

Good Health  
And Well-being



Zero Hunger



Clean Water  
And Sanitation



Sustainable Cities  
And Communities



Climate Action

# COMMITMENT TO WELLBEING OF PEOPLE & PLANET



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**COMMITTED TO WELLBEING**

Preserving People & Planet Is A Constant Process,  
And It Has To Be Achieved Through Commitment, Relentless Awareness,  
Advocacy & Actions.







-  **GOOD HEALTH**
-  **GOOD FOOD**
-  **GOOD AIR**
-  **GOOD WATER**
-  **GOOD LIFESTYLE**





## 2 ZERO HUNGER

## 3 GOOD HEALTH & WELLBEING



## 6 CLEAN WATER AND SANITATION

## 11 SUSTAINABLE CITIES AND COMMUNITIES



## 13 CLIMATE ACTION

### PHILOSOPHY

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IHW Council's advocacy goals are aligned with the UN global agenda of Sustainable Development for all. We work to ensure **good health, good food, good water, good air and good lifestyle** to ensure a better world for all.

# TABLE OF CONTENTS

## FROM THE CEO'S DESK

## FROM THE APEX ADVISORY DESK

## ABOUT THE IHW COUNCIL

## YOUR INSPIRING WORDS MATTERS

## STATE OF HEALTH & ENVIRONMENT IN INDIA

## INTEGRATED JOURNEY OF HEALTH & WELLBEING

## GOAL 2: ZERO HUNGER

## GOAL 3: GOOD HEALTH & WELLBEING

### TARGET 3.1 AND 3.2: BY 2030

REDUCE THE GLOBAL MATERNAL MORTALITY RATIO TO LESS THAN 70 PER 100,000 LIVE BIRTHS

### TARGET 3.3: BY 2030

END THE EPIDEMICS OF AIDS, TUBERCULOSIS, MALARIA AND NEGLECTED TROPICAL DISEASES AND COMBAT HEPATITIS, WATER-BORNE DISEASES AND OTHER COMMUNICABLE DISEASES

### TARGET 3.4:

INTEGRATED JOURNEY OF HEALTH AND WELLBEING BY 2030, REDUCE BY ONE THIRD PREMATURE MORTALITY FROM NON-COMMUNICABLE DISEASES THROUGH PREVENTION AND TREATMENT AND PROMOTE MENTAL HEALTH AND WELLBEING

### TARGET 3.5:

STRENGTHEN THE PREVENTION AND TREATMENT OF SUBSTANCE ABUSE, INCLUDING NARCOTIC DRUG ABUSE AND HARMFUL USE OF ALCOHOL

### TARGET 3.6:

WELLBEING BY 2020, HALVE THE NUMBER OF GLOBAL DEATHS AND INJURIES FROM ROAD TRAFFIC ACCIDENT

### TARGET 3.7: BY 2030

ENSURE UNIVERSAL ACCESS TO SEXUAL & REPRODUCTIVE HEALTH-CARE SERVICES, INCLUDING FOR FAMILY PLANNING, INFORMATION AND EDUCATION, & THE INTEGRATION OF REPRODUCTIVE HEALTH INTO NATIONAL STRATEGIES & PROGRAMMES

### TARGET 3.8:

JOURNEY OF HEALTH & WELLBEING ACHIEVE UNIVERSAL HEALTH COVERAGE, INCLUDING FINANCIAL RISK PROTECTION, ACCESS TO QUALITY ESSENTIAL HEALTH-CARE SERVICES & ACCESS TO SAFE, EFFECTIVE, QUALITY AND AFFORDABLE ESSENTIAL MEDICINES AND VACCINES FOR ALL

### TARGET 3.9: BY 2030

SUBSTANTIALLY REDUCE THE NUMBER OF DEATHS AND ILLNESSES FROM HAZARDOUS CHEMICALS AND AIR, WATER AND SOIL POLLUTION AND CONTAMINATION.

## GOAL 6: CLEAN WATER AND SANITATION

## GOAL 11: SUSTAINABLE CITIES & COMMUNITIES

## GOAL 13: CLIMATE ACTION

## RESEARCH & REPORTS

## COLLECTIVE ENGAGEMENT & IMPACT

## DIGITAL FOOTPRINTS 2023-24

## IHW COUNCIL'S COMMITMENT DURING COVID-19 PANDEMIC

## INITIATIVE PARTNERS



## From the **CEO DESK**



**Kamal Narayan**

CEO, Integrated Health & Wellbeing Council

### **The Journey of the Integrated Health & Wellbeing**

**Council** Marking a decade of transformative work, the journey of the Integrated Health & Wellbeing (IHW) Council has been deeply inspired by the UN's global agenda of adopting a holistic approach to the Sustainable Development Goals (SDGs). Over these 10 years, it has been a profound learning experience while actively working towards improving the health & lifestyle of people globally. I feel immense pride in leading the IHW Council's efforts to address 9 out of the 17 SDGs through its comprehensive Hi5 Health Awareness, Advocacy, and Action Agenda. Anchored in the principles of sustainability, our campaigns focus on Good Health, Good Food, Good Water, Good Air, and Good Lifestyle, creating meaningful and measurable impacts.

Our decade-long journey has been shaped by collaborations with diverse stakeholders, including grassroots organizations, global leaders, ministries and government bodies, policymakers in health, environment, and education, medical technology innovators, infrastructure providers, researchers, academia, professionals, and influencers. Together, we have fostered critical conversations and driven actionable change at the intersection of health and sustainability, ensuring the wellbeing of both people and the planet.

Sustainability lies at the heart of our mission. Over the years, we have prioritized integrating sustainable practices into all facets of wellbeing, addressing the urgent need for healthier environments alongside healthier lives. With the support of our esteemed advisors, jury members, domain experts, governments, private enterprises, the pharmaceutical sector, and social organizations, we have successfully championed initiatives that encourage societies to adopt eco-conscious behaviors and promote holistic healthcare systems.

Looking ahead, the IHW Council remains steadfast in its commitment to breaking boundaries, fostering innovation, and exploring new opportunities to create a robust advocacy platform. Our vision is to generate a profound and lasting impact among global communities, steering them toward achieving a sustainable and healthier planet for all. As we reflect on this remarkable 10-year milestone, we renew our pledge to continue driving change, inspiring collective action, and building a future where health and sustainability are deeply interwoven into the fabric of everyday life.



## From the **APEX** ADVISOR'S DESK

Developing countries require access to quality healthcare, which is the building block of a health, happy and prosperous nation and societies. While healthcare in countries buckled under massive pressure, it was realized that civil society's participation can work wonders towards addressing the urgent healthcare need of the people. Despite three decades of rapid development, India is also host to the world's fastest growing inequality of income and access to health and education. In such a scenario it becomes everyone's responsibility to play a vital role in ensuring the health and wellbeing needs of fellow citizens.

The pandemic emphasised that only government along with health care systems cannot ensure good health for all but good health and environment ought to be the duty of each one of us.

Owing to the wide gamut that it encompasses health cannot be the responsibility of a select few. It is with this line of thought that the IHW Council started its journey and have successfully created large scale awareness around important matters related to women and child health, non-communicable diseases, environmental concerns and climate action and government health initiatives.

Civil society initiatives can go a long way in tackling the attitudinal and behavioural challenges in physical and mental health and thus play a lasting impact towards achievement of sustainable development goals, a process already derailed by the pandemic

The Council has been relentlessly working towards not only creating awareness on critical issues of health but also bringing all stakeholders together to achieve the aim of affordable and accessible health care for all. From ensuring community participation, to in initiating co-ordination between the public and private sectors for structural and institutional reforms in India's health sector, the IHW Council has been playing a significant role in shifting the discourse around health in the country and make it more action oriented, participatory and inclusive.



**Dr. Bobby John**

Global Health Advocate, Editor, Journal  
Of Development Policy And Practice

## From the **APEX** ADVISOR'S DESK



### **Prof. Sanjiv Kumar**

Chairperson, Indian Academy of Public Health & Member, Governing Board, NIHFW, MoHFW, Government of India

Let me take this opportunity to congratulate the IHW Council for the commendable work that it has been undertaking, driving grassroots awareness on health and environment. The last two years has ushered unprecedented changes in healthcare sector, throwing opportunities and challenges, simultaneously. The pandemic necessitated a shift towards patient-centric approach as well as digital interventions in seeking healthcare. Both the changes are imperative towards making healthcare more inclusive, accessible, responsive, efficient and cost effective. During the pandemic, the government worked towards – engaging and empowering patients and communities, strengthening governance and accountability, decided to reorient the model of care, coordinating services within and across sectors eventually to create an enabling environment. With this approach, India handled the pandemic much better than most other countries including resource-rich countries.

The same approach needs to be replicated as a sustainable model of healthcare specially in a country as vivid and populated as India. The new approaches to healthcare systems need to be more patient - centric and participatory thus engagement of all sections need to be sought.

Government support to strengthen pharmaceutical systems by infusion of science and technology became a top priority to achieve public health and no government, academia, research organisation, or private health provider can do it alone and need the support of each other for making the health care infrastructure a success. Public private partnership plays a crucial role in bringing about significant changes in the development interventions.

India's renewed movement to engage people's participation and political leadership in ensuring health for all well as preventive healthcare and sanitation began with the ambitious health coverage programme under the Ayushman Bharat Yojana and the Swachh Bharat Mission (SBM). The time is ripe to keep up the momentum around health initiatives, in terms of awareness creation, advocacy drives, research and data and most importantly at the implementation level. Identifying and addressing gaps by engaging multi stakeholders is a prerequisite to achieve resilient health system with a strengthened capacity to be prepared to effectively respond to the public health crises.

## From the **APEX ADVISOR'S DESK**

The various initiatives of the IHW Council made sure that the importance of sound health and wellbeing should not be neglected even during the chaos created by the pandemic. Especially maternal and child health was the focus of our various endeavours in the midst of the Covid19 crisis. When the whole world paused during the pandemic, women health and wellbeing was an issue that needed constant attention. We at FOGSI, along with IHW Council created mass awareness around issues like pregnancy, contraceptives, menstrual health and hygiene, child care, nourishment, anaemia and Covid safety protocols.

We are firm believers that a nation and society's health and wellbeing is dependent on the health of the women who are the harbinger and facilitator of good health and environment for their families as societies. Therefore, women's empowerment and equal access and control over social protection and resources such as income, land, water, and technology are the key priorities. To achieve universal health coverage, direct multisectoral actions to address critical women's nutritional challenges need to be tackled. The awareness programmes and summits of the Council have already created a substantial impact and we at FOGSI are sure that they will go a long way in capacity building as well as changing society's mindset towards good health and preventive healthcare.

We need policy and community efforts to bring more women to the health centres for accessible and economically sound screenings and treatments. By committing to accelerate the availability of preventive services and scaling up advocacy initiatives to build awareness, we can ensure that no woman or girl is left behind and I am sure that the IHW Council can play a vital role in these awareness creating drives by providing platforms to all relevant stakeholders to come together.



**Dr. Hema Divakar**

Consultant ObGyn & Medical Director  
& Divakars Specialty Hospital Bengaluru



## From the **APEX** ADVISOR'S DESK



**Mr. Lov Verma**

Former Health Secretary,  
Government of India

Good health and environment are basic human right and the responsibility of all. Citizens and government should all work together for achieving the aim of health for all. The government has time and again shown its commitment to the cause and its time for citizens and civil society organisations to come forward and shoulder the responsibility to ensure the same.

As far as health is concerned, attitudinal barriers are the toughest hurdles to cross and hence awareness is the cornerstone to an improved health and a crucial challenge that is faced by every health care setting especially in a country like ours. Dispelling myths and stereotypes as well as providing relevant knowledge especially women and child health can go a long way in improving the overall health outcome of rural parts. As witnessed during the Covid19 vaccination drive, the right messaging coupled with awareness creation drives, went a long way in achieving spectacular results. I am quite sure that the work that is being currently done by organizations like IHW Council, can play a significant role in mass awareness on critical issues of health.

Given the key healthcare challenges and financing and service delivery mechanisms in India, I am of the view that to achieve universal and affordable health coverage, reform in health financing holds the key. The dream of leveraging the power of a billion people assumes significance only when the coverage is universal with no adverse selection. He emphasized that innovative and cost-effective solutions are the key to achieving the aspirations of our billion people and improve quality, efficiency and accountability of public and private health systems for the large and common benefit of the people.

We have come a long way in the way the digital health ecosystem has been growing since the outbreak of the pandemic. The time is ripe to look for the new normal in healthcare infrastructural technology. The challenge is how it will be implemented in the days to come and each and every sector has a new role to play in this transition. Multi-sectoral collaboration and a common platform for all stakeholders to come together for planning, implementation and monitoring is the need of the hour and I am sure that the IHW Council will play a positive role in the process.

## From the **APEX ADVISOR'S DESK**

Effective intervention reduces health and economic burden of Non - Communicable Diseases and requires focusing on primary prevention and promoting healthy living. Sustainable projects on health, primary prevention, building healthcare capacity, and improving access to care in the economically and socially backward classes is the most important task ahead. In context of developing countries like India, accessible and affordable healthcare is a must otherwise catastrophic health expenditures can result in pushing families back in the vicious circle of poverty.

We need to have the government take more proactive actions at the primary care level especially non communicable level like diabetes, high blood pressure and asthma which are common conditions which can be dealt with at the primary care. Early diagnosis and proper care can sustainably reduce the burden of complications that can arise from long term side effects of these diseases.

Awareness creation on conditions like diabetes and pre diabetes need to be created so that preventive care becomes the focus of healthcare. Emphasis should be on providing relevant knowledge on the underlying risk factors including unhealthy eating habits and sedentary lifestyle.

A more holistic approach to healthcare at primary level should be initiated. Instead of working in silos, we should develop a more integrated approach where all stakeholders come together for capacity building.

I would like to congratulate IHW Council for the commendable work they have been doing to ensure good health and environment.

**Best of luck for future endeavours!**



**Dr. Anil Kapur**

Chairman of the Board,  
World Diabetes Foundation, Denmark;  
Former Managing Director,  
Novo Nordisk India

## From the **APEX** ADVISOR'S DESK



### **Dr. Chandrakant Pandav**

Public Health Expert; Member,  
National Council for India Nutritional  
Challenges; Former HoD-CCM, AIIMS

Health is an important component related with human happiness and we in this country have had the practice, historically, of following the Indian system of medicine, which is about the preservation of health. Today it is all about curative care. We are losing our age-old heritage and our cultural and social way of life.

Most issues related to health are inter-dependent and social determinants such as water, sanitation, immunisation and, most importantly, behavioural change have important role to play. When it comes to behavioural change, disseminating the right kind of awareness plays a key role and civil society organisations like Integrated Health & Wellbeing Council can act as game changers in this regard.

I have always advocated the importance of partnerships between government agencies and civil society, international and bilateral agencies, NGOs, academics and universities, and the private sector. I call it the 'Panchsheel of Partnership'. Such coalitions have been instrumental in ensuring greater coordination and synergy among different stakeholders, to act as a high-level advocacy channel and to provide a platform for regular dialogue.

All of us are aware of our Prime Minister's commitment towards health and wellbeing, and the impact that initiatives like Ayushman Bharat Yojana, National Nutrition Mission and the Swachh Bharat Mission have been able to garner. All the health missions have encouraged the masses to be a part of this Jan Andolan [people's revolution] and it is critical to maintain progress to achieve sustainable development goals.

Our health system needs to get more patient - centric, we seem to excel in the practice of all medical disciplines, be it allopathy, naturopathy or homeopathy, but our physicians conspicuously lack sympathy and empathy - and that is a critical necessity. Effective communication and more importantly listening skills have to be taught to physicians.

Another important issue is to address the lack of progress in research and development around health. It is necessary to train new generation of policy and programme managers, people from diverse backgrounds should come together and work for health and environment. Multidisciplinary work needs to be supported and encouraged at universities and as well as social organizations to achieve sustainable impact. Non -government organisations can play a key role in mobilisation and participation of communities, medical professionals as well as policy makers across the country in addressing various aspects of health, environment and nutrition.

In the field of health, as in politics, the task is to do what is possible without forgetting to do what is necessary. Believing is seeing. Only when we truly believe that it is possible to do something that we begin to look for ways to do it. As the maxim has it: "If not now, when? If not here, where? If not we, who?"





**Your  
Inspiring  
Words  
Matter**





I am happy that an initiative like IHW is being organized & wish the organizers all the success in its discourse for Better Health.

