR 6.7 crore**  
spent as CSR

financially challenging backgrounds for advanced treatment and blood support. It has catered to infrastructural needs of charitable hospitals, government hospitals in both urban and rural areas by providing them mobile vans, mobile x-ray machines and medical equipment. With advanced technology, children with retinopathies of prematurity - a preventable

blindness prevalent among newborn are screened and surgeries conducted. The company has also supported modernisation and upgradation of blood transfusion centers to benefit 30-40,000 patients. In FY 2018-19, 30

cancer patients were supported under the MTAP, 15 children supported for heart surgeries and 3600 children were screened for retinopathies and 40 were referred for surgery.



*Thalassemia Screening*

## Environment

As part of CSR, the company has done extensive work in the area of environment by supporting initiatives of Ahmedabad Municipal Corporation (AMC). It has contributed 3000 trees that are planted in public spaces across the city. The

company has provided three composting machines to AMC which converts Municipal Solid Waste into organic compost, the 6500 tonnes of organic waste generated annually is used in public gardens. Additionally, water reservoirs were constructed within the vicinity of the manufacturing units in Sikkim.



*Plantation2*

## Education

Under education, the company has supported the re-enrolment of 100 drop-out children and provided them with quality education, uniform and books, the activity is implemented through charitable organisation working in 16 states of India. Identifying the high drop-out rate among female students, the company rolled out the Girl

Child Education Scholarship program that enables 360 girls from socially and economically challenging backgrounds to continue schooling. Additionally, the company has collaborated with the Gujarat Education Department and carried out an enrollment drive in 45 villages of Valia, Ankleshwar blocks and distributed school kits to 1500 children.



*School kits*

## Environmental Sustainability

The company has undertaken several environmental sustainability efforts to mitigate the negative impact of its business operations on the environment. It follows zero liquid discharge by operating effluent treatment plant followed by Reverse Osmosis (RO) and Multi-Effect Evaporators (MEE), a wastewater management system in place that segregates all effluents into high Chemical Oxygen Demand (COD) and low COD

effluent and both COD effluents are being treated adequately. The treated water is reused for cooling towers and sewage water is treated at the Sewage Treatment Plant (STP). An external agency is monitoring the air quality and noise level. The company also has a rainwater harvesting system that recharges and conserves groundwater.

***“Intas is committed to promote sustainable development models under CSR to create lasting impact on environment and society.”***

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**Nimish Chudgar**

***“I am a 21-year-old Thalassemia Major taking blood from Prathama Blood Centre from my childhood at 15-20 days interval. The blood components are safe and for free of cost without replacement. I completed my studies and joined my father’s business now. I thank Prathama for saving my life.”***

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**Nirav Ladhania**

# I Ipcalaboratories Ltd.

**Incorporated in 1949, Ipcal manufactures over 350 formulations and 80 Active Pharmaceutical Ingredients (APIs) for various therapeutic segments. Ipcal identifies itself as an evolving brand that is modern, dynamic and quality-driven. It has global healthcare partners in over 120 countries in diverse markets like Africa, Asia, Australia, Europe, and the US.**



## CSR

Ipcal implements its CSR activities through Prabhat Foundation, a registered charitable Trust, established by Ipcal in 1991. The Trust aims to improve the lives of under-privileged sections of the society and contributes towards their betterment in areas like healthcare, education, vocational training, and public safety, and sustainable communities etc. The company tried to engage its external stakeholders - including healthcare professionals, investors, customers, non-governmental organisations, and suppliers in this endeavour.

## Healthcare

A range of welfare programmes in the area of health and medical assistance were carried out in the year 2018-2019. Financial assistance for treatment was provided to patients suffering from cancer and heart and kidney ailments. The company facilitated the provision of quality and accessible health care through infrastructure support to hospitals and health facilities, including dialysis machine to Rotary Club of Mumbai, free distribution of medicines to hospitals etc. Health camps were conducted in government

### FY 2018-19 Social Footprint

Around **2000**  
reached people through CSR

**8** states covered  
through CSR

**INR 7.79 crore**  
spent as CSR

schools and shelter homes to detect basic medical issues such as nutritional deficiencies and educate children on the importance of a healthy lifestyle. As part of its healthcare focus, Ipcal also supported NPOs such as National Society for Blind, Shanti Daan etc. that work with people with disabilities.

## Education

The company focuses on enabling access to education in disadvantaged communities as a means to empowering children. Its activities can be divided into three broad categories –

- Infrastructure support to anganwadis and schools around its operations in Ratlam and Indore in Madhya Pradesh, Mahad in Maharashtra and Silvassa
- Material support to children from various government schools, including books, stationary, uniforms etc.
- Scholarships to meritorious students for pursuing further education and vocational training.
- Skill development of underprivileged children and organising their placement in retail and digital/software segment.



Through all its CSR activities, Ipcas emphasises building a higher level of sensitivity and empathy among its employees by engaging them in activities such as blood donation, organising exhibitions at corporate offices to promote handmade products made by prisoners, tying up with NPOs such as Goonj for clothes donation and encouraging employees to volunteer with local schools.



## Environmental Sustainability

Ipca is constantly striving to utilise alternative sources of energy in its operations. It is in the process of setting up a 1.4 mw captive solar electricity generation project at Solapur in Maharashtra. Their other efforts towards consuming alternative sources of energy include wind power, replacing coal with agricultural

waste briquettes for boilers and ensuring water conservation through a reduction in consumption and recycling existing water. All manufacturing plants are compliant with the permissible limits of air emissions and solid hazardous waste generation.