**Shri Venkaiah Naidu,**  
Vice President of India

आई एच डब्लू काउन्सिल द्वारा आयोजित ग्रेटीट्यूड वीक एक सराहनीय कदम है। मैं उत्साह और समर्पण के साथ मानवता की सेवा करने वाले हर डॉक्टर को अपनी हार्दिक शुभकामनाएँ देता हूँ। मैं हमारे बहादुर डॉक्टरों को सलाम करता हूँ।

**श्री अमित शाह**  
गृह मंत्री, भारत सरकार



I congratulate the organisers and participants of IHW Summit and Awards for the initiative taken to promote Health in India.

**Shri Hamid Ansari**  
Former Vice President of India

Holistic health has always been close to my heart, and I feel fortunate to have served in this sector. I am thrilled to be part of the IHW Council's initiatives that drive meaningful change by providing a platform to discuss such crucial topics. Integrating health with sustainability is not just important; it is the need of the hour.

**Dr. Harsh Vardhan**  
Former Minister of Environment,  
Forest, and Climate Change



IHW Council is doing much needed work in Cancer Prevention and Control awareness. Community-based organisations need to be strengthened as much as media campaigns – we will need people, health experts and others to join the efforts that are important to devise risk reduction strategy; I would be happy to extend any help IHW Council needs for campaigns around health promotion and diagnosis.



**Meenakshi Lekhi**

Minister of State for External Affairs and Culture,  
Government of India



IHW Summit and Awards is an important initiative. I would like to take up the issues raised and suggestions put forth to a logical conclusion.

**Prakash Javadekar**

Former Union Minister of  
Human Resource Development,  
Government of India

I am very happy to be here out in the open among all of you for this unique event. I congratulate the IHW Council for organising International Day of Clean Air for Blue Skies – we all should pledge to keep our earth healthy and green.



**Ashwani Kumar Choubey**

Union Minister of State for Ministry of Environment,  
Forest, and Climate Change, Govt. of India



Jal Jeevan Mission is not just about providing tap water to all rural households, but also empowering and engaging the community, especially, the women in leading this mission. I would like to thank IHW Council for taking up this all-important topic as a central point of deliberation.

**Gajendra Singh Shekhawat**

Union Minister of Jal Shakti,  
Govt. of India





When we want to highlight something disastrous spreading fast, we often use the expression, 'It's spreading like cancer.' I am hopeful that with Breast Cancer Action Day, Initiated by IHW Council, we can look forward to seeing awareness and willingness to resist cancer spreading faster and wider.

**Dr. Munjpara Mahendrabhai Kalubhai**  
Minister of State for AYUSH and Women &  
Child Development, Government of India

I appreciate the efforts of the Integrated Health and Wellbeing Council in creating awareness on various issues such as Cancer, IVF, Women Health and Snakebite Prevention and Treatment.

**Dr. TAMILISAI Soundararajan**  
Governor of Telangana;  
Lt. Governor of Puducherry



I am sure the Breast Cancer Action Month programme of IHW Council will be a source of encouragement for both patients and survivors and tell them that having cancer does not mean death - people from all walks of life should join such efforts

**Dr. Najma Heptulla**  
Former Governor of Manipur

I am delighted to Participate in the Inauguration of Breast Cancer Action Day Initiative of IHW Council. Breast Cancer Prevention needs Urgent attention and i appreciate the Council for taking of this cause.

**Anandiben Patel**  
Governor of Uttar Pradesh & Hon'ble  
Governor of Madhya Pradesh



IHW Council is always at the forefront of spreading awareness on health and wellbeing issues. Mr. Kamal Narayan puts a lot of efforts to take health message to everyone and they always support govt. initiatives like Swasth Bharat, Swachh Bharat and Ayushman Bharat

**Shri Ramdas Athawale**

Hon'ble Union Minister of State for Social  
Justice & Empowerment, Government of India



I would like to congratulate the IHW Council for this unique gesture to honour the doctors and other people in the medical community who are our most dependable resource to fight this pandemic. This is also an opportunity to recognise the efforts of those working behind the scene – lab technicians, scientists, pharmaceutical companies, to mention a few. We are with IHW Council for the memorial for healthcare workers.

**Shri Shripad Yesso Naik**

Former Union Minister of State  
(Independent Charge), Ministry of AYUSH,  
Government of India

I hope that IHW Summit and Awards would continue to inspire individuals and groups to contribute effectively for radical and progressive improvements and developments in the field of health & wellness.

**Shri Oommen Chandy**

Former Chief Minister, State of Kerala



The patient-centric healthcare for all is the guiding philosophy of the Government of Maharashtra and I am sure that initiatives like the Patient First Summit by IHW Council will certainly be a catalyst in bringing all stakeholders to work towards this mission. I am pleased to extend our full support from Department of Public Health & Family Welfare, Government of Maharashtra to your upcoming event. I would also like to congratulate the Council for organising such a noteworthy event.

**PROF. DR. TANAJI SAWANT**

Hon'ble Minister, Department of Public Health  
& Family Welfare, Government of Maharashtra



# About the IHW Council

**O**ur belief and principle reflect in our mission to achieve **Good Health, Good Food, Good Water, Good Air, and Good lifestyle for all** to create a world of Gross Domestic Health & Wellbeing Progress.

The Integrated Health & Wellbeing (IHW) Council serves as a prominent advocate and catalyst for enhancing human health and overall well-being. Rooted in the foundational principles of the "High Five of Health" – encompassing Good Air, Good Water, Good Food, Good Lifestyle, and Good Healthcare for all – the Council has established itself as a leading proponent of holistic health approaches. Central to its mission is a commitment to actively contributing to 9 of the 17 Sustainable Development Goals (SDGs) outlined by the United Nations, particularly those aimed at achieving health equity and leaving no one behind.

Through its "3A" approach of Awareness, Advocacy, and Action, the IHW Council endeavours to improve the accessibility, availability, and affordability of essential elements necessary for a healthy life. This includes driving initiatives to raise awareness on critical health issues such as hygiene, sanitation, environmental quality, and nutrition. The Council fosters multilateral stakeholder engagements and seeks to innovate through various platforms, including round table discussions, spotlight sessions, summits and awareness initiatives. Since its establishment in 2014, the IHW Council has played a pivotal role in convening key stakeholders within the healthcare ecosystem, including healthcare providers, government representatives, and policymakers. Through collaborative efforts, the Council identifies and addresses challenges in creating an inclusive and accessible healthcare ecosystem for all. By leveraging its network and platforms, the Council aims to initiate discussions, share best practices, and advocate for policy regulations that promote holistic health and environmental sustainability.

Furthermore, the IHW Council firmly believes in the power of community empowerment and engagement to drive positive change. By proactively involving communities in its initiatives and events, the Council seeks to empower individuals to take charge of their health and contribute to the collective well-being of society. Through these concerted efforts, the IHW Council strives to build a healthier, happier, and more sustainable future for all.



Good Health  
And Well-being



Sustainable Cities  
And Communities



Clean Water  
And Sanitation



Zero Hunger



Climate Action





# Health & Environment in India

## Overview

**N**iti Aayog and all concerned stakeholders & policymakers from various committees of Department of Health & Family Welfare, Ministry of AYUSH, Department of Health Research, National Pharmaceutical Pricing Authority and Department of Pharmaceuticals, Indian Council of Medical Research, National Institute of Health & Family Welfare, and Public Health Foundation of India have developed three year action agenda as the first part of the larger 15 year Vision for India.

### Key Priority Areas of the Vision:

- Public and Preventive Health
- Assurance of Health Care
- Fiscal Transfers for better Health Outcomes
- Human Resources for Health
- Access to Medicines
- Health Research

- India's health spend increased to 2.5% to 3% from 1.28% of the GDP in the year 2021-22 due to COVID pandemic
- 14 per cent of India's population is under-nourished, 189.2 million people are under-nourished and 34.7 per cent of the children aged under five are stunted and 20 per cent suffer from wasting
- India is ranked 117 among 192 nations with respect to sustainable development
- Major Air pollution in urban areas, poor management of waste, growing water scarcity, falling groundwater tables, water pollution, preservation and quality of forests, biodiversity loss, and land/soil degradation are some of the major environmental issues India faces today
- As many as 256 of 700 districts have reported 'critical' or 'over-exploited' groundwater levels and 600 million people, or nearly half of India's population, face extreme water stress. Three-fourths of India's rural households do not have piped, potable water and rely on sources that pose a serious health risk
- An estimated 469 million people in India do not have regular access to essential medicines
- While 63% of primary health centres did not have an operation theatre and 29% lacked a labour room, community health centres were short of 81.5% specialists—surgeon, gynecologists and pediatricians.
- Various studies have shown the rising out-of-pocket expenditures on healthcare is pushing around 32-39 million Indians below the poverty line annually
- Heart disease (1/4 people) and stroke are the biggest killer of men and women in India
- The projected incidence of patients with cancer in India among males was 679,421 (94.1 per 100,000) and among females 712,758 (103.6 per 100,000) for the year 2020

Since the rate of deaths in the country because of communicable and non-communicable diseases is increasing, the government has introduced various programmes to aid people against these diseases, and many national level programmes to act against climate change and WASH.

In India, approximately 5.8 million people die because of diabetes, heart attack, cancer etc each year. In other words, out of every 4 Indians, 1 has a risk of dying because of a Non-Communicable disease before the age of 70.

### **Government initiatives to control climate change, WASH and improve health**

- Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A) programmes
- Rashtriya Bal Swasthya Karyakram (RBSK)
- The Rashtriya Kishor Swasthya Karyakram
- Shishu Suraksha Karyakaram
- National AIDS Control Organisation
- Revised National TB Control Programme
- National Leprosy Eradication
- Mission Indradhanush to improving coverage of immunization in the country.
- National Mental Health
- Pulse Polio
- The Pradhan Mantri Swasthya Suraksha Yojana (PMSSY)
- Rashtriya Arogya Nidhi for financial assistance to the BPL patients
- National Tobacco Control Programme
- Integrated Child Development Service
- Rashtriya Swasthya Bima Yojana
- National Digital Health Mission
- Anemia Mukht Bharat
- Swachh Bharat Mission
- National River Conservation Programme
- Green Skill Development Programme
- National Afforestation Programme
- Green India Mission
- National Coastal Management Programme
- National Mission on Himalayan Studies
- Jal Jeevan Mission





# Integrated Journey of Health & Wellbeing

**B**eginning the health advocacy Journey in line with UN Global Agenda of Holistic Approach to Sustainable Development Goals from the land of some of the most ancient alternative medicines, globally acclaimed yoga practices and generic allopathic medicines give us all the reasons and courage to take up the most passionate health & environment missions. Exorbitant number of deaths every year due to various non communicable and lifestyle diseases among people of the second most populated country , considered as the world's pharmacy , is a strong reason to commence a continuous mission of serving and making the people of this world aware of the importance of health & wellbeing in their lives. We strive to create a culture of measuring the growth of any nation by its Gross Domestic Health & Wellbeing Progress.

According to the  
World Health Organisation,  
**1.7 million**  
Indian deaths are caused by  
**heart diseases**



# Promoting Global Goals

The Integrated Health & Wellbeing (IHW) Council stands as a pioneering advocate for holistic health, aligning its mission with the United Nations' **Sustainable Development Goals (SDGs)**. By integrating health advocacy with the SDG framework, IHW Council amplifies & accelerates progress towards global sustainability through its multifaceted initiatives. The Council's core philosophy, known as the **"Hi5 of Health" – Good Health, Good Food, Good Water, Good Air, and Good Lifestyle** – embodies a comprehensive approach that mirrors the broader goals of sustainable development.

IHW Council drives progress on nine key SDGs, including **SDG 3 (Good Health & Well-being)**, **SDG 6 (Clean Water & Sanitation)**, **SDG 11 (Sustainable Cities & Communities)**, and **SDG 13 (Climate Action)**. Through strategic advocacy, awareness campaigns, & multi-sectoral engagement, the Council fosters collaboration between governments, private enterprises, global organizations, & grassroots communities. Initiatives such as the IHW Summit provide platforms for stakeholders to unite and explore solutions that ensure both health equity and environmental sustainability.

Moreover, the Sustainability Hour initiative is a key platform that bridges the gap between health & climate action, engaging stakeholders to explore sustainable healthcare practices that align with SDG 13 (Climate Action). This initiative underscores the urgent need to reduce the environmental footprint of the healthcare industry and build resilience against climate-related health risks.

Through these diverse initiatives, IHW Council continues to push the boundaries of health advocacy by aligning it with the SDGs. We are dedicated to fostering innovation, building partnerships, and driving transformative change that ensures holistic well-being for individuals & communities, contributing to a healthier & more sustainable world.



**SUSTAINABLE  
DEVELOPMENT GOALS**



A photograph of several children in a kitchen-like setting, focused on preparing food. They are using large wooden bowls and their hands. The scene is brightly lit, and the children are wearing casual clothing. The background shows other children and a green wall.

Advocating Nutritional Security

# Good Food For All

**Z**ero Hunger focuses on ending hunger, achieving food security, improving nutrition, and promoting sustainable agriculture by 2030. The IHW Council is dedicated to this mission, working tirelessly to ensure that everyone has access to sufficient, safe, and nutritious food all year round. We tackle issues of food scarcity and distribution by partnering with local communities, governments, and international bodies to create efficient and equitable food systems.

Our efforts aim to eradicate all forms of malnutrition, particularly among the most vulnerable populations such as children, pregnant women, and the elderly.

In addition to addressing immediate food needs, we emphasize the importance of sustainable agricultural practices. Our programs promote techniques that are environmentally friendly and economically viable, ensuring that agricultural practices can sustain future generations.

Together, through collaboration and innovation, we are committed to creating a world where no one suffers from hunger and where food security and nutrition are accessible to all.

2 ZERO HUNGER





Any country cannot aim to attain Economic and Social Development Goals without addressing the issue of **Malnutrition**.

Globally 46.6 million children under 5 years of age are wasted, 14.3 million are severely wasted and 144 million are stunted, while 38.3 million are overweight or obese. Around 45% of deaths among children under 5 years of age are linked to under nutrition. These mostly occur in low- and middle-income countries.

On the World Nutrition Week (September 1-7), IHW Council observed and launched the largest nutrition awareness initiative in India; **"Bharat Nutrition Week"**. The mega virtual initiative brings together all the key stakeholders of our food and nutritional planning, production and provisioning and put up a comprehensive advocacy roadmap for a more holistic approach towards making a

"Poshan Yukta Bharat" with far-reaching impact building a real 'Ayushman Bharat' (Healthy & Long Living India), a vision passionately being pursued by our Prime Minister Shri Narendra Modi.

The nutrition campaign organises parallel mega engaging initiatives to connect with schools kids through India's largest virtual Bharat Poshan Premier Quiz engaging educational institutions pan India and Good Food Talk Shows to engage youth with social food influencers to increase the reach of the malnutrition concern in the country. Similarly, to inculcate healthy eating practices, "Healthy Khayega India" show engages the best chefs to promote healthy cooking.

All the initiatives have become most popular among the masses covering millions of people online across India,





Through the mission the IHW Council aims to raise awareness and improve nutritional outcomes for children, adolescents, pregnant women, and lactating mothers by addressing the issue of malnutrition. The focus of the week-long observation is creating awareness and educating the masses on combating malnutrition and emphasizing the importance of stronger immune systems, hygiene, and safer, healthier pregnancies and childbirth. By highlighting the critical aspects of government schemes and promoting complete healthy dietary practices, we aim to provide comprehensive solutions to nutritional challenges. The Council engages a wide range of stakeholders, including government bodies, private institutions, educational institutions, schools, social and community development organizations, individuals, and influencers, to create a significant impact and help eradicate malnutrition in India.

The major online activities conducted under the ambit of Bharat Nutrition Week include **Bharat Poshan Premier Quiz** with the theme “**Khaane Me Hai Dum**” is an additional feature of Bharat Nutrition Week, that attracts schools at national level, students as the key participants and their parents, friends, family members and online communities as the audience. The purpose of this virtual quiz is to create awareness about good food and good food practices among the new generation.

The **Good Food Talk Show** features enlightening discussions with influential personalities, experts, and influencers, inspiring healthier choices for a balanced lifestyle. Join thought-provoking conversations on nutrition, healthy eating, and preventive healthcare, empowering yourself with knowledge to embrace good food habits for a vibrant and nourished life.

As part of the **Bharat Nutrition Week**, Healthy Khayega India Show is driven by social media influencers, top nutritionists and chefs, who prepare healthy dishes online, to promote healthy food practices. Given the large following of these influencers, the show tremendously helped in getting massive engagement and attention of audiences, swaying public opinion and inspiring the online community.

## GOOD FOOD TALK SHOW

Panel Discussions with Industry Experts





# MasterChef Shipra Khanna

Joined as Mission Ambassador

**MasterChef India Winner Shipra Khanna**, is a culinary luminary, and stands as a distinguished figure in the global culinary arena. Shipra Khanna's digital influence has a massive following of 5.4 million on Instagram and 2.2 million on Facebook helped the initiative reach larger audience



## GLIMPSES FROM BHARAT POSHAN PREMIER QUIZ





# MEDIA COVERAGE

IHW ANNOUNCES THE 4TH EDITION OF BHARAT NUTRITIONWEEK; ROPES IN MASTERCHEF SHIPRA KHANNA AS "MISSION AMBASSADOR" TO AMPLIFY ITS MESSAGE AMONGST THE MASSES

admin August 29, 2023 Business Leave a comment 403 Views

## NUTRITION WEEK: India's fight against diet-related diseases



### CAUSE FOR WORRY

Experts foresee that malnutrition may result in potential GDP losses of 2-3 per cent and may reduce lifetime earnings for each malnourished individual by over 10 per cent.

When it comes to nutrition, there is a serious gap in understanding even among the educated and urban consumers. Only a handful are aware how to read nutrition labels or what the right dietary mix is for them, under a minute.

Kamal Narayan, CEO, IHW Council



### EXPRESS FEATURES

"There are three main aspects of the nutrition problem in India — malnutrition, hidden hunger, and diet-related non-communicable disease (NCD). Indians eat children who suffer from stunted (stagnant growth and development) — this is one-third of the global burden. India is only second to China in diabetes, and if no preventive action is taken, we can beat China. Most of this can be managed through a healthy diet and physical activity," said Dr A Lakshman, Head, Public Health Nutrition, National Institute of Nutrition (NIN). Dr Lakshman was addressing a webinar organised by the Integrated Health and Wellbeing (IHW) Council to mark the inauguration of the second edition of Bharat Nutrition Week on Wednesday.

Lakshman added, "The government runs an NCD control programme in 100 districts across India, but that needs to be extended throughout. Also, accessibility, affordability and affordability matters need to be addressed. The PDS helps people access food but it provides only one type of food, which is reducing dietary diversification. So, encourage the government to provide a food basket through PDS."

Experts foresee that malnutrition may result in potential GDP losses of 2-3 per cent and may reduce lifetime earnings for each malnourished individual by over 10 per cent. Kamal Narayan, CEO, IHW Council said, "When it comes to nutrition, there is a serious gap in understanding even among the educated and urban consumers. Only a handful are aware how to read nutrition labels or what the right dietary mix is for them. This online's specialty nutrition sessions will focus on helping the consumer with food, while sessions under Healthy Khadija India will have home chefs share their recipes, and school children, increase their nutrition awareness by taking the Bharat Poshan Premier Quiz."

On Day 2, a session on Nutrition and Health in First 1000 days will highlight government initiatives, public-private partner steps, education and awareness in-structure, and advocacy sessions of the foundation towards health during the first 1000 days. Day 3 has a session on Reducing and Preventing Non-Communicable Diseases Burden Through Food, followed by a session on Ayurveda and Indian Health systems that will bring light on ancient food practices to live healthy.

On Day 4, a session of Food Preparation and Packaging will focus on balancing macros and micro nutrients. The last two days will have sessions on Food Safety and Distribution in the face of

## Eradicating anaemia

### EXPRESS FEATURES

TO mark the ongoing Bharat Nutrition Week (September 1-7), a number of organisations in health sector have joined hands with the Integrated Health and Wellbeing (IHW) Council, and set up a collective, Shapath, to work towards reducing the prevalence of anaemia. This would be undertaken by deploying specialised teams, providing products and equipment support for 'test-and-cure' programs in areas where anaemia is rampant.

The collective will observe 'National Anaemia Day' on March 21, every year to raise awareness about the disease that affects over 50 per cent women in varying degrees.

"We need more robust and concerted efforts, and designating such a day is the right stepping stone. It will drive us to measure the impact of interventions. We will share our proposal with the right authorities in time," says Kamal Narayan, CEO, IHW Council.

"The fact that we do not have an anaemia day reflects the lack of its prioritisation. Accountability is crucial for bringing about a change. We must have a structured

fixing ownership, and measuring the impact," says Namita Thapar, Executive Director, Emcare Pharmaceuticals.

Before Vedanta Limited turns 75 (2022), Ritu Jhington, CEO Nand Ghar, wishing to make India anaemia-free. Jhington informs they are working towards resolving the malnutrition issues of the anganwadis that are not getting mid-day meals.

Appreciating the Swachh Bharat initiative that addressed the issue of safe and clean toilets is Sadhvi Bhagwati Saraswati, Secretary-General, Global Interfaith WASH Alliance. She observes that the absence of toilets had forced women to consume less water and food. "I want to tell women that you embody the Indian culture of 'give first and take later' but do not allow yourself to go hungry, abused, or suppressed."



IHW's fourth Bharat Nutrition week with MasterChef Shipra Khanna as ambassador

Bharat Poshan Premier Quiz to involve 10K students in the fourth Nutrition Week.



MasterChef Shipra Khanna becomes 'Mission Ambassador' for 4th Bharat Nutrition Week by IHW

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## Nutrition Week: India's fight against diet-related diseases

"There are three main aspects of the nutrition problem in India — malnutrition, hidden hunger, and diet-related non-communicable disease (NCD).



# IMPACT

Bharat Nutrition Week is one of the most sought after initiative for the key stakeholders, school kids, influencers & government authorities

30+ Influencers Engaged With

10M+ Campaign Reach

15+ Live Sessions

100% Tonality

8M+ Total Fanbase of

4M+ Videos Views

8+ Recipes shared

5 Cr Ad Value

A rigorous 1<sup>st</sup> round of Bharat Poshan Premier Quiz was held online with 10,000 students from 15+ cities like Lucknow, Indore, Chandigarh, Jamshedpur, Delhi NCR, Kanpur, Mumbai, Jaipur, Ahmedabad, Bangalore, etc.





Building Health Equity

# Good Health & Wellbeing

**Ensure healthy lives and promote well-being for all at all ages**

3 GOOD HEALTH AND WELL-BEING



**H**ealthy environment and Healthcare have always been a priority for all governments while ensuring the basics of survival such as Good Food, Clean Air, and Clean Water for the wellbeing of its people. However, it's equally important that all sections of the society play a role in making the world a better place for all. Hence our aim at IHW Council is to leave no stone unturned in working at par with government and global organizations for creating awareness and initiating advocacy around environmental issues, water scarcity, WASH, healthy food and good lifestyle, robust universal healthcare ecosystem with digital footprint and many other health, and social welfare schemes in India.

We have transformed our advocacy roadmap to create massive awareness through digital platforms among people with the right information and health support. In future we look forward to propagate the health & healthcare needs of common citizens in the era of a worldwide digital revolution. It is not difficult to assume that technology will penetrate deeper, with healthcare innovations around IoT, blockchain, AI and connected devices using cloud technology, we are always a step ahead to support government initiatives, healthcare ecosystem, and global agenda to achieve Sustainable Development Goals for the benefit of common people.





## TARGET 3.1 AND 3.2

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

**A**s per the latest report of the national Sample Registration system (SRS) data the Maternal Mortality Ratio (MMR) of India for 2016-18 is 113/100,000 live births. Though the Total estimated annual maternal deaths declined from 33800 in 2016 to 26437 deaths in 2018 and globally the number of women and girls who die each year due to issues related to pregnancy and childbirth has dropped considerably, from 451,000 in 2000 to 295,000 in 2017. However awareness about life-saving health interventions and practices remains low due to gaps in knowledge, policies and availability of resources. In developing nations like India there is a gap between the educated and economically better class and an urban and rural divide

when it comes to women and child health. Currently, women in India face issues like malnutrition, lack of maternal health, diseases like AIDS, breast cancer, anemia, and many more which ultimately affect the aggregate economic output. Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcome can contribute to quality human capital and physical and emotional well-being. Although India has witnessed dramatic growth over the last two decades, maternal mortality still remains high in comparison to other developing nations and needs to be tackled in an effective and pro active manner.

In India, malnutrition amongst children is actually a silent national emergency. Presently, it accounts for 68% of infant mortality, with 1 in 25 children dying before they reach 5 years of age.





With 11.9% of all maternal deaths and 18% of all infant mortality in the world still occurring in India, most of these deaths are a result of malnutrition as well as basic hygiene which leads to weaker immunity, anemia and other serious diseases such as pneumonia, diarrhea and malaria. Over the past few decades, with the introduction of various government initiatives and community health programmes, India's public health system has evolved. India has shown immense commitment to reaching Sustainable Development Goal (SDG) to end hunger, achieve food security, improve nutrition and promote sustainable agriculture till Agenda 2030. However, progress in this area is slow because expanding and mobilizing public health systems, while crucial, must first overcome the complex challenges of reaching vulnerable people in the country. If good nutrition and hygiene practices can be brought to every household, it will build a strong foundation for the future of Indian society.

The IHW Council believes that women and child health is a priority area in order to ensure healthier families. Right awareness around critical health issues will not only empower women to take appropriate health decisions for themselves but will also ensure healthier and happier families. For a fitter and stronger future of the country the foremost concern should be ensuring good health and mental well being of women and child as well as youth of the country.





# SHAPATH 1000 DAYS

Healthy Woman, Healthy Child, Healthy India

## THE BEGINNING OF 1000 DAYS ADVOCACY MISSION

With the commitment to reduce the burden of Malnutrition and Anemia in India, impacting 14 per cent undernourished Indians, 34.7 per cent stunted and 20 per cent wasting children, and further monitor and prevent it, IHW Council along with a committed leadership has come together to launch the project SHAPATH 1000 Days. The vision of our advocacy missions and platforms is to cement a path for Healthy Women Healthy Child and contribute in realizing the vision of our Prime Minister of a Poshan Yukt, Anemia Mukta, Swasth and Ayushman Bharat. The IHW Council along with the committed leadership & stakeholders, on the occasion of National Girl Child Day on 24th January 2020 launched SHAPATH 1000 Days. The initiative was virtually flagged off by Hon'ble Minister Shri Ashwini Kumar Choubey, Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change, Government of India in the presence of the key stakeholders. The SHAPATH 1000 Days advocacy mission promises to create a massive impact through engagement, awareness, intervention and incentivize the initiatives and people

associated with a shared mission of improving prenatal and postnatal nutrition, preventing premature deaths, transforming the first 1000 days of a child's life and improved nutrition & hygiene for adolescent girls and ensure a quality life for them.

This SHAPATH 1000 Days advocacy mission was implemented with a pan India approach to bring all the stakeholders together and support the government's mission in each State and Union Territories to eradicate malnutrition and anaemia from the country. Awareness and sensitisation around women and child health was generated through various digital technology, virtual and on ground series of knowledge sharing platforms, and mega campaigns to reach out to millions of beneficiaries and the most marginalized and vulnerable sections. The basic idea behind the campaign is to ensure that no women should be left behind as far as good health including social and mental happiness is concerned.

### Government Health Missions





## PANDEMIC AND WOMEN'S HEALTH

Women & child health remained a priority advocacy area for the IHW Council even during the COVID19 pandemic. Understanding the seriousness and emergency nature of ensuring uninterrupted health support to women and their wellbeing, it was of paramount importance to present solutions that help this highly vulnerable section of our society during the disruptions of ongoing pandemic and hence the IHW Council launched the pan India Janani Health Helpline - 9739693300 initiative on 28th May 2021.

The helpline was dedicated to help women regarding COVID19 concerns, pregnancy, OB/GYNE, Infant Care and Nutrition care in Hindi, English, Kannad, Telegu & Tamil languages with the technical support of StepOne which is one of the leading tele services providers in the country and already working closely with Delhi Government for COVID 19 tele support, and strategic support from ARTIST for Her, a Bengaluru based Research, Skill & Training Institution. The IHW Council is driving and promoting this national women health helpline with the support of more than 150 volunteer Gynecologists and other Doctors who are receiving calls and resolving the issues of women's health on daily basis.

जननी  
JANANI HEALTH HELPLINE  
9739693300

At 20.1 million, India expected to have highest births since COVID-19 declared as pandemic. UNICEF

We come together to fill this critical gap for women health in the nation



## EXCELLENCE IN HEALTH & WELLBEING

A prestigious and rewarding platform of IHW Council to celebrate and recognize the exemplary contribution of women in our country towards the health & wellbeing of family, community and society.

As part of the initiative 'SHAPATH 1000 Days' the Janani Awards were initiated for recognizing efforts in making of a healthy nation by ensuring the good health of women starting from their pregnancy to growing infants' overall development period. The IHW

Council feels honoured and privileged to organize the Janani Awards that would identify and recognize the remarkable contribution of the women leaders, professionals, and individuals who have been influencing, impacting, and making a difference in any sector or industry, at any level, in the areas of Health, Healthcare environment, education and Wellbeing of the nation in general and women health in particular





## SIGNIFICANT INITIATIVES UNDER SHAPATH 1000 DAYS

### • **Women's Health Matters Summit 6th March 2021**

The initiative focused on creating awareness on the importance of Women's Health in the society and the significant role that women play in building a healthy family and healthier society.

### • **Diabetes in Pregnancy Summit 10th March 2021**

To create awareness on the seriousness of growing Gestational Diabetes Mellitus (GDM) epidemic and supporting the mission of Government and private professional bodies in India, The IHW Council in association with ARTIST for Her initiated Diabetes in Pregnancy Summit.

### • **National Anemia Day 10th April 2021**

The mega campaign aimed on establishing official National Anemia Day to create awareness on anemia and the repercussions that it may have on women and child health.

### • **Women Health Summit & Awards on International Day of Action for Women's Health ; May 28**

A mega virtual Summit was organized on women's health focusing on malnutrition, anemia and overall women's health. Path- breaking relevant efforts in the area were also awarded and honoured.

### • **Bharat Nutrition Week 1-7 Sept 2021 and Good Food Awards 7th Sept 2021**

A mega one week long campaign on Good Food, Nutrition complimenting Bharat Poshan Abhiyaan of Government of India and rewarding worthy and unprecedented efforts in good food and nutrition initiatives and individuals working in food and nutrition space helping in providing nutrition to needy in the remotest areas.

### • **Quiz on Nutrition (Bharat Poshan Premier Quiz)**

A national level quiz to create appropriate knowledge on nutrition and healthy food, in an interesting and interactive manner amongst kids and women.

### • **IVF Summit 2020 & 2021**

The IHW Council under SHAPATH 1000 Days mission marked the World IVF Day on 25th July by organizing the Indian IVF Summit with the theme "Addressing India's Infertility Epidemic". The one day virtual summit highlighted the positive change IVF technique brought to the millions of couples & families, and completely changed their life for good.

### • **Project START( 25Talk Show Series ) on IVF & Infertility**

START was initiative of BSV towards supporting couples for starting their journey towards Parenthood. Project START aims at providing support to couples beyond medicines with initiatives like micro-financing the treatment and counseling.

### • **RH- Incompatibility Talk Show**

The IHW Council under its SHAPATH 1000 Days mission along with Bharat Serums & Vaccines Limited launched the talk show with a commitment to reduce the burden of malnutrition and anemia initiated a National Conclave on Women's Health. The conclave created awareness on the issue of The RH-factor especially amongst pregnant women and the serious complications that arise due to it.



The RH-factor is a protein that can be found on the surface of red blood cells. During pregnancy, problems can occur if the mother is Rh-negative and the fetus is RH-positive. Babies born to women with a negative blood type are at the risk of anemia and more serious hemolytic disease due to RH-incompatibility. According to a study led by researchers at Vagelos College of Physicians and Surgeons (VP&S) at Columbia University Irving Medical Center, a treatment developed 50 years ago to prevent Rh disease—an often-fatal condition in fetuses and newborns—only reaches half of the women in the world who need it. The study also estimated that the complications of the disease may be linked to the deaths of at least 50,000 fetuses and 114,000 newborns worldwide annually.

The IHW Council under its **SHAPATH 1000 Days** mission, with a commitment to reduce the burden of malnutrition and anemia initiated a **National Conclave on Women's Health** along with **Bharat Serums & Vaccines Limited**, where we discussed about **RH-Factor in Pregnancy**. The conclave created awareness on the issue of The RH-factor especially amongst pregnant women and the serious complications that arise due to it.

## SPEAKERS





## TARGET 3.3

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

**I**nfamous for being a silent killer, Hepatitis is asymptomatic and affects nearly 325 million people worldwide; with nearly 60 million Indians suffering from this condition. Chronic Hepatitis B and C remain the leading causes for severe liver damage in the form of cirrhosis and liver cancer. The grave scenario necessitates broad-discussions and efforts for spreading awareness against hepatitis.