***“We believe that business should be profitable and beneficial to the society. We conduct our business ethically in a socially responsible manner. We are committed to protect the environment and provide safe working conditions of our work place. We believe in safeguarding human rights and supporting communities and culture within which we work.”***

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**Senior representative of the company**

***“Our parents could not afford training on software courses. However we feel privileged to be supported by Ipca alongwith Raj Foundation for being chosen to undergo training on software courses thereby giving us employment opportunities which in turn will support our families.”***

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**Beneficiaries of the CSR programme**

# J.B Chemicals & Pharmaceuticals Ltd

**J.B Chemicals & Pharmaceuticals Ltd. (JBCPL) was established in 1976 with the aim of manufacturing affordable products, including medicines, to improve the lives of people across the globe. The company envisions to become one of the leading global generic manufacturers of quality pharmaceutical products by excelling in the fields of research and manufacturing. JBCPL has a presence in**



**22 major therapeutic groups with 108 brands in the domestic market.**

## CSR mission

The company's vision to improve lives is reflected in their corporate social responsibility (CSR) activities. While the promoters had engaged in philanthropic activities much before the introduction of mandatory CSR, the Act has

helped to structure these activities around two key focus areas - health and education. The company adopts a needs-based approach, which responds to support requests brought forward by credible and reputed NPOs.

## Flagship project

The Jayaben Mody Hospital at Ankleshwar, is a testament to their social contribution. Established in 1986, the hospital has grown from a small dispensary of 25-beds to a 140-bed multi-specialty hospital. The hospital was built and run by the promoters to this day to serve the medical needs of the underserved people in

the tribal belt of South Gujarat. Through a highly subsidised model, the hospital offers quality healthcare to people in need. In 2016-17, the hospital catered to approximately 88,500 individuals through OPD and another 7700 patients through in-patient care.

## Providing infrastructure support for healthcare

Additionally, every year, the company supports several other hospitals and diagnostic centers in Gujarat and Mumbai with funds to procure updated machines and equipment such as dialysis machines, 2D Echo machines etc.

Responding to local government's needs, the company also helped in constructing a wellness centre and a primary health centre, at Nani Daman.

## Making treatment more affordable

A core objective of CSR in healthcare is to reduce treatment cost for economically individuals by subsidising treatment and surgeries for kidney, heart and knee issues, which typically are expensive and can push families into poverty. It has constituted a 'Poor Patient Fund', the

interest from which is used to help poor hospital patients in Bharuch and Ankleshwar. Last year, it also supported awareness the relatively new issue of skin donation through the National Burns Centre at Navi Mumbai.

## Education projects

Expanding beyond healthcare, the company's CSR philosophy emphasises the importance of good quality education to all. As part of a 3-year commitment, the company contributed to Ashoka University for scholarships to poor

students at undergraduate/post graduate level. It also set up Anganwadi centres in rural areas of Bharuch and Ankleshwar to promote early childhood care and education.



## Environmental Sustainability

The company regularly takes initiatives to use energy efficient devices and equipment to optimise on the use of power, including, using high thermal efficiency boiler with waste heat recovery, efficient chillers to reduce power consumption by 25 per cent and the usage of Soil Bio Technology (SBT) for waste water treatment. All API and formulation plants are zero-discharge plants wherein waste water

generated at manufacturing facilities is re-used in cooling towers and boilers after treatment. Further, hazardous waste having calorific value is sent for co-processing to cement kilns and the same is used in place of fossil fuel in cement industry. Besides the above, the company is contemplating purchase of solar power on long term basis, and use of briquette fired boiler in place of gas.

# Lupin Ltd.

Lupin was founded in 1968 with the purpose of establishing itself as an innovation-led, transnational pharmaceutical company. Lupin's values of integrity, teamwork, passion for excellence, entrepreneurial spirit, and customer focus have led to a strong global presence, with manufacturing facilities spread across India, Japan, the USA, Mexico and Brazil. Lupin is committed to transforming the



pharmaceutical industry to find novel ways of utilising technology and research to develop high-quality and affordable medicines.

## CSR

### Lupin Foundation: A Distinct CSR Initiative

Lupin Human Welfare & Research Foundation (LHWRF) is an independent entity promoted by Lupin, formed in 1988, decades before CSR became mandatory. It brings to life the vision and philanthropic commitment of its founder, Dr. Desh Bandhu Gupta. Built on more than three decades of practice in leading CSR work in rural India, LHWRF has now attained a position from where it can offer models of CSR practices for wider replication.

### Lupin Foundation: A Distinct CSR Initiative

Developing efficient, feasible and sustainable models for development practice, which can be replicable widely through collaboration and partnership, remains the main intent of LHWRF.

### FY 2018-19 Social Footprint

**2.8 million** people reached through CSR programs

**9** states impacted by CSR

**INR 37.95 crore** spent as CSR

## Areas of Operation

Currently, LHWRF has a presence in 5431 villages located in 77 blocks of 23 districts spread across nine states in India. The Foundation operates through its 20 centers namely, Alwar, Dholpur and Bharatpur in Rajasthan; Nagpur, Tarapur, Aurangabad, Dhule, Nandurbar, Pune and

Sindhudurg in Maharashtra; Mandideep, Dhar and Vidisha in Madhya Pradesh; Rishikesh in Uttarakhand; Dhargal in Goa; Dabhasha and Ankleshwar in Gujarat; Suchetgarh in Jammu; Vizag in Andhra Pradesh and East Sikkim in Sikkim. This wide outreach enables LHWRF to have appropriate scale and cross-learning between its centers.

## The distinctiveness of the Lupin Foundation

- It is a prime mover in the CSR space as can be seen from the fact that it is the first CSR foundation to publish a **GRI Sustainability report** with third party assurance. This exemplifies its commitment to sustainability, disclosure and accountability.
- Another example of being a prime mover is the adoption of the new framework of empowerment that aims at uplifting people over the standard of living based on **'empowerment line'**, which is well above the standard **'poverty line'**.
- LHWRF is involved in direct implementation without any third-party agency.
- LHWRF runs its CSR programs in areas whose populations rank low on the Human Development Index, despite the company not having any manufacturing operations or offices in such areas.
- NITI Aayog has identified 117 backward districts on the basis of six indicators (Health & Nutrition, Education, Agriculture & Water Resources, Financial Inclusion, Skill Development and Basic Infrastructure). LHWRF has partnered with NITI Aayog and is involved in improving these 6 indicators in 3 districts, viz. Vidisha, Dholpur and Nandurbar.



## Bee-keeping: A Gamechanger

LHWRF has proven expertise in identifying latent potential in districts and enabling them to realise it, thereby leading to sustainable development. For example, Lupin is considered a torchbearer in the Bharatpur district of Rajasthan for introducing bee-keeping as a means of rural livelihood in the region. While the

region is an export hub for honey today and has emerged as the second-largest honey producing district in India (with a production of 2770 tonnes per year), it did not produce any honey prior to 1995. Since its introduction by Lupin, beekeeping has become a massive programme in the district and employs nearly 3200 families. The foundation's efforts in this area have received numerous state and national level awards.

## Economic Upgradation

Over the last three decades, more than 200,000 families were lifted out of poverty by systematic income enhancement programs managed by LHRWF. This was achieved by targeted interventions in agriculture and animal husbandry sectors. In the livestock sector, dairies, poultries, goat farms and fisheries were

set up in large numbers, significantly triggering rural incomes. Other means of economic upgradation include skill development leading to livelihood generation. Various livelihood enhancement programs are also run across multiple districts. Establishing location-specific livelihood hubs such as stone handicrafts, etc. has helped establish a replicable model.

### Health: Bringing Quality Health Services to the Doorstep of Rural Folk

The Lupin Foundation complements government efforts to reduce Infant Mortality Rate (IMR) and Maternal Mortality Ratio (MMR) in its adopted areas. It is an implementing partner of the Integrated Child Development Scheme (ICDS) in one block. LHRWF has signed a Memorandum of Understanding with the Government of Rajasthan's Women and Child Development Department to adopt 114 Anganwadi Centres situated in five districts across Rajasthan. LHRWF has further developed 12 Community Health Centres (CHCs) and 27 Public Health Centres (PHCs) as models, which cast a radiating effect on the health infrastructure of the state. LHRWF has installed 13 Neonatal Respirators in Bharatpur district, saving thousands of lives. Bharatpur has become the first district in Rajasthan to install Neonatal Respirators in all its hospitals including Primary and Community Health Centres having more than 1000 birth cases in a year.

### Dhule Model

In Dhule, significant investment provided directly by the Dr. Desh Bandhu Gupta family over the last decade has helped shape the district into a model district. Consequently, close to 100,000 families were lifted out of poverty in this district through multiple targeted interventions.



## Women empowerment

Empowerment of women through creation of Self Help Groups has been a key focus area of LHWRF. The foundation's work has been appreciated and NABARD conferred a special award for it. Apart from economic

empowerment through the SHG movement, which is only a stepping stone, women have discovered their voice and confidence in districts like Dhule.

## Education

In the education sector, all the schools in Dhule district were provided e-learning and it has

significantly improved the learning levels of students and their attendance.

## Water resource development and conservation

One of the most appreciated works of the Dhule program is its River Rejuvenation model. It involved construction of check dams and deepening of riverbeds. Under this initiative, 163 km of riverbeds of seven rivers and streams were treated with 223 check dams benefitting 11,857 families by increasing 15,787 acres of area under Irrigation across 78 villages. The

Foundation provides a comprehensive package of practices to farmers that cover the entire farming process from water harvesting to optimum utilisation of water to crop productivity. About 1,39,70,008 cubic meters of water have been conserved in the last three years cumulatively.

## Immediate and comprehensive response to COVID-19 and Lockdown

Amid the unparalleled calamity of COVID-19, LHWRF with the support of Lupin rose to the occasion instantly. LHWRF provided protective gear, equipment, medical supplies and other essentials on a huge scale to frontline workers, corona warriors and the needy and thus equipped them to fight the battle effectively. When migrants were on the way back to their villages, LHWRF provided food, grains, medical supplies, shelter and other support to them covering all key highway routes. As the lockdown relaxed, the foundation has focused on

livelihood rehabilitation for migrants and the rural poor.