The IHW Council initiated the EMPATHY initiative in partnership with ILBS, the Conclave witnessed the integration of relentless efforts under the umbrella of the EMPATHY Campaign under the guidance of **Prof. Shiv Kumar Sarin**, to create a sustainable movement for **“Empowering People Against Hepatitis”**.

The EMPATHY Conclave brought together leading healthcare experts, law makers, government representatives and social influencers to discuss effective ways of addressing the chronic Hepatitis B and C. Vision The initiative empowered people with sensitivity and knowledge against Hepatitis B and C. By creating a multi-lateral stakeholders engagement platform, the initiative encouraged critical- thinking and problem-solving to address the systematic challenges concerning the disease. It is our belief that empathy for Hepatitis patients is the pre-requisite to address the many challenges encountered to counter the disease. Only when we grow sensitive and educate ourselves and those around us with the right information, we can aim to eradicate the disease and build a supportive ecosystem for the patients.







Under the Empathy project apart from Empathy Conclave 2019, an event was also organized in the parliament to sensitize parliamentarians on the occasion of World Hepatitis Day 2022. The event witnessed **Shri Mansukh Mandaviya**, Union Minister for Health and Family Welfare, Vice President of India and Chairman of **Rajya Sabha Shri Venkaiah Naidu** and Speaker of **Lok Sabha Shri Om Birla** urging action for a hepatitis free India.





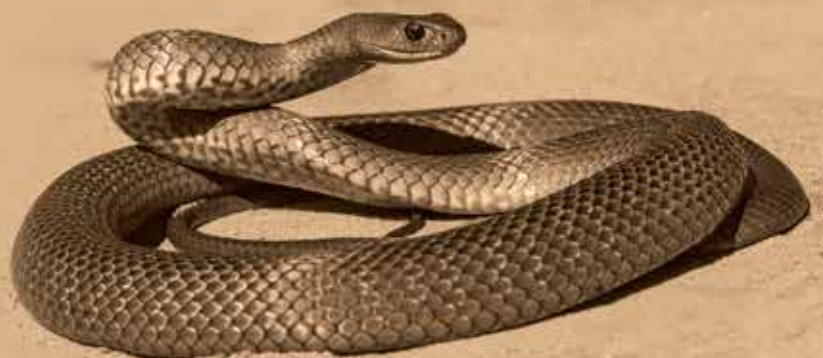
## NEGLECTED TROPICAL DISEASES

**A**nimal bites pose a major public health problem in children and adults worldwide, up to five million people are bitten by snakes every year. Of these, poisonous snakes cause considerable morbidity and mortality. There are an estimated 2.4 million envenomations and 94 000–125 000 deaths annually, with an additional 400 000 amputations and other severe health consequences, such as infection, tetanus, scarring, contractures, and psychological sequelae. Rabies is estimated to cause 60, 000 human deaths annually in over 150 countries, with 95% of cases occurring in Africa and Asia. Due to widespread underreporting and uncertain estimates, it is likely that this number is a gross underestimate of the true burden of disease. 99% of rabies cases are dog-mediated and the burden of disease is disproportionately borne by rural poor populations.

Snake bites are most common among people living in rural, resource-poor settings, who subsist on low-cost, non-mechanical farming and other field occupations. Agricultural workers, women and children are the groups most frequently bitten by snakes. Adding to the burden of these injuries is their socioeconomic impact on families and communities. Adult victims are often the wage earners or care providers of the family unit; and child victims can suffer lifelong disability intensifying demands on families and communities

*Rabies is a vaccine-preventable viral disease which occurs in more than 150 Countries and Territories*

...WHO



# RABIES AWARENESS SUMMIT

India is home to 36 per cent of global Rabies cases and 40 per cent of people bitten by animals are aged 15 years or less. A 100 percent fatal yet 100 percent preventable disease, Rabies causes over 20,000 deaths in India annually as per a study conducted in 2017. It is in this scenario that the Integrated Health and Wellbeing (IHW) Council in collaboration Bharat Serum and Vaccines Limited and the Association for Prevention and Control of Rabies in India (APCRI) organised India's first Rabies Awareness Summit on the International Day for Rabies on September 28. Participants in the virtual summit, which included representatives from government health departments, office bearers of the APCRI as well as animal rights activists like former Union Minister Maneka Sanjay Gandhi stressed on the fact that awareness about vaccination and availability and administering of Immunoglobulins were crucial for India to attain the World Health Organization's 'Zero by 30' target, which aims to end Rabies deaths in 2030

Public health experts at the **4th Edition of Rabies Awareness Summit** agreed that sensitisation through digital means coupled with track and treat approach can play significant role in achieving the target of a "Rabies Free India by 2030". The Summit was organised by the health think tank IHW Council in collaboration with Zydus Lifesciences Ltd, as part of its awareness initiatives under VIRAM - Full Stop on Rabies, to commemorate World Rabies Day. The Summit saw medical professionals, public health experts, pharma sector and policy regulators coming together to address rabies as a growing health concern in the country and to devise an action plan to control the instances of rabies in the country.





# NATIONAL SNAKEBITE SUMMIT

On the eve of International Snakebite Awareness Day, the IHW Council along with BSV organised the second edition of the National Snakebite Summit to discuss about the gaps in snake bite management in India and to suggest remedial reforms.

The World Health Organization (WHO) estimates that about 5 million snakebites occur each year, resulting in up to 2.7 million envenoming. Published reports suggest that between 81,000 and 138,000 deaths and 400,000 amputations and other permanent disabilities occur each year due to Snakebite envenoming.

In India many cases go unreported as people do not seek medical advice and rely on traditional or local healers, which further deteriorates the situation. The other experts agreed that snake bites are preventable and mass awareness introducing behavioural changes can play a big role in bringing down the incidence of snake bites.

The focus of the summit included accessibility, awareness and availability of anti-venom to all areas through proper delivery and supply chain.

The Summit was a step towards creating awareness on the snake bites, clearing myths and ensuring accessible treatment opportunities for all. The summit garnered unprecedented media attention and was covered in all major newspapers

## IHW Council, BSVL organize 2nd National Snakebite Summit



## प्रभावी सर्पदंश थेरेपी व मैनेजमेंट के प्रति लोगों में जागरूकता लाना जरूरी

नई दिल्ली (एसएनएन)। अंतरराष्ट्रीय सर्पदंश रोकथाम से अधिक लोग अनजान और अन्य क्वाली फिकलिंगता के शिकार हो जाते हैं। सर्पदंश के शुरुआती सेटन में भारत में लगभग 50 लाख लोग की सर्पदंश थेरेपी को विकसित करने पर ध्यान देते हैं। वायरर स्पेशलिस्ट ग्रुप के एम जॉन लुइस ने सर्पदंश की सभी संज्ञा का पता लगाने और इस संबंध में ठोस उपायों को लागू कर मुभावता प्रदान करने और क्षमता का निर्माण करने के लिए सटीक डेटा इकट्ठा करने की जरूरत पर प्रकाश डाला। स्थानीय जनजातीय विकास और स्वास्थ्य के क्षेत्रों को समर्थन देने से पहले के लिए उसे ट्रेनिंग प्रदान करना चाहिए। ऐसी ट्रेनिंग विशेषज्ञों के परामर्श से तैयार किए गए ट्रेनिंग मॉड्यूल के माध्यम से हो जाना चाहिए। ऐसे मामलों में बेहतर मैनेजमेंट और कोऑर्डिनेशन (प्रबंधन और समन्वय) के लिए डिजिटल टेक्नोलॉजी और ट्रेनिंग का सहारा लेना चाहिए।

जनजातीय स्वास्थ्य मामलों के मंत्रालय की प्रकल्प सलाहकार विनोद श्रीवास्तव ने देश में सर्प के काटने पर बेहतर प्रबंधन को कमी पर प्रकाश डाला और इलाज से संबंधित सुधार सुझाए गए। उन्होंने इन्फोएडो के हवाले से कहा कि हर साल 5 मिलियन से ज्यादा सर्पदंश के केस देखने को मिलते हैं। इस वजह से 2.7 मिलियन लोगों में बिच केले की घटना सामने आती है। कई प्रकाशित रिपोर्टों से पता चलता है कि सर्पदंश के खतर के कारण हर साल 81 हजार से एक लाख 38 हजार मर्ति और 4 लाख से अधिक लोग अनजान और अन्य क्वाली फिकलिंगता के शिकार हो जाते हैं। सर्पदंश के शुरुआती सेटन में भारत में लगभग 50 लाख लोग की सर्पदंश थेरेपी को विकसित करने पर ध्यान देते हैं। वायरर स्पेशलिस्ट ग्रुप के एम जॉन लुइस ने सर्पदंश की सभी संज्ञा का पता लगाने और इस संबंध में ठोस उपायों को लागू कर मुभावता प्रदान करने और क्षमता का निर्माण करने के लिए सटीक डेटा इकट्ठा करने की जरूरत पर प्रकाश डाला। स्थानीय जनजातीय विकास और स्वास्थ्य के क्षेत्रों को समर्थन देने से पहले के लिए उसे ट्रेनिंग प्रदान करना चाहिए। ऐसी ट्रेनिंग विशेषज्ञों के परामर्श से तैयार किए गए ट्रेनिंग मॉड्यूल के माध्यम से हो जाना चाहिए। ऐसे मामलों में बेहतर मैनेजमेंट और कोऑर्डिनेशन (प्रबंधन और समन्वय) के लिए डिजिटल टेक्नोलॉजी और ट्रेनिंग का सहारा लेना चाहिए।

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## Many Snake Bite Cases Go Unreported In India: Experts Highlights Gaps In Snakebite Management



### Bharat Serums and IHW Council work to create awareness on effective snakebite therapies and management

Our Bureau, Bengaluru  
Wednesday, September 21, 2023, 16:15 hrs (IST)

IHW Council along with Bharat Serums and Vaccines (BSV) organised the second edition of the National Snakebite Summit to discuss about the gaps in snake bite management in India and to suggest remedial reforms.

This was in the eve of International Snakebite Awareness Day observed annually on September 22.

The World Health Organization (WHO) estimates that about 5 million snakebites occur each year, resulting in up to 2.7 million envenomings. Published reports suggest that between 81,000 and 138,000 deaths and 400,000 amputations and other permanent disabilities occur each year due to snakebite envenoming.

The discussion in the opening session was focussed on 'Developing the Next Generation of Snakebite Therapy in India'.



# HAND HYGIENE SUMMIT

**H**and Hygiene is one of the basic tenets of good health, with the pandemic still threatening our lives, maintaining good hand hygiene is an essential requirement to ensure that we keep infections at bay. The Clean Your Hands Global Campaign was launched in 2009 and is celebrated annually on 5 May, which is also called the **World Hand Hygiene Day**. The aim of the initiative is to promote global awareness and importance of hand hygiene in health care and to 'Bring People Together' in support of the concept.

In India, communicating the importance of washing hands with soap is a daunting task as only 35.8 per cent households in the country practice hand-washing with soap or detergent before a meal while 60 per cent households wash hands only with water. In rural areas, 70 per cent people wash hands with water without soap or detergent before a meal and in urban areas, 42 per cent of people follow this practice. What is more alarming is that about 26 per cent people in India don't wash their hands with soap or detergent after defecation. 15.2 per cent in rural and 9.8 per cent in urban areas wash hands only with water after defecation. Two-third toilets in India have water and soap/detergent available in or around the toilets.

The Swachh Bharat Mission emphasized on nationwide sanitation and cleanliness drive which revealed massive hand washing statistics in the country, unhygienic sanitation practices, water & infrastructure crises, cultural & behavioral issues, and understanding the importance of hand washing among children, men and women in rural and urban areas. An attitudinal change that was accelerated during the pandemic needs to become a sustainable habit through proper awareness on the same.



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NETZER**  
PREVENT PROMOTE TREAT





The WHO states that hands are the main pathways of germ transmission and hence proper hand hygiene can play a very critical role in the spread of infections and keeping people healthy. With irregular and inappropriate hand washing practices leading to many communicable diseases including diarrhoea, cholera and hepatitis in India healthcare specialists across India have put a special focus on creating awareness on hand washing. According to a data from the National Health Mission, around 1 lakh children in India die because of diarrhoea every year. Other instances of infectious diseases like cholera and hepatitis can be reduced just by maintaining hand hygiene. The pandemic has further emphasized on the significance of Hand Washing as a non-negotiable practice for an infection free life.

On the occasion of World Hand Hygiene Day on May 5th, the think tank **Integrated Health & Wellbeing (IHW) Council** organized the second edition of Hand Hygiene Summit to sensitize people about positive hand washing practices in the post-pandemic era and to create awareness around the concept. The initiative was in partnership with Dettol India to achieve the goal of net zero diarrhoea in the country.

## Media Coverage

### जीरो डायरिया के लक्ष्य को हासिल करने पर जोर

नई दिल्ली (एएसएनबी)। वर्ल्ड हाईजीन डे के मौके पर हैड हाइजीन समिट के दूसरे संस्करण में जीरो डायरिया के लक्ष्य को प्राप्त करने के लिए विशेषज्ञों ने जागरूकता पर दिया जोर दिया। ऑल इंडिया इंस्टीट्यूट ऑफ हाइजीन एंड पब्लिक हेल्थ के निदेशक डा. रामा रंजन ने कहा कि हम हाथ की साफ-सफाई को लेकर सचेत हैं। हम यह भी जानते हैं कि हाथ की बेहतर साफ-सफाई बनाये रखने से संक्रमण को फैलने से रोका जा सकता है, लेकिन इस बात की जानकारी प्राणीय समुदायों में नहीं है। हमें हाथों की स्वच्छता के बारे में जागरूकता पैदा करने की जरूरत है ताकि लोग इसे अपनी आदत में अमल में लायें। यह हमारे लिए एक चुनौतीपूर्ण काम है। हाथ को साफ-सफाई न होने से लोगों में डायरिया का संक्रमण फैलता है। इसे काफी हद तक हाथ की बेहतर साफ-सफाई करके रोका जा सकता है। हेल्थ इंडस्ट्री पर से बोझ को कम करने के लिए हैड हाइजीन (हाथ की स्वच्छता) के लिए एक मल्टी-सेक्टरल स्ट्रैटेजी को अपनाया जाना चाहिए।

इंटीग्रेटेड हेल्थ एंड वेलबीइंग काउंसिल के सीईओ कमल नारायण ने कहा जीरो डायरिया के लक्ष्य को प्राप्त करने के लिए तीन चीजों की जरूरत है। पहला है अच्छी सुविधाएं, दूसरा है इन सुविधाओं की प्रभावकारिता और तीसरा है जागरूकता। कई तरह के रिसर्च ने यह सशक्त किया है कि निर्धारित समय से सौंघालय का इस्तेमाल करने के बाद या खाना खाने से पहले साबुन और पानी से हाथ धोने की आदत 5 साल से कम उम्र के बच्चों द्वारा अमल में लाने से निम्नोत्पत्ति और डायरिया से होने वाली मौतों को कम किया जा सकता है।

वर्ल्ड हाईजीन डे आयोजित

### Health experts strive to create awareness on hand hygiene

**New Delhi:** With irregular and inappropriate hand washing practices leading to many communicable diseases, healthcare specialists across India have put a special impetus on creating awareness on hand washing on World Hand Hygiene Day. Dr Rama Ranjan Pati, director, All India Institute of Hygiene & Public Health said: "We have knowledge about hand hygiene and we also know that proper hand hygiene prevents the transmission of the infection. We need to create awareness about hand hygiene and ensure that it inculcates into a habit."

LIVE CAMPAIGN REACH

3M+

LIVE CAMPAIGN USER ENGAGEMENT

15K+

VIDEO VIEWS

60.7K+

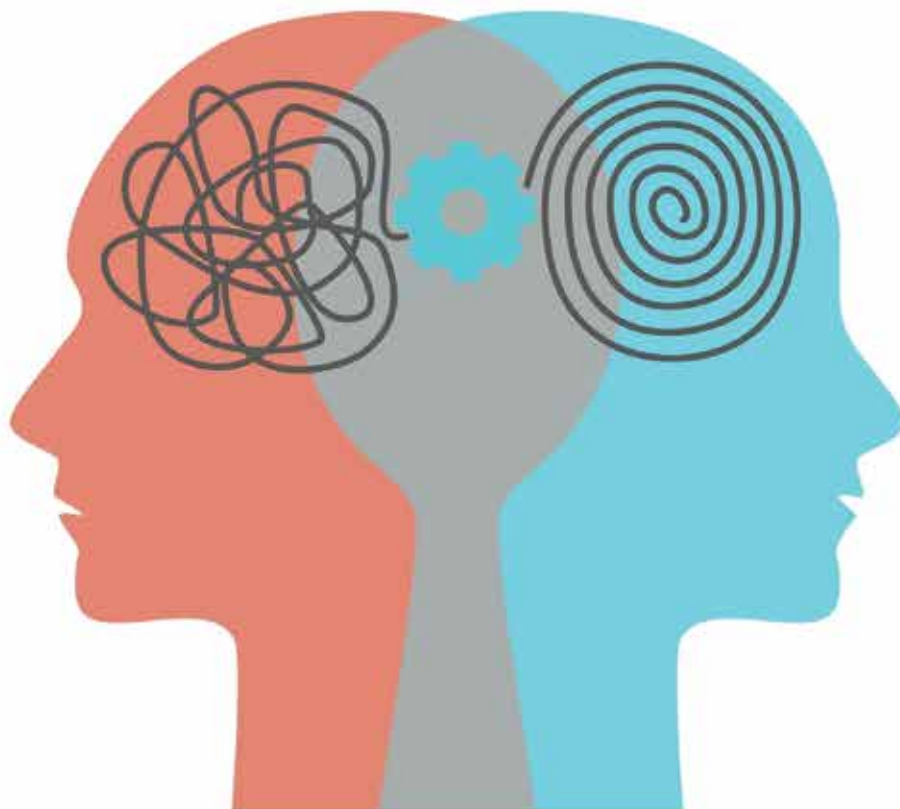


## TARGET 3.4

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

**H**ealth & wellbeing advocacy of the IHW Council revolves around the major global concerns of the ever increasing non-communicable diseases' (NCDs) burden that is killing 41 million people each year, equivalent to 71% of all deaths globally. 77% of all NCD deaths are in low- and middle-income countries which majorly include cardiovascular diseases (17.9 million), cancers (9.3 million), respiratory diseases (4.1 million), and diabetes (1.5 million) annually. These chronic diseases tend to be of long duration and are the result of a combination of tobacco use, physical inactivity, the harmful use of alcohol, unhealthy diet and lifestyle as well as genetic, physiological, environmental

and behavioural factors. A major thrust in advocacy roadmap resulted in launching mega IHW Council's initiatives & movements such as RAPID against Cancer, India Cancer Summit, Cancer Care, Breast Cancer Awareness & Campaign, Stroke Ready India mission, Stroke Summit, Stroke Academy Master Class, and Diabetes in Pregnancy, to manage the impact of non-communicable diseases. These continuous advocacy initiatives are backed by other key supporting organizations and domain experts.





# CANCER SUMMIT & AWARDS

Observed annually on 4th February, World Cancer Day is a global advocacy day aimed at promoting cancer awareness, educating the public about the illness, and encouraging governments and individuals around the globe to act against it in order to reduce the burden of cancer. Presently, cancer is the second biggest cause of mortality in the world. As a result of research and innovation in clinical and medical oncology, cancer care and management has advanced from an era of ambiguity to one of accuracy. The advancement in cancer treatment has extended life expectancy and saved many lives. Despite, however, improvements in medical technology and health infrastructure, India's cancer rate is still rising, necessitating a review, and upgrading of current approaches to the disease's prevention and management. According to the National Cancer Registry

Programme's most recent study, India's cancer burden might rise from 1.39 million cases in 2020 to 1.57 million cases in 2025. Factors such as late-stage presentation, limited access to appropriate diagnosis and treatment, and cost all contribute to this trend of an increase in the burden of cancer-related morbidity and death in the nation. Further, even when free cancer screening is offered, high-risk populations continue to have poor acceptance rates. Low female empowerment, myths about the disease, fear of getting cancer, and a lack of a social environment that would encourage women to take part in screening programmes are social barriers to early diagnosis of women's cancer. A greater knowledge of patient preferences, early treatment facilitators, societal obstacles, and enablers of cancer care in India is therefore urgently needed in addition to the provision of affordable and accessible health care facilities.





Against this backdrop, RAPID Global Cancer Alliance in collaboration with the Integrated Health and Well-being (IHW) Council come together every year on World Cancer Day for the Cancer Summit and Awards, to focus on some of the challenges related to India's optimum cancer care and to enhance the present healthcare system. The Annual Cancer Summit brings government representatives, leading medical professionals, lawmakers, social activists, patient advocacy groups, and cancer survivors to provide their perspectives on important topics, innovative solutions, and the various strategies to educate people about cancer and build a favourable environment for cancer control, diagnosis, and management in the country.

The Cancer Awards celebrate exceptional achievements in cancer research, treatment, and advocacy. These awards honour individuals and organizations making significant contributions to the fight against cancer, recognizing their dedication to advancing cancer care and improving patient outcomes. The awards aim to inspire community action and to accelerate the fight against the dreaded disease.





## CANCER CONTROL MISSION

One-half of all cases & 58.3% of cancer deaths are estimated to occur in Asia in 2020 where 59.5% of the global population resides. Share of cancer deaths in Asia (58.3%) & Africa (7.2%) are higher than the share of incidence 49.3% and 5.7%, because of higher fatality rates.

The cancer burden continues to grow globally, exerting tremendous physical, emotional and financial strain on individuals, families, communities and health systems. Cancer care needs critical attention and a robust cancer control ecosystem reboot plan with increased political, economic, social and community level commitment and engagement.

According to WHO Cancer is the 1st or 2nd leading cause of death before the age of 70 years.



## CANCER CONTROL MISSION



Think tank at the IHW Council realized that it is essential to develop standard framework of strategic interventions for strengthening awareness and action that is supported by health infrastructure for universal prevention, screening, early diagnosis, improving access to cancer treatment, cure, palliative and survivorship care.

A Rapid Action plan to provide global leadership as well as technical assistance, effective transfer of best practices to support governments, build & sustain high-quality cancer control programs through collaborative actions is the need of the hour and a comprehensive plan to control increasing disease and death burden of Cancer was initiated.





## CANCER CONTROL MISSION

### IHW COUNCIL'S ADVOCACY AGAINST CANCER

- Only National level Cancer Summit in India to bring the Cancer ecosystem together on single platform on the occasion of World Cancer Day
- Special Cancer Care during COVID-19 Show, to help patients and survivors during lockdown
- Focused Liver Cancer Awareness Month event as a part of IHW Council's Advocacy for all types of Cancer
- Breast Cancer Awareness Month with a month long action program and observing 21st Oct as National Breast Cancer Day
- A Continues Medical Education program with Oncologists engagement.
- A flagship Health & Wellbeing Advocacy event to bring the global healthcare and health sectors together
- A dedicated project to focus health of women and infants starting from the first 1000days of a pregnant woman
- A Policy driven national event to highlight the National Health Mission of India and government initiative for the Cancer prevention and treatment
- Planning to collaborate with Asia pacific Cancer association and Oncologists for RAPID against Cancer
- Various initiatives on Lung Cancer, Ovarian Cancer, Liver Cancer, in association with industry experts Roche, AstraZenca, Cipla and many more



## CANCER CONTROL MISSION

The combined Cancer Advocacy initiatives engaged more than 600 experts and Doctors and reached more than 4 million people and the impact is increasing through various national campaigns.

### Target Advocacy Impact

- . Awareness creation and Resultant Action
- . Advocacy Push for impactful Policies
- . Greater Government Focus & Support
- . Strategic Partnerships & Network
- . Social and Emotional Impact
- . Opportunities for Public Private Partnerships
- . Direct Intervention for Underserved
- . Overall Positive Health Outcomes
- . Social Responsibility & Goodwill
- . Business Opportunities
- . Region specific impact in the Asian subcontinent



## CANCER CONTROL MISSION

Breast cancer is the most prevalent cancer among women in India. Every 4 minutes, a woman is diagnosed with breast cancer and one woman dies because of it, every 13 minutes in India. Although the incidence of breast cancer in India is lower than that in Western countries, the mortality rates are disproportionately higher. Only 60% of women, who are treated for breast cancer, survive for at least five years post-treatment in India as compared to 89% in the US.

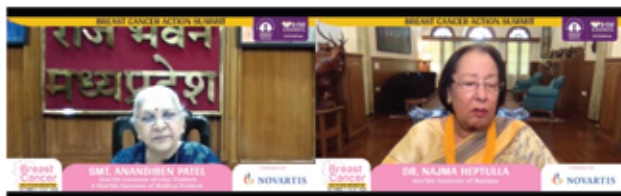
To bring the focus on this critical issue impacting 50% of our population, the IHW Council and Novartis India launched a month-long Breast Cancer campaign: From awareness to action in October 2020 observing 21st October as National Breast Cancer Day. Leading medical experts, lawmakers, social leaders, influencers, academia, researchers, corporate executives and breast cancer survivors came together and shared their insights on creating awareness about the critical issues so that more women become aware of this problem, understand the action that has to be taken and overcome social stigma and apprehensions to access care in a timely manner.



### Topics Covered:

1. Is breast cancer an urban phenomenon?
2. Detecting Breast Cancer Early: Every Woman's Guide to Know Signs, Symptoms & Seeking Care
3. Breast Health: An Integral Component of Women Health
4. Incidence of breast cancer among younger patients in India
5. Breast cancer in men
6. Evolution in Breast Cancer Diagnostics
7. How different is advanced breast cancer in its management and outcomes
8. Changing landscape of breast cancer in India
9. Palliative Care – Moving Beyond the End of Life Care
10. Addressing the Psycho-social Impact of Breast Cancer
11. Way to Affordable and Accessible Breast Cancer Care
12. Saving Women's Lives: Mobilizing Community through Communication
13. Managing Breast Cancer: Health System Approach
14. Living with Breast Cancer

## CAMPAIGNS & MOVEMENT



According to experts strengthening core areas around these pillars will form the base of a holistic plan to tackle breast cancer in India.

The national campaign of 'Breast Cancer Action Month' brought 8 key areas to the fore fronts that require action:

1. Awareness
2. Removing stigma
3. Access to healthcare
4. Breast Cancer in men
5. Expansion of palliative care
6. Introducing advanced drugs & treatments
7. Patient support
8. Innovation and research

### Key Highlights of the month-long

- 30 digital round tables with government leadership, officials, lawmakers, doctors, social influencers, cancer activists and survivors
- 200+ Speakers
- High-powered Breast Cancer Action Summit
- Setting up of National Breast Cancer Action Day on 21st October
- Awareness through Sand Art by World Famous Sand Artist Sudarshan Patnaik
- Endorsement by 300+ Social Media influencers
- Digital pledge for making people aware about breast health

### Key Recommendations for Government

1. Create a public healthcare cadre at state level for awareness building and undertaking widespread preventive screening activities
2. Implementation of PM-JAY should be expanded to cover the middle class
3. Announce mandatory screening program for cervix, breast and oral cancer starting at 30 years
4. Implement a concerted campaign on breast cancer akin to "Beti bachao, beti padhao"
5. Include cancer awareness programs in the government health schemes
6. Equip government health and wellness centres (HWCs) for clinical breast examination (CBE)
7. Promote digital healthcare that can form the backbone for preventive screenings through Big Data and similar tech interventions
8. Conduct larger studies on effectiveness on self breast and clinical breast examination Countrywide capacity building training of health professionals for breast cancer
9. prevention, cure, and patient communication
10. Include breast cancer in secondary-level school curriculum starting from class 9
11. Smt Anandiben Patel, Hon'ble Governor of Uttar Pradesh & Hon'ble Governor of Madhya Pradesh advocated the idea that teenage girls in schools must be educated about health problems and they can in turn educate their mothers.



## A TRIBUTE TO "INDIA FIGHTS BREAST CANCER"

Odisha-based sand-artist Sudarsan Pattnaik is a household name; in 2017 he even made it to the Guinness world record by constructing the largest sandcastle at a beach in Puri. His beautiful and grand sand sculptures on different important themes and special occasions have a large number of supporters on social media. Born on April 15, 1977, he has dedicated his life to sand art and raising public awareness on critical issues through it. Sudarsan Pattnaik was honoured with the Padma Shri in 2014 to recognize his creativity and dedication towards the cause of humanity. His extraordinary way of expressing himself through detailed sand art has not only created a huge fan base for him but also contributed in bringing forth important health and environment issues on the fore front. His sand sculptures on critical issues like following Covid19 protocols to save water campaign, from corruption free India to climate change have garnered the attention of not only national but also international media.

In order to create awareness on the meaningful observation of the National Breast Cancer Action Day and in recognition of the efforts initiated by Integrated Health and Wellbeing Council for the cause, Sudarsan Pattnaik created this impressive sand art sculpture. The National Breast Cancer Action Day was observed on 21st October and apart from summits and discussions on relevant themes, awareness was also created on the issue on social media as well as other platforms.

We sincerely hope that the efforts of Padma Shri Sudarsan Pattnaik continue to inspire and motivate everyone for achieving a better environment and health for all.



**WORLD FAMOUS  
SAND ARTIST**

*Sudarshan  
Pattnaik...*



## DIABETES

Diabetes is part of a larger global epidemic of non-communicable diseases. It has already become a major public health challenge globally. This disease affects 6.6% (285 million people) of the world's population in the 20-79 years age group, and as per the IDF, this number is expected to grow to 380 million by 2025.

India has an estimated 77 million people (diagnosed with diabetes, which makes it the second most affected in the world, after China. Roughly put together this means that 1 in 11 Indians is diagnosed with the issue though due to lack of awareness many cases go undiagnosed too. Furthermore, 700,000 Indians died of diabetes, hyperglycemia, kidney disease or other complications of diabetes in

2020. To understand the magnitude of diabetes and its risk factors at every stage, enable planning for targeted policy, interventions, public awareness strategic collaboration, and develop digital & advance infrastructure to fight against diabetes, the IHW Council is committed to drive multiple nationwide advocacy & awareness initiatives. The mission of these endeavors is to fight with the disease burden and create awareness on preventive measures by making appropriate lifestyle changes, hence leading to a healthier life.



The drive to create a massive awareness on the critical aspect of diabetes through multiple initiatives with the key stakeholders was launched by IHW Council. The objective of the platforms was to achieve good health for all.

One in six people with diabetes in the world is from India. The numbers place the country among the top 10 countries for people with diabetes, at number two with an estimated 77 million diabetic population.



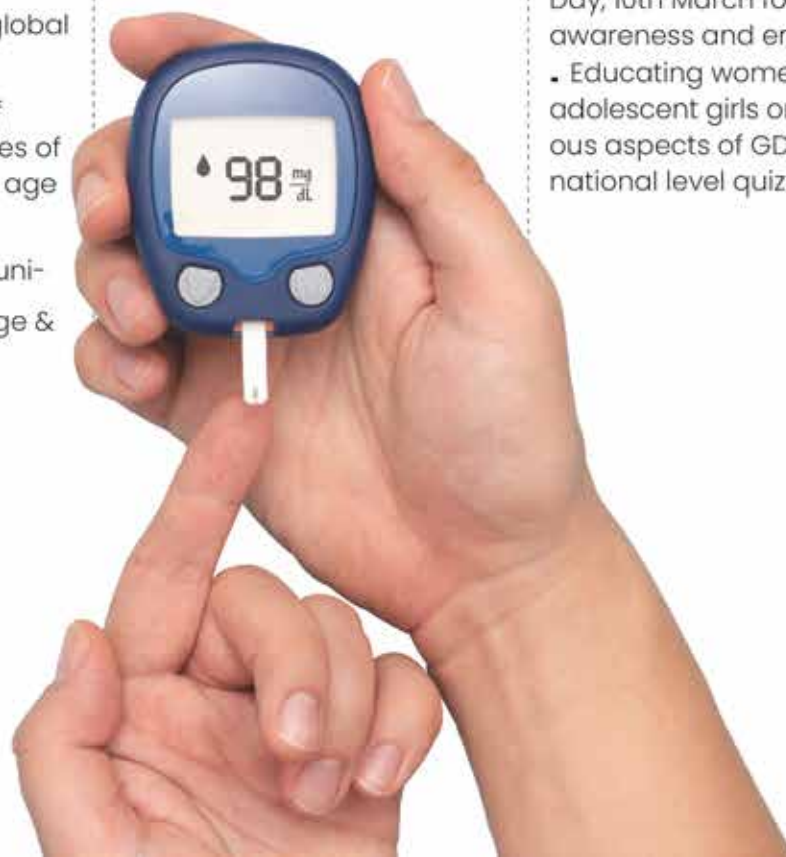
- Global policy perspectives on diabetes; prevention, cure and management
- Spreading awareness about the different types of diabetes, insulin uses and availability
- Knowledge exchange; Involving various stakeholders and build a dialogue amongst national and global experts
- Sharing experiences of people living with all types of diabetes across various age groups
- Collaborations opportunities, technology exchange & product presentation



- Understanding the seriousness of growing Diabetes in Pregnancy (GDM) epidemic and supporting the mission of Government and private professional bodies in India



- A global virtual forum to understand the Obstetric and Perinatal Considerations
- Detection, Diagnosis and Risk Assessment of Diabetes among women in India
- Understanding current State policy and strategies to manage GDM more efficiently
- Promoting National GDM Day, 10th March for more awareness and engagement
- Educating women and adolescent girls on the various aspects of GDM through a national level quiz





According to many surveys gestational diabetes may affect between 5 and 8 million pregnant women in India annually.