***“We are one of the privileged few that have the fundamentals in place to shape a better future for society, to make the world healthier and happier. To build a better tomorrow. We embrace this not as a responsibility but as an obligation.”***

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**Dr. Desh Bandhu Gupta Founder Chairman 1938-2017**

***“If one company using its corporate acumen could graduate an anonymous district to national status with international revenue implications, imagine what 50 corporates could do for the country's poor if they got their hands into the rural bucket.”***

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**Mudar Patherya in *Mumbai Mirror* on the bee keeping program of Lupin Foundation**

# Mankind Pharma Ltd.

Incorporated in 1991, Mankind Pharma envisions to be a global pharmaceutical company, which is widely recognised for its affordability, quality and accessibility of products. Mankind has a presence in 34 countries with more than 10 over the counter products. In line with the company’s vision to provide quality products at affordable prices, the CSR vision endeavours to



provide the best services to the society with the commitment “we are there to care”.

## CSR

Mankind’s CSR objective is to achieve the Sustainable Development Goals (SDGs) by integrating economic, environmental and social imperatives that recognise the interests of all its stakeholders.

Through its CSR, the company is involved in issues related to healthcare, education, and social welfare. The company works for communities around its operations as well as other areas in need.

**FY 2018-19**  
**Social Footprint**

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**5** states covered through CSR

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**INR 13.59 crore** as spent as CSR



Free Dispensary in Village

Under healthcare, the company generally provides infrastructure support to healthcare facilities and hospitals. It also focuses on awareness generation on various health issues such as communicable diseases, hygiene, bone mineral deficiency, first aid in medical emergency, drug abuse, homelessness and the environment.

Under education, it has been involved in promoting technical education and skills, especially in life sciences, an area of strategic importance to the pharma sector.

Through CSR, Mankind has also responded national calls to action and contributed to

certain government priorities Swachh Bharat Khosh, Clean Ganga Fund and the Prime Minister's National Relief Fund.

The company promotes and builds partnership with NPOs, trusts and foundations and other charitable organisations to implement their CSR activities. Their contributions have varied across India which includes New Delhi, Nagpur, Himachal Pradesh, Lucknow, Mumbai and Haryana. The CSR activities have targeted people in all age groups from children, families and the elderly and implemented these in both urban and rural settings.

## Environmental Sustainability

Mankind is actively working to save energy & environment. The company has initiated many projects as part of environmental conservation efforts like cleaner fuels such as agro based briquettes, solar power. Three of the company's factories uses agro based briquettes as a fuel in boiler, two of its factories are certified for ISO 14001 (Environment Management System) and OHSAS 18001 (Occupational Health and Safety Management Systems). Additionally, rain water harvesting, full-fledged waste water treatment

plants, zero waste water discharges, roof top solar panels are installed along with ensuring hazardous waste generated from factories are disposed at an authorised treatment facility. Efforts are made to reuse plastic waste, cartons and recycle contaminated containers. An in-house solvent recycling plant is setup to reduce dependency on fresh solvent and treated waste water is recycled for non-drinking purposes like washing and gardening.

***“Mankind has always focused on helping needy & under-privileged by extending free medical care & does a lot for upliftment of the people”***

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**Local resident (Paonta Sahib)**

***“Employees are the major beneficiaries who have witnessed the difference post implementing Environmental Conservation initiatives in the organisation. Employees are assertive & feel motivated, many of them have started saving Water & Energy personally as well. This positive impact encourages us furthermore to initiate many such activities.”***

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**Mr. Farhat Umar - Senior Vice President & Head - HR**

# Micro Labs Ltd.

Micro Labs was established in 1973 with a vision to manufacture medicines of highest standards and market it at affordable prices across the globe. In pursuance of their vision, the group has a global presence in over 40 countries with ground level operations in 15 countries. Driven by the belief of providing high quality services across value chain, engaging in ethical business practices and respecting



**MICRO LABS LIMITED**

people, the same beliefs are reflected in the company's CSR activities which was started even before the mandate under the law.

## CSR

Micro Lab's CSR objective is to make a worthwhile contribution to the society by introducing new and advanced medicines in the market at affordable prices. Similar to the company's business values their CSR efforts strive to place people at centre and aims to establish benevolence and trust in the society. Through its CSR, the company is involved in issues related to healthcare, education, and social welfare. The company works implements its CSR activities pan-india on a need basis.

Under healthcare, the company has supported infrastructure facilities at hospitals, financial support for patients suffering from severe ailments provided health care and rehabilitation services. Its activities in healthcare is not limited to a type of disease but focusses on range of health issue from arthritis and immunology to mental health.

In the area of education, Micro Labs has sponsored scholarship for under-privileged children, provided foundational training and scholarship to meritorious students coming from financially disadvantaged backgrounds.

## FY 2018-19 Social Footprint

**INR 10.23 crore**  
spent as CSR

The company has contributed to disaster relief funds for flood rehabilitation in Karnataka. It has also supplied its products that are pre-qualified by the World Health Organisation (WHO) to international agencies like the United Nations Children's Emergency Fund (UNICEF), the Gates Foundation, Clinton Foundation, Global Fund and United Nations Programme on HIV and AIDS which funds other global medical programmes.



# NATCO Pharma Ltd.

NATCO Pharma was established in 1981 with the mission of 'making specialty medicines accessible to all'. The company engages in research, manufacturing and marketing of Finished Dosage Formulations (FDF) and Active Pharmaceutical Ingredients (API). They have a strong business presence in over 40 countries including India, the USA, various countries in the Southeast Asia, Brazil and Canada.



NATCO's emphasis on quality and research has led them to develop niche pharma products in line with market requirements and patient needs which helps them stay ahead of the curve.

## CSR

NATCO's CSR is conducted through NATCO Trust, which was established in 1995, much before the mandated CSR under the Companies Act. The Trust envisions to facilitate self-sustained development among communities by providing necessary support and service that enables a long-standing impact. The majority of CSR activities are conducted in the vicinity of the business operations.