Diabetes during pregnancy can cause problems for women including development defects in the unborn child. Apart from birth defects in the baby it can pose serious health issues for women including lifelong diabetes. Proper care and awareness in this regard go a long way in preventing birth defects and other health problems

To create awareness on the seriousness of growing Gestational Diabetes Mellitus (GDM) epidemic and supporting the mission of Government and private professional bodies in India, The IHW Council in association with ARTIST for Her initiated Diabetes in Pregnancy Summit 2021 on 10th March 2021. The mega initiative was a public awareness movement and a part of SHAPATH 1000 Days advocacy roadmap with various interactive and engaging programs including a Summit on the occasion of National GDM Day, 10th March 2021 and India Diabetes Quiz to educate women and adolescent girls on the various aspects of GDM.

Both the initiatives successfully created relevant awareness on diagnosis, treatment and preventive measures to ensure a safe pregnancy and healthy new born and to effectively tackle the common problem of GDM that can have long term health benefits for both the mother and child.





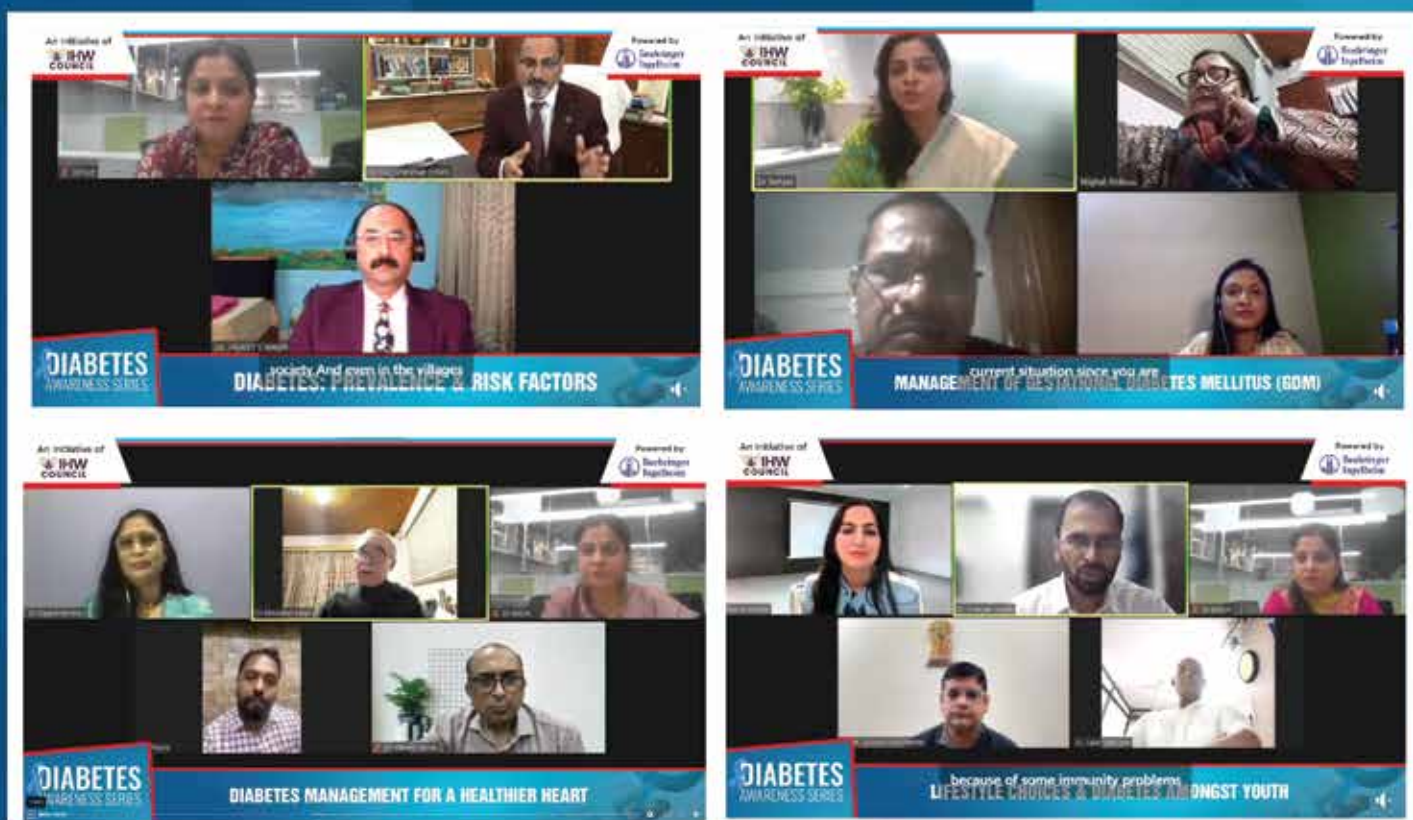
## Think Beyond Sugar: A Virtual Initiative for Diabetes Awareness



Think Beyond Sugar was a virtual initiative aimed at raising awareness about the multifaceted nature of diabetes. This innovative campaign featured a series of 10 engaging talk shows, each meticulously designed to provide comprehensive insights into diabetes management, prevention, and the latest advancements in treatment. Attended by renowned medical professionals and diabetes experts, these sessions offered invaluable information and practical advice to a global audience.

The talk shows covered a wide array of topics, including the physiological aspects of diabetes, the impact of lifestyle and dietary choices, and the importance of early diagnosis and regular monitoring. By leveraging the expertise of doctors specializing in endocrinology, nutrition, and diabetes care, Think Beyond Sugar provided participants with a holistic understanding of the condition. This initiative not only educated viewers about the complexities of diabetes but also empowered them with the knowledge to make informed decisions about their health, thereby fostering a proactive approach to diabetes management and prevention.

### **DIABETES** AWARENESS SERIES





## STROKE

### STROKE READY

India is facing a rapidly growing burden of diseases, especially the non-communicable diseases (NCDs). Stroke is definitely one of them – it often goes undiagnosed and even if identified, is not addressed on time due to lack of qualified work force and Stroke Ready Infrastructure. Every year, approximately 1.8 million people suffer from stroke in India, with it even surpassing cardiac problems and tuberculosis as cause of death in North Eastern states of the country.

According to the Global Burden of Disease Study, 25.7 million people survived stroke, 6.5 million died, and 10.3 million new strokes were recorded. It also noted that the low-and middle-income countries (LMICs), of which India is a part, have witnessed more than 100 per cent increase in incidence of stroke whereas the developed countries have witnessed a drop of 42 per cent.



**Advocacy Collaboration Transform**

With the mission to create a Stroke Ready Health System that strives to create infrastructure and advance healthcare delivery mechanism towards saving lives and preventing disabilities, IHW Council is institutionalizing "PROJECT STROKE" with the much needed advocacy and multi-stakeholder engagement.

The Project Stroke would aim to improvise and influence the key stakeholders to act towards pro stroke healthcare workforce right from the first responder, paramedics, efficient emergency and ambulance staff, and primary healthcare

professionals to the stroke task force in the hospital to be trained about ways and means to identify, manage, treat, and rehabilitate stroke patients.

It will also provide platform for thought leaders, government, policymakers, public health experts and stroke professionals, private enterprises, technology players, social and community development level champions, including many segments of the healthcare ecosystem to be part of this initiative.



## STROKE



The IHW Council's flagship series of STROKE SUMMITS in the year 2019, 2020 and 2021 brought together government, policymakers, KOL's and healthcare and medical experts to set the pace for Stroke Ready India.

The Summits were supported by the World Stroke organization and other leading global organizations, and attended by more than 65 speakers and 1400 delegates from the Healthcare & medical fraternity and social changemakers.



**STROKE**  
ACADEMY  
MASTERCLASS

**STROKE**  
SUMMIT

### The key topics discussed:

- ✓ Policy intervention and government perspective on the Stroke Care in India
- ✓ Upgrading the Frontline Healthcare Ecosystem & the criticality of Golden Hour
- ✓ Integrated Stroke Strategy to ease stroke Burden in India

## STROKE



### IMPACT OF STROKE ADVOCACY

•LIVE

Live Campaign Reach

**73.2K+**



Live Campaign User  
Engagement

**2.05K+**



Video Views

**20K+**



## MENTAL HEALTH



According to WHO the burden of mental health problems in India is 2443 Disability-Adjusted Life Years (DALYs) per 100 00 population; the age-adjusted suicide rate per 100 000 population is 21.1.

According to a survey by UNCEF "Around 14 per cent of 15 to 24-year-olds in India, or 1 in 7, reported often feeling depressed or having little interest in doing things". \*

The current COVID19 pandemic have created new challenges in the area of mental health and well being. The anxiety and the confusion due to Covid19 resulted in turmoil and mental stress among people of all ages in India

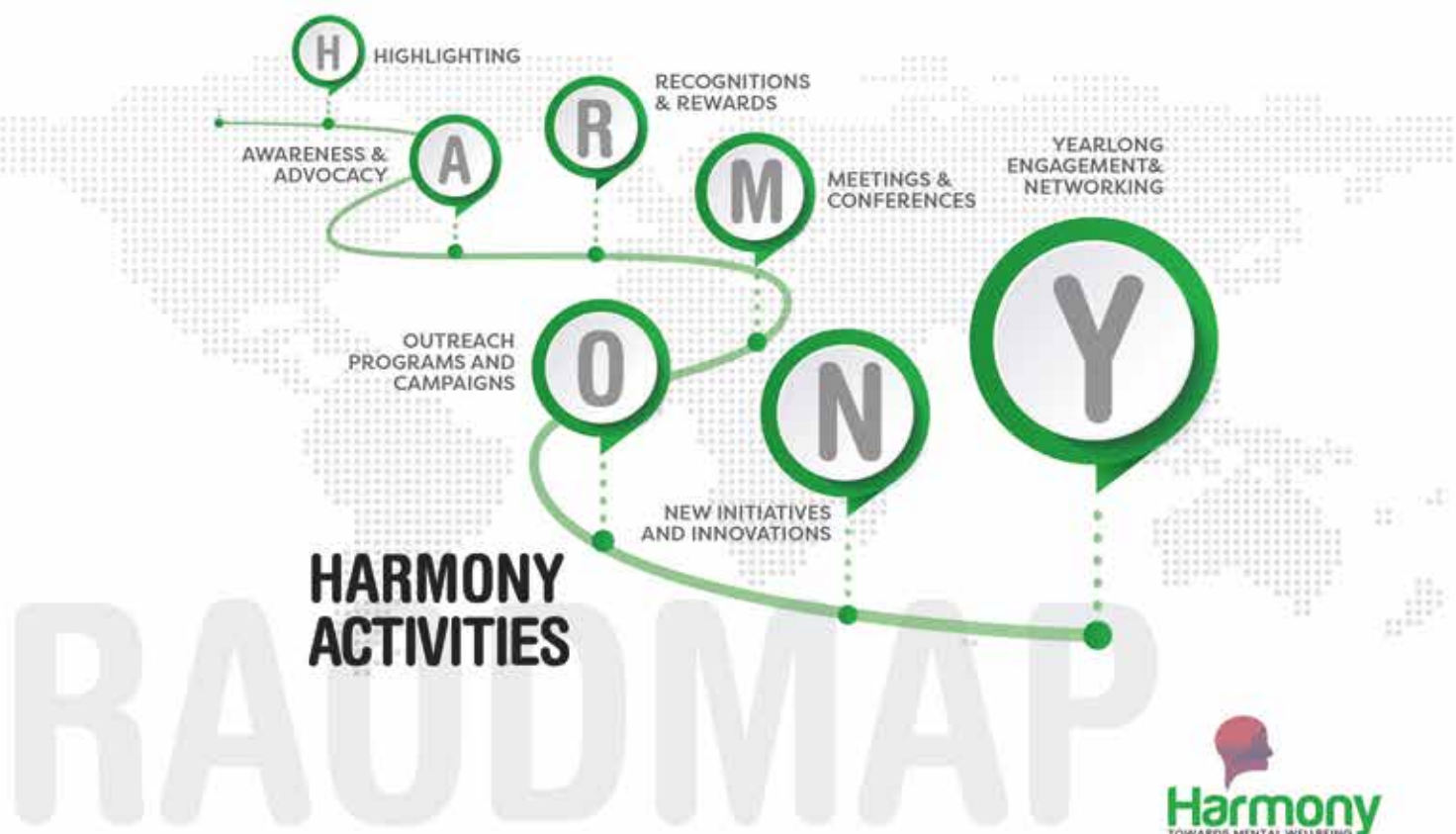
We at the IHW Council are dedicated to the concerns surrounding mental well being and to address these concerns we initiated a Mental Health Advocacy Program; HARMONY to highlight core issues, raise public awareness, advocacy and mobilize efforts in support of the concept of mental health. The aim of the project is to initiate infrastructural changes and required current policy interventions to fight this battle.

Project Harmony would lay down a path for a resilient and thoughtful support system, multi-sectorial engagement programs involving responsible authorities, national and international organizations to create an environment which promotes healthy living and encourages people to adopt healthy lifestyle. It would also advocate enabling environment through national mental health policies and regulatory frameworks for effective management of mental health disorders and providing overarching directions for ensuring better mental health for human race.



## MENTAL HEALTH

- ✓ Identifying, Understanding and propagating the prevailing mental health issues in India
- ✓ Bringing responsible government authorities, policymakers and key stakeholders together to lay down a robust infrastructure
- ✓ Focusing on regional structure and involvement of States and local bodies for outreach programs
- ✓ Inviting and involving international and national organizations to implement innovative solutions and advanced infrastructure
- ✓ Utilizing digital health ecosystem to increase the accessibility efficiency and affordability
- ✓ Accountability of government healthcare workforce, qualified support system, professional training and capacity building in managing the current mental health infrastructure in the country
- ✓ Insight on the existing primary and secondary care and required Infrastructure development in rural and urban India
- ✓ Approaching key stakeholders for multi-sectorial collaboration for sustainable support systems
- ✓ Advocacy and awareness program to educate people of all ages and increasing the reach of government policy, facilities, benefits, and private sector commitment
- ✓ Investment and funding opportunities for new initiatives and innovation
- ✓ Encouraging startups in digital health to offer lucrative and effective solutions





# TARGET 3.5

## Strengthen the prevention & treatment of substance abuse, including narcotic drug abuse & harmful use of alcohol

**T**he IHW Council is dedicated to addressing the critical issues of tobacco use and harmful alcohol consumption through a multifaceted approach that leverages digital technology and community engagement. We understand the importance of reaching people where they are, which is why we utilize various online platforms to spread awareness and provide support. Our social media campaigns are designed to be both informative and engaging, to highlight the severe health risks associated with tobacco use and binge drinking. Furthermore, our series of talk shows hosted by healthcare professionals and addiction experts, provide in-depth insights into the dangers of these substances, practical quitting strategies, and ways to maintain a healthy, substance-free lifestyle.

We have launched a series of initiatives that delve deeper into the issues surrounding tobacco and alcohol use. These summits and talk shows feature a diverse range of speakers, including medical professionals, addiction counselors, policymakers, and individuals with personal experiences of overcoming addiction. They are designed to educate viewers on various aspects of tobacco and alcohol abuse, from the science of addiction to the social and economic impacts, and the available support systems. The interactive format of these talk shows encourages viewers to engage actively, ask questions, and share their own experiences, creating a community of support and shared learning. By collaborating with healthcare providers, hospitals, research institutes and government agencies, we aim to amplify our impact, advocating for policy changes and educational programs that can make a real difference in preventing tobacco and alcohol abuse and promoting healthier communities.





Institute of Liver &  
Biliary Sciences

## INDIA LIVER HEALTH SUMMIT

# INDIA Liver HEALTH SUMMIT

The Summit was jointly organized by **Integrated Health and Wellbeing Council and Institute of Liver and Biliary Science (ILBS Delhi)**. The event was organized to commemorate World Liver Day, a day observed worldwide to create awareness on the significance of a healthy liver and initiate lifestyle changes to achieve it. The day also witnessed the launch of Play-Safe, a joint initiative of IHW Council and ILBS, to enhance societal and family support and awareness to protect liver from alcohol abuse especially amongst the youth. The campaign launch featured participation from an array of speakers, including **Noble Laureate Shri Kailash Satyarthi** and **veteran journalist Shri Prabhu Chawla**. The launch was followed by a pledge to motivate youngsters to abstain from alcohol addiction and create awareness on the same.





The event garnered widespread media attention, capturing the interest of various news outlets and social media platforms. Major television networks, newspapers, and online news portals extensively covered the proceedings, highlighting the urgent need to address the issue of binge drinking. The media coverage not only amplified the event's message but also extended its reach to a broader audience, ensuring that the conversations initiated during the event resonated well beyond the immediate participants.

In addition to the traditional media coverage, the event created significant relevance and awareness on social media, where it trended on various platforms. Influencers, health advocates, and ordinary users alike shared highlights, key takeaways, and personal reflections, creating a viral effect that further spread the message. Hashtags associated with the event facilitated a global conversation, encouraging individuals to share their own experiences and perspectives on binge drinking. This online buzz fostered a sense of community and solidarity among those affected by or concerned about binge drinking, while also catching the attention of policymakers and stakeholders in the health sector. The event's success in creating widespread awareness was evident in the increased public discourse on the topic, demonstrating a heightened collective consciousness about the harmful effects of binge drinking and the need for continued efforts in prevention and education.

### शराब सेवन से युवाओं में बढ़ रहे लिवर प्रत्यारोपण के मामले

लिवर प्रत्यारोपण की बढ़ती संख्या के कारण देश में लिवर प्रत्यारोपण की संख्या में तेजी से वृद्धि हो रही है। विशेषज्ञों का कहना है कि शराब सेवन, जो कि 20 से 30 वर्ष के युवाओं में तेजी से बढ़ रहा है, लिवर प्रत्यारोपण की संख्या में वृद्धि का प्रमुख कारण है।

**25** वर्ष से कम की आयु में लिवर प्रत्यारोपण की संख्या में वृद्धि हो रही है।

**48** वर्ष से कम की आयु में लिवर प्रत्यारोपण की संख्या में वृद्धि हो रही है।

लिवर प्रत्यारोपण की संख्या में वृद्धि हो रही है। विशेषज्ञों का कहना है कि शराब सेवन, जो कि 20 से 30 वर्ष के युवाओं में तेजी से बढ़ रहा है, लिवर प्रत्यारोपण की संख्या में वृद्धि का प्रमुख कारण है।

### साल में दो लाख लिवर प्रत्यारोपण की जरूरत, हो रहे 2,000

लिवर प्रत्यारोपण की संख्या में वृद्धि हो रही है। विशेषज्ञों का कहना है कि शराब सेवन, जो कि 20 से 30 वर्ष के युवाओं में तेजी से बढ़ रहा है, लिवर प्रत्यारोपण की संख्या में वृद्धि का प्रमुख कारण है।

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### Campaign to curb alcohol-linked liver ailments

A campaign to curb alcohol-linked liver ailments is being launched. The campaign aims to raise awareness about the harmful effects of binge drinking and the need for continued efforts in prevention and education.

The campaign aims to raise awareness about the harmful effects of binge drinking and the need for continued efforts in prevention and education.

### Alcohol abuse major cause of liver disorders: Experts

Alcohol abuse is a major cause of liver disorders, experts say. The experts warn that binge drinking can lead to liver damage and the need for continued efforts in prevention and education.

The experts warn that binge drinking can lead to liver damage and the need for continued efforts in prevention and education.

### कृत को स्वस्थ रखने के लिए नियमित हेल्थ चेकअप जरूरी : एसके सरीन

हेल्थ चेकअप की जरूरत है। विशेषज्ञों का कहना है कि शराब सेवन, जो कि 20 से 30 वर्ष के युवाओं में तेजी से बढ़ रहा है, लिवर प्रत्यारोपण की संख्या में वृद्धि का प्रमुख कारण है।

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## TARGET 3.6

### By 2030, halve the number of global deaths and injuries from road traffic accidents

#### GRATITUDE WEEK "BIKERS" RALLY - RIDE FOR SAVIOURS"

The unique initiative, by the IHW Council witnesses week-long 'Gratitude Week - A Tribute to Health Guardians' that commences on National Doctors Day, celebrated on 1st July, celebrated to pay tribute to Dr. Bidhan Chandra Roy, for his path - breaking contributions in the medical field.

The aim of the event is to create awareness on the sacrifices that doctors make and the need to acknowledge their efforts. The Biker's Rally is part of a seven days event that pays tribute to the doctors and healthcare workers.

The Gratitude Week (July 1-7) was institutionalized in the year 2020 at a time when the entire world was bearing the brunt of the unprecedented Covid19 pandemic and the only ray of hope was provided by the doctors who selflessly attended to patients.

The occasion acknowledges the services of other frontline workers such as nurses, ward boys and pharma industry especially during the pandemic, when they jeopardized their own lives and the health of their families at risk with selfless determination of saving lives and helped humanity to come out of that phase.

Moreover, this event also serves as an opportunity to promote road safety and responsible biking. Through the event the IHW Council also aims to further the cause of both public health and safety on roads. The Bike Rally provides a platform for bikers, healthcare professionals, and policymakers to engage in meaningful conversations and collaborate on furthering the critical issue of health and safety for all along with gratitude for the healthcare community.







# Gratitude Week

A TRIBUTE TO HEALTH GUARDIANS

According to IMA 798 doctors died during second wave of Covid-19 across India.

IHW Council through its mega campaign invites and encourages people from all walks of life to join the movement and generously payback to all healthcare workers by praying, blessing, contributing through arts, music, skills and time to these true saviors who relentlessly contribute to save lives.

The landmark initiative becomes a historic movement to mark the gratitude for doctors & healthcare workers in the country.

Amidst COVID19 pandemic, when millions were dying and suffering from the life threatening impact of corona virus globally, Doctors, Healthcare workers and Security forces provided hope of survival for billions of people all over the globe. Their selfless efforts, 24X7 services and sacrifices made us realize their godly contribution in saving life on the planet.

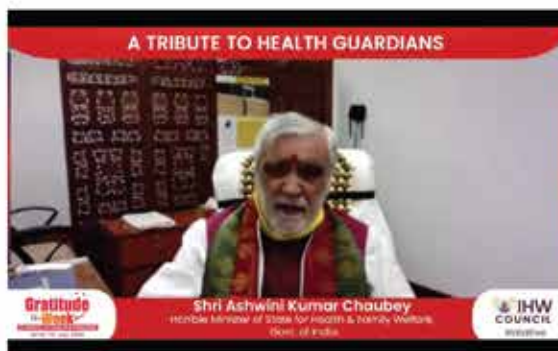
## Key Highlights

- ✓ Weeklong Gratitude to the entire healthcare warriors for their relentless services and sacrifices during the ongoing pandemic
- ✓ Showcasing stories of care & compassion from Doctors, Medical Professionals, Patients, Survivors, Social Leaders, Celebrities and people from across the globe
- ✓ Videos messages, Special Stories, Songs, Arts & Dance performances, live Musical tribute, and Special Act online throughout the week
- ✓ Highlighting compassionate contribution made by Doctors & Healthcare Warriors for affected people in Fighting COVID 19 outbreak as well as throughout the years
- ✓ Honoring the legendary contribution of Doctors and Healthcare workers with "The Health Guardians Awards"
- ✓ Celebrating legendary contribution of Dr Bidhan Chandra Roy, MD, DSc MRCP, FRCS; an eminent Indian Physician, Educationist, Philanthropist, Freedom Fighter and Politician who served as the Chief Minister of West Bengal from 1948 until his death in 1962.

## CAMPAIGNS &amp; MOVEMENT

## GRATITUDE MEMORIAL

The contribution of Doctors and healthcare workers as life saviors cannot be ignored by mankind. It is significant that the COVID 19 pandemic ravaged India and the world for almost two years was a war that was fought by our doctors and healthcare workers on a daily basis. Our doctors and other healthcare workers have emerged as the unlikely but only soldiers to save humanity.



Despite no medicines, doctors helped us to understand the highly-contagious disease, treated us, told us how to save ourselves from it and equipped us to tackle unforeseen challenges like mental health.

When the vaccination began in 2021, doctors were the ones to dispel the myths with science and encourage us to get vaccinated. They left their panicking families home and remained away from them to serve us.

They saw their fellow colleagues and members of the fraternity falling prey to the disease and yet continued to serve the people. While rendering their services to our nation and humanity, as many as 1524 doctors made the supreme sacrifice and laid down their life.

### National Gratitude Memorial to Honour the Contribution of Doctors, Healthcare workers during the pandemic

Eventually, people may no longer remember these testing times and how our healthcare providers sacrificed their today for our people's tomorrow. Building a National Memorial proposed by IHW Council will not only inspire the generations for the nurturing the spirit of social service, but also play a pivotal role to persuade people to change their psyche and attitude towards India's medical community, end the violent behaviour of irate relatives of patients, and generate reverence and honour, and reinforce the government's efforts to help doctors provide service with dignity.

We believe, establishing a structural National Gratitude Memorial for doctors & healthcare workers will also give a strong sense of thanksgiving to coming generation and a chance to remember the contributions of millions of fellow countrymen who strived, persevered, and helped India win a battle that most anticipated it would lose.

To further build public support towards, IHW Council & Indian Medical Association along with IAPG Indian Alliance also working with various public places and institutions such as malls, markets, colleges, universities and government and private hospitals to set up permanent or temporary gratitude memorials to help visitors pay tribute to health workers and their sacrifices.





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To further acknowledge and recognize the unprecedented sacrifices given by the frontline workers the IHW Council came up with the idea to commemorate the front line workers with the Guardian of Health Awards. The awards will not only seek to show our thankfulness to these vanguards of our health and happiness but will also initiate positive reinforcement towards them in times of despair and gloom.

Apart from frontline health warriors The IHW Council also felt the need for rewarding and promoting the outstanding contribution of other medical professionals, health advocates pharmaceutical companies, environmentalist and hospitals for their relentless services for mankind through The Guardian of Health Awards platform. The awards have become a premier and prestigious forum to signify the contributions of leading doctors and healthcare contributors of the country.



**THE  
GUARDIAN  
OF HEALTH  
AWARDS**

## CAMPAIGNS &amp; MOVEMENT

**Dr. Jitendra Singh**Minister of State for Prime Minister's Office,  
Govt. of India

Whenever you put across this proposal, kindly keep in the loop. We can approach the honorable health minister (former), Dr. Harsh Vardhan who is himself a very senior medical professional and in fact known as India's man behind the pulse polio programme and I am sure he knows nuances of all that we are discussing. It's a very noble thought of yours.

**Smt. Meenakshi Lekhi**Minister of State for External Affairs  
& Culture, Govt. of India

Healthcare workers are fighting the battle from the front. We must do everything to honour and protect them.

We have the confidence to serve the people due to these corona fighters who have put their heart and soul in the service. I thank the IHW Council for organising this initiative and you've my word for the memorial – I will write to the PMO and Home Minister's Office at the earliest.



## Leadership Endorsement

**Shri. Ashwini Kumar Choubey**Union Minister of State for Ministry of  
Environment, Forest, and Climate Change,  
Govt. of India

Thanks to the Social Impact Organisation for the proposal of a memorial for healthcare workers who are fighting the battle from the front. Extending my support to the idea, I will consider the IHW Council's demand.

If people will remember the corona virus for ages, then on the other hand the service of doctors and medical workers too will never be forgotten. I believe that there are corona warriors who sacrificed their lives, I know many such good doctors myself. That's why what you have said, I will definitely proceed with this matter and take it as a responsibility on myself. I will definitely take this forward.

**Prof. Dr. JA Jayalal**Former National President,  
Indian Medical Association

Gratitude Memorial would generate a sense of thanksgiving among people and a new generation acknowledging the overall contribution of doctors and the medical fraternity to humanity.



## CAMPAIGNS &amp; MOVEMENT

## Leadership Endorsement



**Shri. Ramdas Athawale**  
Minister of State for  
Social Justice and Empowerment,  
Govt. of India

“The suggestion of dedicating a national memorial for our doctors, nurses and all other healthcare workers who are saving our people risking their own lives is noble and appreciable. I thank IHW Council for their suggestion. These corona warriors are doing selfless service to the humanity and are protecting our country against this pandemic.”



**Shri. Shripad Yesso Naik**  
Former Union Minister of State  
(IC), Ministry of AYUSH,  
Govt. of India

“I congratulate the IHW council for this unique gesture to honour the doctors and other dignitaries of the medical community who have been the most dependable resource in our fight against this pandemic. “On behalf of myself and my ministry, I congratulate and thank all Frontline Fighters. The way they worked in this pandemic is indeed commendable. For their welfare, like you said, the Ministry of AYUSH will never hold back. I want to tell you that we will always be with you.”



**Dr. Randeep Guleria**  
Director, All India Institute of  
Medical Sciences, New Delhi

“This is once in a generation experience and at a time when we were more focused on non-communicable diseases, infectious diseases have come back with a bang – it reminds how important preparedness is. Doctors are coming out of their retirement to serve people despite knowing the risks and they accept the risks as a part of their duty, but at the same time want people to hear their concerns, protect, prepare, support and care for them. Hence, I endorse the idea of a Memorial for Healthcare Workers who are toiling in such conditions

## TARGET 3.7

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

### PRESERVE THE UTERUS

Hysterectomy has always been a debated procedure when it comes to women health and wellbeing. Though in many cases it may be the only option left for the betterment of the patient's health, unjustified & untimely hysterectomies may have adverse effects on the health of the patient. Post-hysterectomy, many women report medical issues such as backache, vaginal discharge, weakness, problems in sexual health and incontinence. Hysterectomy at a younger age is associated with higher risk of cardiovascular disease and stroke and may also affect the mental health of the individual. In India, it is observed that women often undergo a hysterectomy, as a solution for their menstrual problems and related taboos. Claims under Ayushman Bharat indicate a significant reimbursement volume for hysterectomy procedures. As per reports, from September 2018 to April 2019, 24,00,981 pre-authorizations were raised for all packages under PM-JAY (Pradhan Mantri Jan Arogya Yojana) of these, 21,896 (0.9%) were for hysterectomy.

We felt the need of the hour is to ensure acceptance of alternate medicines as well as contraceptive methods to avoid unnecessary removal of uterus and its negative impact on the overall wellbeing of women. The IHW Council in collaboration with global pharmaceutical major Bayer and Federation of Obstetric and Gynaecological Societies of India (FOGSI) initiated a nationwide campaign to 'Preserve the Uterus' which was launched in April 2022, ahead of the hysterectomy awareness month that is observed in May every year. The objective of the initiative is to raise awareness among women & educate health care practitioners about the vital reproductive organ and the diseases that impact it with a view to avoid an untimely or unjustified hysterectomy. It also aims to endow women with enhanced knowledge and better awareness on the issues so that they may make empowered, informed and better choices for themselves.





The campaign involves a multipronged approach to drive awareness, education and capacity building to support a favourable policy and regulatory environment for this issue among the target audience. Through digital and conventional media outreach in multiple Indian languages and extensive sensitization and upskilling workshops with medical practitioners across the country via virtual and physical meetings. Various Panel discussions and CMEs has been conducted with doctors and health care experts as part of the 'Preserve the Uterus' campaign while successfully creating awareness on the issue of women's health including menstrual health and hygiene, dispelling myths around pregnancy, hysterectomy and its impact on health, being attitudinal as well as advocacy change around the issue.

Over the course of more than 2 years, the campaign conducted 5 State Summits, 2 Regional Conclaves and 2 National Summits, extensively engaging with top KOL's from a wide spectrum of verticals ranging from gynaecology to public health and from policy regulators to the pharma industry. The deliberations and more importantly the recommendations and way forward for better execution and implementation of Guidelines To Prevent Unnecessary Hysterectomies issued by the Ministry Of Health & Family Welfare, were also compiled as a White Paper and covered relevant areas including policy regulations, behaviour change and revamping of healthcare ecosystems.







#### COMMITMENT

- A three year dedicated mission to improve health of women, infant and adolescent girl covering 28 States and 8 UTs
- Focus on eradicating Anemia, early birth, Stunting & Wasting, malnutrition issues, mental health, and effects on noncommunicable diseases burden
- Initiative to educate women and adolescent girls on pregnancy and MHH Management.