### Health

NATCO Trust has conducted extensive work in the area of community healthcare by providing infrastructural support, service delivery and conducting activities that aims to bring behavioral change in the community.

### Infrastructure

NATCO Digital Primary Health Centre (NDPHC) was established by the company in Rangareddy district of Telangana and NDPHC has treated over 28000 patients in 27 villages in Telangana in the same year. The company has also supported

### FY 2018-19 Social Footprint

**Over 0.1 million**  
people reached through  
CSR programs

**Pan-India CSR,**  
concentrated in Telangana  
and Andhra Pradesh

**INR 11.6 crore**  
spent as CSR

through product donations and necessary infrastructure in major government hospitals in Hyderabad and Guntur. Expanding its geographical focus beyond the company's business operations, the Trust has also funded a hematology block at King Edward Memorial Hospital in Mumbai.

## Service delivery support

NATCO has established Mobile Health Clinics with the aim to enable access to primary healthcare in the remote parts of the community. In FY 2018-19, Mobile Health Clinics

have catered to over 28000 people from 27 villages of Rangareddy and Nalagonda districts of Telangana.

## Behavior change communication

Identifying the need to improve nutritional status among children, pregnant and lactating mothers, NATCO Trust has established 33 nutritional centres in 23 villages in Telangana. Additionally, it has conducted awareness programmes on nutritious foods and distributed

vegetable seeds to families in order to promote the concept of kitchen gardens and bring forth a healthy behavioral change in families. Annually, more than 400 women and 200 children are benefited in 25 villages through this outreach program.

## Education

NATCO Trust has contributed to improving the educational outcomes of children in areas around their business operations. The Trust supports over 40 government schools in five districts of Telangana and Andhra Pradesh by strengthening infrastructure, enabling skilled teachers and introducing innovative teaching methodology and curriculum that ensures retention of children in schools.

The Trust's interventions in government schools impacted 14,000 children in FY 2018-19. These interventions have seen a large degree of success: 96 per cent of the students in NATCO supported Government high schools have passed the Secondary School Certificate (SSC) examination, a state level examination conducted at the end of 10<sup>th</sup> grade.



## Environmental Sustainability

NATCO has invested in several initiatives which are environmentally friendly such as water conservation, rainwater harvesting and waste management. It also has a mechanism in most of its plants that helps convert non-process waste to compostable material.

The company has placed special emphasis on using renewable energy. In Telangana, Andhra Pradesh and Tamil Nadu, renewable energy sources through wind/solar power plants are used. For example, the solar power plant at the company's API facility at Mekaguda meets around 34 per cent of its energy requirement

while the wind power plant at the API facility in Chennai meets around 95 per cent of its energy requirement.

Currently, 24 per cent of the energy is met through renewable energy. The company has set a stated goal to ensure that at least 50 per cent of energy consumption of NATCO comes from renewable sources in the next few years. Energy management through renewable sources is a key priority for the company and are constantly on the lookout to reduce energy consumption in its operations.

### Quote from alumni of Natco High School (NHS), Rangapur which completes 25 years in 2020

***“NHS focuses on ensuring that its students learn both communication and leadership. As the students are mostly from underprivileged backgrounds, this helps in the upliftment of the entire family. The school has given me courage to voice my opinions and strive to achieve the best.”***

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**Sukruti Boyapalli**, Lecturer in English at Vardhaman College

***“CSR is as much nation building as business is. We look at it from a two-pronged approach – we have development on one side which includes job and industry creation. On the other side, we have social development in terms of education, health and sources of livelihood which is the most holistic way to go about nation building. CSR is central to us and our identity.”***

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**Ms Swathi Kantamani** – Head, Natco Trust

# Sun Pharmaceutical Industries Ltd.

Sun Pharma was established in 1983 with the vision of reaching people and touching lives globally as a leading provider of valued medicines. The company embodies the values of trust, consistency, reliability, quality and innovation. Sun Pharma’s global presence is supported by more than 40 manufacturing facilities across 6 continents and is the fourth largest specialty generic pharmaceutical company in the world. The company



provides affordable medicines in more than 100 countries worldwide.

## CSR

Sun Pharma’s CSR mission seeks to leverage the company’s expertise and networks to address the needs of the underserved communities and catalyze overall development. The company adopts a strategic approach keeping in mind the larger sustainability agenda. The company has its CSR presence across India with more focus on geographical locations closer to the plants.

### Malaria Elimination Demonstration Project

The mission is reflected in the flagship Malaria Elimination Demonstration Project (MEDP), implemented through a public-private partnership between Indian Council of Medical Research, Government of Madhya Pradesh and the Foundation for Disease Elimination and Control, Sun Pharma’s non-profit entity. The project partners with the district staff working on the malaria programme to demonstrate strategies to eliminate the disease through existing health systems, mobile-based

**FY 2018-19**  
**Social Footprint**

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**6.50 million**  
 people benefitted

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**12**  
 states impacted by  
 CSR activities

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**INR 24.19**  
 crore spent as CSR

surveillance systems and treat cases as per the National Vector Borne Disease Control Program guidelines. The project is being implemented in 1233 villages of Mandala district in Madhya Pradesh, which is considered among the top five high burden malaria states. The initiative contributes towards progress on Swachh Bharat Abhiyaan goals as well. Till 2018, the project has trained 25 malaria field co-ordinators and 235

village malaria workers. 1,054,905 residents were tracked on a weekly basis for fever and nearly 56,967 patients were tested for the disease. Out of this sample, 215 patients were detected with

malaria and 213 patients were successfully treated, with the remaining two patients unavailable for treatment. MEDP has received the Mahatma Award for Social Good 2019.



## ***Awareness Camps and Access to Medical Care***

The Mobile Healthcare Unit is an initiative by Sun Pharma which delivers primary healthcare services in the vicinity of the company's plant locations. Sun Pharma operates 13 Mobile Healthcare Units which provide primary healthcare and reproductive child health services to the host communities. The project is

implemented through Sun Pharma Community Healthcare Society (SPCHS). Health awareness camps are conducted in partnership with the local governing body to raise awareness on hygiene practices, adolescent health, malnutrition, healthy diet and communicable and non-communicable diseases.



## Infrastructural support

The company provides infrastructural support for water and sanitation activities along with education initiatives. Provision of drinking water facilities and construction of toilets were undertaken in parts of Gujarat, Punjab, Maharashtra, Dadra and Nagar Haveli, Tamil Nadu and Sikkim. Under the Model School Development programme, rural schools in Tamil

Nadu, Gujarat and Sikkim were provided with infrastructural support. In partnership with Swades Foundation, under the Swades Model Village Development Project, six blocks of Raigad district in Maharashtra were provided with livelihood enhancement support, provision of toilets and clean drinking water, scholarships for students, and eye vision surgeries.

## Environmental Sustainability

Sun Pharma is continuously taking efforts to make their business environmentally sustainable. Zero Liquid Discharge facilities are installed at plants. The company implements a host of energy conservation efforts. Few examples include CFL lamps being replaced with LED bulbs, usage of condensate water in boiler, energy efficient equipment such as air handling

unit, variable speed drive that provides a large power reduction when compared to a fixed drive. Systematic waste management processes like solvent recovery systems to recycle recovered solvents, recycling of waste materials and minimising waste production at source. Additionally, partial power is utilised from wind and solar energy.

***“As we belong to poor family we can’t afford expensive treatment. In addition, village is so interior it takes much time to reach the government hospital. Sun Pharma has been a boon to the needy and poor like us.”***

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**Rajamma**

***“Sun Pharma strongly believes in sustainable development and is committed in promoting activities that reflect the needs of local communities and society at large.”***

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**Dr. A H Khan, Sr. Vice-President (Corporate Relations & CSR)**

# Torrent Pharmaceuticals Ltd.

Torrent Pharmaceuticals was founded in 1959 with a mission to create happiness for all. Torrent Pharma believes in and strives to build on its values of integrity, passion for excellence, participative decision-making, concern for society & environment, fairness with care and transparency. The company has an extensive domestic network and a widespread global presence in over 40 countries. Torrent Pharma is committed



towards “not just healthcare but lifecare.” and strongly believes that the sustainability of any business is directly related to the well-being and development of the society in which it is embedded.

## CSR

Though the company has a long-standing tradition of philanthropy to improve the lives of those in need, with a particular focus on the areas surrounding Torrent’s areas of operation, these efforts have expanded since the introduction of the CSR mandate. The company’s CSR activities encompass community healthcare, sanitation and hygiene, education and knowledge enhancement and social care & concern.

### Reach Each Child (REACH)

REACH is a Child Health Centric initiative mainly directed at the prevention of child health issues through proactive grassroot interventions and providing corresponding diagnostic and treatment facilities to children across India, with a special focus on Gujarat.

The REACH programme’s mandate is aligned to Torrent Group’s focus on producing a wide range of quality medicines. The approach for

### FY 2018-19 Social Footprint

**58,000** children reached through the REACH programme

**372** villages covered through the CSR programme

**INR 26.45 crore** spent as CSR

REACH was based in part on insights collected through a consultation involving child health experts from across the globe, in which participants share and discuss perspectives on the conditions of child health facilities in India and other countries.

## The programme consists of the following main components:

- **Shaishav**, consists of grassroots interventions such as pediatric health camps and check-ups and follow-up consultations conducted through mobile outpatient departments. These interventions are aimed at establishing baseline health status for children aged six months to six years in rural villages, and providing specialised support and services to specific cases as needed. The initiative has impacted more than 58,000 underserved children (in the age group of six months to six years), across 372 villages. More than 90 per cent of the children were cured of their anaemic condition and around 79 per cent of children were brought out of severe malnourishment.
- **Jatan** encompasses all greenfield action, procuring and operationalising crucial medical facilities and infrastructure, daycares, pediatric health centres, and pediatric care hospitals are built and upgraded in areas with low levels of access to medical care, 1,47,000+ Jatan OPDs carried out.
- **Muskaan** includes other allied initiatives for the cause. Some examples include widespread awareness programs and the establishment of childcare development centres and counselling centres for adolescents. The programme has helped gradual eradication of physiological and social taboos and increased confidence and self-esteem amongst the adolescent girls.
- **Rangtarang** is an integrated medical complex built adjacent to SUGEN Power Plant, near Surat. '**Rangtarang**' houses '**Balsangam**', a new 150 bed paediatric hospital and '**Sumangal**', a multispeciality day care clinic for all. Everyday more than 400 beneficiaries, otherwise deprived of access to good medical facilities, from around 500+ surrounding villages avail benefit of free-of-cost medical facilities.



*Balsangam – New 150 Bed Paediatric Hospital*

- Torrent's employees play a crucial role in the implementation of the program, volunteering their time and expertise to better the health of the community.

## EDUCATION & KNOWLEDGE ENHANCEMENT

**Shiksha Setu:** The Teaching and Learning program conducted through UNM Foundation completed the third year of Phase II. This program covers 13 schools located near Sugan, Chhatral, Chhapi, Memadpur and Ahmedabad locations having 4,600+ students and 150+ teachers of 3rd to 8th standards. Focus in the year 2018-19 continued to be on enhancing learning levels of students through academic workshops and technology based education tools provided in the schools. About 4,600 students from 3rd to 8th standard (including 13 program schools and 7 control schools) participated in technology based learning

assessment and achieved 21% YoY improvement in learning levels compared to previous year's result. Based on the result analysis, gaps in concepts and skills were identified and continuous inputs were provided to teachers and students. 1,037 academic sessions were carried out on different topics for 150+ teachers on strengthening academic concepts. Additionally focused intervention through remedial tools was carried out to improve basic skills in Language & Mathematics of academically weak students and bring them at par with others.

## SOCIAL CARE & CONCERN

**Development and Maintenance of Public Parks:** The Torrent Group along with one of India's best known landscape design firms, developed a detailed process that is an exemplar on how public projects should be undertaken and embarked upon. Six other firms in Ahmedabad have joined hands under LEAF (Landscape Environment and Advancement Foundation) to undertake this work. After visiting many parks in Ahmedabad, 15 parks with differing sizes, which were equally distributed in Ahmedabad, were chosen for development. During the year, 6 parks measuring approx. 33,000 Sq. mt (under Phase I) have been fully developed by the Torrent Group

and are opened for public use. The design of the other parks of Phase II is in Progress.

**National Cancer Institute:** The Company contributed to Dr. Abaji Thatte Seva Aur Anusandhan Sanstha, Nagpur to establish laboratory sciences department and to procure 1 mobile cancer detection unit complete with CR, Mammography X-Ray, with necessary furniture and other medical equipment. Dr. Abaji Thatte Seva Aur Anusandhan Sanstha is a registered charitable trust established in 1996 focuses on alleviating suffering of people with various medical illnesses.

# Unichem Laboratories Ltd.

Established in 1944, Unichem is committed to deliver better health through its unique blend of modern, value-added research and in-depth industry knowledge. Inspired by its values of integrity, collaboration, and execution excellence, and driven by mission, the company has established several research and manufacturing facilities across the country. Its unique



approach has also led the company to have a global presence in the US, Canada, Brazil, Ireland, United Kingdom, countries in Africa and Asia.

## CSR

Unichem began conducting philanthropic activities well before the CSR mandate came into law. While the company through its business is committed to improving the health of general public at large, its CSR activities are conducted around the plant locations focusing on improving the health, sanitation facilities and education of economically backward communities. It strives to involve its employees in volunteering efforts to support these initiatives.

## Health

The company conducts multiple health initiatives for communities surrounding its plants. In the past year, these have included health checkup and awareness programmes at Pilerne village and Saligao village in Goa. The initiative was executed in collaboration with Voluntary Health Association of Goa and pediatricians, dermatologists, ophthalmologists and dentists from the Goa Medical College were asked to volunteer to provide a comprehensive health check-up. Approximately 2,100 students were covered under this activity.

### FY 2018-19 Social Footprint

**5** states covered  
through CSR

**6000+** benefitted  
from CSR

**INR 1.57Cr**  
spent as CSR

Healthcare initiatives have also been implemented in other parts of the country. Through the Adiwasi Unnati Mandal, the company has supported health checkups, distribution of first-aid boxes, eyecare, and treatment of diseases such as leprosy in Maharashtra's Thane district. Unichem has also supported infrastructural facilities in the government hospital at Pithampur in Madhya Pradesh with the aim to provide better quality health services and infrastructure to patients.

## Sanitation

Aligning with the national priorities under the Swachh Bharat Abhiyan, Unichem has built multiple sanitation units in Kolhapur, Goa, Baddi and Ghaziabad. It has constructed toilets in schools in rural areas of Kolhapur, commercial markets in a village in Goa and modular toilets

in and around Baddi. The toilets are strategically located at densely populated areas so as to reach as many people as possible. These facilities have been estimated to benefit around 1,200 people.

## Educational Initiatives

Under education, Unichem has conducted a number of initiatives to improve access and quality of education. The company has provided scholarships to 40 aspiring pharma students from financially challenging backgrounds, an area of strategic importance to the pharma

sector, as well as improved facilities in government schools in Baddi (Himachal Pradesh), Roha (Maharashtra), Ghaziabad (Uttar Pradesh), and multiple parts of Goa. Interventions include renovating existing infrastructure and donating laptops.



## Environmental Sustainability

As part of its environmental sustainability efforts, Unichem strives to save energy and conserve natural resources. Its Active Pharmaceutical Ingredients (API) plants have online effluent monitoring equipment that ensures the effluent levels in discharged water is within the regulatory levels. It has also received ISO 14001:2004 certification for implementing international standards in its environmental management system and ISO 45001 for Health and Safety Management. Other environmental

sustainability efforts include replacing conventional lights with LED lights, ensuring rain water harvesting, re-using water rejected by Reverse Osmosis (RO) in washrooms, and using solar energy for street lighting. Variable Frequency Drive (VFD) is also installed in air compressor condenser water pumps to optimise the compressor discharge pressure. Hazardous waste co-processing is implemented to ensure environment friendly disposal of hazardous waste.

# | Wockhardt

**Wockhardt was established in early 1960s with the vision to shape tomorrow through innovation, leadership, empathy and novel healthcare. The company has vast international expertise in manufacturing biopharmaceutical formulations and Active Pharmaceutical Ingredients (API) across India, the US and Europe. Wockhardt's constant emphasis on innovation has helped them receive 228 patents and the company was awarded the Patents award for the 'Maximum**



**number of Patent Filings and Grants from India' by the Government of India. Wockhardt's CSR activities are conducted through Wockhardt Foundation whose primary aim is to build communities and enable them to become self-sufficient and sustainable.**

## CSR

'Every smile counts' is the simple philosophy that governs Wockhardt Foundation. This belief is deeply reflected in the holistic work the foundation is doing as part of their rural development programme under the Government of India's Adarsh Gram Yojana.

Villages are adopted as part of this programme with focus on specific areas like literacy, primary healthcare, sanitation, employment, water security and purity, electrification and cleanliness.

## Adarsh Gram Yojana

Wockhardt Foundation started working under the programme in 2015 with the aim to provide a range of services from improving basic infrastructure like drinking water facilities and construction of toilets to raising awareness on solid waste management in rural India. Staying true to their commitment of ensuring self-sustainable communities, the foundation has imparted training on usage of computer, improving communication skills in English and entrepreneurship development for members of Self Help Groups. Under the same programme healthcare services is provided in rural India through the Mobile 1000 programme where

mobile health vans equipped with medicines and certified doctors raise awareness, undertake diagnosis and provide referral to patients.

A unique aspect of the programme is community participation that allows villagers take ownership of the development projects. The foundation's 'Satat Jal' programme is designed to provide a platform for villagers to participate in expanding the capacity of the percolation tank near the community well. They have also lent their support in de-silting and renovating existing water structures including water conservation structures.

The project has provided drinking water to nine villages covering around 3000 households and this has resulted in women being spared from walking long distances in search of waters.

The above programmes are implemented through a Village Development Plan which was prepared through Village Micro Planning Process that included participation of village gram panchayats.



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# List of Abbreviations

1	A.P	Andhra Pradesh
2	ADCR	Awareness, Diagnosis, Cure, Referral
3	AMC	Ahmedabad Municipal Corporation
4	AMR	Anti-microbial Resistance
5	API	Active Pharmaceutical Ingredients
6	ASHA	Accredited Social Health Activist
7	BCG	Bacillus Calmette–Guérin
8	BMO	Block Medical Officer
9	CFL	Compact Fluorescent Lamps
10	CHD	Congenital Heart Disease
11	CHIP	Community Health Intervention Programme
12	COD	Chemical Oxygen Demand
13	COPD	Chronic Obstructive Pulmonary Disease
14	CPCB	Central Pollution Control Board
15	CSR	Corporate social responsibility
16	DALYs	Disability Adjusted Life Years
17	DTP	Diphtheria, Tetanus, and Pertussis
18	ETPs	Effluent Treatment Plants
19	EU	European Union
20	FDF	Finished Dosage Formulations
21	FSSAI	Food Safety and Standards Authority of India
22	FY	Financial Year
23	GCS	Gujarat Cancer Society
24	GDP	Gross Domestic Product
25	GHG	Green House Gas
26	GoI	Government of India
27	GPL	Glenmark Pharmaceuticals Limited
28	ICDS	Integrated Child Development Scheme
29	ICMR	Indian Council for Medical Research
30	IGD	Institute for Global Development
31	IPA	Indian Pharmaceutical Alliance

32	ISO	International Organization for Standardisation
33	LED	Light Emitting Diode
34	LHWRF	Lupin Human Welfare & Research Foundation
35	MEDP	Malaria Elimination Demonstration Proje
36	MEE	Multi-Effect Evaporators
37	MHUs	Mobile Health Units
38	MMR	Maternal Mortality Ratio
39	MMUs	Mobile Medical Units
40	MoEF&CC	Ministry of Environment, Forest and Climate Change
41	MTAP	Medical Treatment Assistance Program
42	NCDs	Non-communicable Diseases
43	NHM	National Health Mission
44	NPCB	National Program for Control of Blindness
45	NPOs	Non-profit Organisations
46	PHCs	Primary Health Centres
47	PM CARES	Prime Minister 's Citizen Assistance and Relief in Emergency Situations Fund
48	PPA	Power Purchase Agreement
49	PPE	Personal Protective Equipment
50	R&D	Research and Development
51	RDTs	Rapid Diagnostics Tests
52	REACH	Reach Each Child
53	RMNCH+A	Reproductive, Maternal, New-born Child plus Adolescent
54	RO	Reverse Osmosis
55	SDGs	Sustainable Development Goals
56	SSP	Semi-synthetic Penicillin
57	STPs	Sewage Treatment Plants
58	TB	Tuberculosis
59	UHC	Universal Health Coverage
60	USD	United States Dollar
61	VFD	Variable Frequency Drive
62	WASH	Water, Sanitation and Hygiene
63	WBCSD	World Business Council for Sustainable Development
64	WHO	World Health Organisation
65	ZLD	Zero-liquid Discharge



**Address:** A-205, Sangam Building 14B, S V Road,  
Santacruz West, Mumbai 400 054, India.

**O:** +91 22 2610 9281  
**F:** +91 22 2610 9282

[ipa-india.org](http://ipa-india.org)