#### ENGAGEMENT

- Pan India Dedicated health helpline for women covering COVID 19 support, pregnancy care, OB/OBGYE, Nutrition care and Infant Care - 9739693300
- Diabetes in Pregnancy advocacy initiative to highlight major concern of monitoring and cure diabetes among pregnant women



#### INFLUENCED

- More than 10 million women through various initiatives in short span of time



#### IMPACT

- Target to cover 662.90 million women by 2030
- Committed to increase the reach of advocacy area to rural India by 2022



#### PROMOTING AND PROPAGATING

- Encouraging and rewarding the remarkable contribution of women in various health, environment, social and medical areas



The IHW Council under SHAPATH 1000 Days mission celebrated the World IVF Day on 25<sup>th</sup> July by organizing the **India IVF Summit** on 25<sup>th</sup> July 2020. Since then the Council has been organising Indian IVF Summit every year on the same day to highlight the positive change IVF technique brought to the millions of couples & families, and completely changed their life for good. Each year the summits witness live interactions with qualified doctors, specialist and healthcare stalwarts as well as policy experts to discuss about pressing issues, improvising technology, enhancing infrastructure & facilities, providing advance medical treatment & products, dealing with pertinent factors and addressing India's infertility epidemic, challenges of customers, addressing ethical concerns, easing the process of reproduction through IVF. The summit works towards creating awareness on the issue facing fertility treatments in the country including mental anxiety, stereotyping, myths, stigma as well as affordability and other related concerns.



Addressing India's Infertility Epidemic



**Nearly 27.5 million couples who are actively seeking children suffer from Infertility.**



Year after Year, the IVF Summit has successfully garnered widespread media attention, making significant waves in both traditional and digital platforms. Major news and media outlets have extensively covered the event, highlighting its importance in addressing infertility. The summit's comprehensive approach, featuring expert panels, patient testimonials, and groundbreaking research presentations, has captivated audiences and sparked widespread interest. Social media platforms buzzed with discussions, shares, and live updates from the summit, further amplifying its reach and impact.

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### Patient-centric approach, better insurance coverage needed to counter infertility epidemic: Experts

New Delhi, Jul 27 (PTI) Addressing the challenges of the Assisted Reproductive Technology (Regulation) Act, 2021, along with an integrated patient-centric approach can play a pivotal role in countering infertility in India, experts said on Thursday.

At the fourth edition of the IVF Summit, stakeholders from verticals such as insurance, public health, policy regulations, pharma and in-vitro fertilisation (IVF) experts, deliberated on the critical aspects associated with infertility treatment in the country.

The day-long virtual summit on July 21 was organised by Integrated Health and Wellbeing Council in partnership with Bharat Serums and Vaccines ahead of the World IVF Day, which is observed on July 25.

## The Tribune

— VOICE OF THE PEOPLE —  
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Beyond media coverage, the IVF Summit has played a pivotal role in bringing infertility discussions into the mainstream discourse around health. By providing a high-profile platform for sharing experiences and knowledge, the summit has helped demystify infertility and break down the stigma often associated with it. The inclusion of personal stories and expert insights has resonated deeply with the public, fostering a greater understanding and empathy towards those facing infertility challenges. Consequently, the summit has not only raised awareness but also encouraged open dialogue and support, significantly contributing to a more inclusive and informed conversation on reproductive health.

## THEWEEK

MAGAZINE ▾

HOME INDIA WORLD BUSINESS SPORTS ENTERTAINMENT REVIEWS EDUCATION

### Patient-centric approach better insurance coverage needed to counter infertility epidemic Experts

PTI | Updated: July 27, 2023 1:02 PM

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## NEWS DRUM

NATIONAL INTERNATIONAL ANALYSIS OPINION BUSINESS PERSONAL FINANCE SPORTS

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# IHW DIALOGUE - REIMAGINING EMPLOYEE WELLBEING FOR INDIA'S \$5 TRILLION ECONOMY TARGET

Seasoned human resource experts, mental health specialists, healthcare professionals, and sexual health experts came together at the IHW Dialogue on "Reimagining Employee Wellbeing for India's \$5 Trillion Economy Target", organized by the health think tank, Integrated Health and Wellbeing Council and discussed about the need of employee wellbeing to ensure a thriving workforce, and prioritize holistic wellbeing in the context of India's ambitious \$5 trillion economy target. It was unanimously agreed that emotional, physical and mental health all work together for the holistic and sustainable development of employees.

The unique event discussed about the impact of employee wellbeing on the overall environment of the work place and their imperative role in the growth of the organisation. The deliberations addressed the ways in which organizations that prioritize employee well-being create a positive work environment, foster employee engagement and connections and ultimately experience higher productivity levels, increased job satisfaction, and improved overall business performance.

The experts also emphasised on the importance of sexual health and its impact on the three most important aspects of an individual's life including health, personal relationships and performance at work and the need to include it in the discourse around employee health.

The last couple of years have put a spotlight on the importance of mental and physical wellness. A multi-year pandemic has made employees and employers alike realize that a healthy workforce is not important from a moral standpoint but also from a financial standpoint. This is precisely the reason why many HR and employee experience professionals are putting championing wellness in the workplace as a strategic priority. The roundtable witnessed experts from all relevant verticals coming together to discuss on the significant aspects of employee wellbeing for better productivity and health.





**TARGET 3.8****Achieve Universal Health Coverage, including financial risk protection, access to quality essential health-care services & access to safe, effective, quality and affordable essential medicines and vaccines for all**

Though Immunization is one of the most effective and break through medical intervention to protect mankind from dreaded diseases, more than half of the world's most vulnerable children still miss out on the essential vaccines they need to survive and live healthy lives. Expanding access to immunization is crucial to achieving the Sustainable Development Goals (SDGs) and to ensure a healthy life for all. Safe and effective vaccines play a crucial role in protecting us from life threatening diseases as witnessed during the pandemic. Immunization acts as a defensive shield, keeping families and communities safe. By vaccinating our children, we are also protecting the most vulnerable members of our community, including new-born babies.

In the last two decades India has made significant progress in improving health indicators, particularly those related to child health. The country was certified polio-free in 2014 and eliminated maternal and neonatal tetanus in 2015. To accelerate full immunization coverage and to reach the unreached, the Government of India launched an ambitious Mission Indradhanush targeting nearly 27 million new-born babies for immunization annually.



The IHW Council's advocacy mission SHAPATH 1000 Days also initiated another advocacy drive; India Immunization Summit 2021 to bring together the respective government authorities, policymakers, pharmaceuticals, social and community level organizations, and key stakeholders from health & healthcare sectors to understand the current status of immunization drive under various government schemes. Another aim was to discuss about the challenges faced by the States in achieving full immunization coverage including limited capacities of staff, particularly in low performing States and at the field level, and gaps in key areas such as predicting demand, logistics & cold chain management, high wastage rates, system to track vaccine-preventable diseases.

**In India nearly one million children die before their fifth birthday. Only 65 per cent of children in India receive full Immunization during the first year of their life.**

**SPEAKERS**



# PATIENT FIRST SUMMIT AND AWARDS

The IHW Patient First Summit platform is one of its kind initiatives that bring together all the key stakeholders who would support building stronger health systems in India with patient care and values at its core. The mission is to drive forward - looking policies, patient-centric strategies and actions, based on science, patient experience, system design and partnerships, to initiate Patient-centric care, that places a strong emphasis on communication, shared decision-making, and collaboration between healthcare providers and patients.

By involving patients in their own care, actively listening to their concerns, and respecting their choices, healthcare providers can foster trust and build strong patient-provider relationships. This, in turn, leads to higher levels of patient

satisfaction and engagement in the healthcare process.

The Patient First Summit brings all relevant stakeholders on a single platform to identify and address the gaps in the healthcare system in India in the move towards a more patient focused health ecosystem. The summit provides a platform to medical fraternity, policy makers, pharmaceutical industry, Patient advocacy groups & individuals, and patients themselves to share thoughts insights for better patient-centricity and advocacy in healthcare infrastructure & practices, and pharmaceutical sector for long-term engagement, partnerships and collaborations to drive patient-centric journeys & health outcomes that place the patients at the heart of decision making and modern healthcare delivery mechanism.





# DIGITAL HEALTH SUMMIT & AWARDS



**D**igital technology in the last two decades has revolutionized the way health is marketed and healthcare is delivered worldwide. It has greatly aided patients & providers alike by enhancing the quality of information and health delivery from the community level to district, national and even global levels; reduction in turnaround time of workflows and thus the overall cost, besides bringing in higher accountability into the system.



Advancements in health technology are improving the timeliness and accuracy of public health data collection & reporting, and facilitate disease monitoring and surveillance.

Increasing importance of digital health and technologies has given much needed focus to Good Health & lifestyle, Good Food & Nutrition awareness among masses and contributed immensely to the health & wellbeing of billions. The Indian Healthcare system has notched up several significant achievements over the last 10 years particularly in terms of life expectancy, women's health, infant mortality rate and success in dealing with various dreaded diseases. However, easy accessibility of quality healthcare and affordability to the citizens at large are key concerns.



**3<sup>rd</sup> IHW  
DIGITAL  
HEALTH  
SUMMIT  
& AWARDS**



The Integrated Health & Wellbeing Council brought the most awaited digital platform is bringing multi stakeholders together from the digital health world to understand the digital health revolution, market dynamics, demand and supply, impact of digital technologies on the masses and future of health & healthcare in India. The Digital Health Awards and Summit recognizes and felicitates massive efforts of various digital health initiatives, health information sharing platform, new & transformative technologies, new products, startups, and initiatives benefiting India through a technology-enabled healthcare ecosystem.

The Digital Health Awards are thoughtfully designed and initiated to identify and recognize the remarkable contribution of government & private institutions, companies, social entrepreneurs and individuals in the digital health & healthcare, and more actively operational towards developing a holistic health environment and wellbeing for masses. The awards would definitely encourage new innovations & technology, ideas, startups and promptness of health delivery mechanism through digital ecosystem of IoT, AI, Mobile and Robotics

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### Concerns of data security, digital divide need to be addressed proactively, say experts

New Delhi, Jan 25 (PTI) As India has made great progress in adopting digital technology, data security and privacy are some of the concern areas that need to be addressed for better integration of technology in health, observed public healthcare experts at the third IHW Digital Health Summit and Awards.

The Digital Health Summit and Awards organised last week by the think tank IHW Council brought major stakeholders together for meaningful conversations around digital health ecosystem transformation, in a two-day summit.

Minister of State for Social Justice and Empowerment Ramdas Athawale who attended the event said that initiatives like the digital health awards inspire everyone to prioritise their health and build the health of families and communities.

## THEWEEK

MAGAZINE ▾

HOME INDIA WORLD BUSINESS SPORTS ENTERTAINMENT REVIEWS

### Concerns of data security digital divide need to be addressed proactively say experts

PTI | Updated: January 25, 2019 12:01 IST

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Discussions around themes pertaining to digital health, including the ambitious Ayushman Bharat Digital Mission, and health equity, startup ecosystem in the country, futuristic healthcare technologies like AI and drones, smart hospitals and big data were witnessed in the summit along with sharing of best practices and innovations in the digital health space.



NATIONAL INTERNATIONAL ANALYSIS OPINION BUSINESS PERSONAL FINANCE

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The IHW Council felt the grave need to create strong advocacy and communication around the world's largest digital health mission to make people aware of the benefits and also bring many services and healthcare infrastructure providers together.







With a population of more than 130 crore people, the healthcare requirements in India are unprecedented and quite challenging. It is estimated that more than 75% of health expenditure comes from the pocket of households and the catastrophic healthcare cost pushes thousands of Indian citizens into poverty. Furthermore, the COVID-19 pandemic has once again exposed the dismal condition of the healthcare sector. Added to the woes has always been the lack of regulation in the private sector and the consequent variation in quality & costs of equitable and affordable healthcare services.

It is in the backdrop of such difficult situation, the largest Government funded Universal Health Coverage program in the world: the Ayushman Bharat-PMJAY scheme was launched with the aim to provide inclusive, accessible & affordable health care to each and every citizen of the country including the bottom 40% of the poor and vulnerable population in India. Termed as a 'game-changer initiative to serve the poor' by the Prime Minister - The Pradhan Mantri Jan Arogya Yojana (PMJAY) – is not just helping the crores of registered E card holders but also strengthening thousands of empanelled hospitals and supportive healthcare infrastructure to deliver quality health outcomes along with adequate utilization of healthcare IT infrastructure and improved data management processes across the nation.

In addition, during the COVID19 pandemic, the pilot of the National Digital Health Mission, which was launched by our Prime Minister on the occasion of 73rd Independence Day, has now been officially implemented in many UTs in India.

For many consecutive years, Under the Ayushman Bharat Conclave Advocacy Mission, the IHW Council is bringing together Government, Public Health Institutions & officials, significant stakeholders directly & indirectly related to the Ayushman Bharat Digital Scheme (PM-JAY). It includes government & private hospitals, investment agencies, new technology, IT & innovative



solutions providers & experts complementing and deliberating on handling immediate challenges & issues, startups aligned with National Digital Health Mission and its pan India online infrastructure, organizations understanding the critical issues faced by the healthcare ecosystem and public in accessing the process and availing the Digital Health Scheme.

Through the Ayushman Bharat Conclave the IHW Council aims to encourage a healthy debate on the challenges faced by the citizens in our country, around health and well being. As India's premier health advocacy institution and think-tank, the IHW Council can play a positive role in mitigating those challenges. Apart from bringing to the fore the nation's commitment to helping the underprivileged and vulnerable citizens of this country through our endeavour, we also focus on creating awareness on the Ayushman Bharat health scheme that can cover everyone, everywhere, in the country.





## THE 10<sup>TH</sup> IHW SUMMIT & GLOBAL LEADERS AWARDS

The 10th edition of the Integrated Health and Wellbeing (IHW) Summit & Global Leaders Awards marked a significant milestone in our journey of advocating for health, sustainability, and global wellbeing. Hosted at the prestigious Hyatt Regency in Dubai, the event brought together visionaries, changemakers, and leaders from across the globe to address critical challenges impacting health, environment, and sustainable development.

The Summit was a convergence of minds, with participation from international government officials, global health experts, corporate leaders, NGOs, and sustainability champions. Together, we explored pressing global challenges—ranging from healthcare access and environmental preservation to the role of innovation in achieving sustainable development goals (SDGs).

A key highlight of this year's summit was the launch of the Sustainability Hour—an inspiring initiative that emphasizes actionable solutions for a healthier planet. Featuring interactive sessions and impactful presentations, the Sustainability Hour fostered dynamic discussions on driving collaborative efforts for environmental conservation and holistic well-being. The Global Leaders Awards honored extraordinary individuals and organizations that have made transformative contributions to health, wellness, and sustainability. Each award celebrated stories of innovation, resilience, and dedication that inspire global impact.

The 10th IHW Summit & Global Leaders Awards reaffirmed our commitment to the philosophy of **Vasudhaiva Kutumbakam**—"The World Is One Family." By uniting diverse voices and perspectives, we continue to pave the way for a future where health and sustainability thrive hand in hand. This milestone event underscored the power of collaboration, leaving an indelible mark as we journey toward a better, more equitable world.





Sustainable Access to Water, Sanitation & Hygiene

# Good Water for All

6 CLEAN WATER  
AND SANITATION



**C**lean Water and Sanitation aims to ensure availability and sustainable management of water & sanitation for all by 2030. As an organization dedicated to this mission, we undertake a comprehensive approach to address various aspects of water and sanitation needs.

We focus on providing communities with reliable access to clean and safe drinking water. With Initiatives like Jal Jeevan Conclave, we collaborate with local governments, international agencies, and community leaders to identify areas with critical needs and implement sustainable solutions.

Our efforts also include promoting water conservation and efficient water use practices. We educate communities on the importance of conserving water through campaigns and training programs, encouraging behaviors that reduce water waste.

We also advocate for policy changes and support regulatory frameworks that ensure equitable access to water and sanitation. By working at the grassroots level and engaging with policymakers, we strive to create lasting changes that benefit communities in the long term.

Through a combination of infrastructure development, education, ecosystem protection, & advocacy, we aim to create a world where everyone has access to clean water and adequate sanitation, contributing to better health, economic development, and overall well-being for all.





A safe and good water supply is the backbone of a healthy economy, yet it is woefully under prioritized world over. **India is facing an acute fresh water crisis, with 16% of the global population share;** India has just 4% of the world's fresh water. Around 76 million are without access to safe drinking water and 21% of country's diseases are water related. It is estimated that waterborne diseases have an economic burden of approximately USD 600 million a year in India. This is especially true for drought- and flood-prone areas, which constitutes a third of the nation in the past couple of years. In 2019, under the leadership of Prime Minister Narendra Modi, the Ministry of Drinking Water and Sanitation (MDWS) was restructured under a new ministerial program, under which the MDWS's mandate became one of the two pillars under a new ministry named Jal Shakti. (Power of Water). Safe drinking water and sanitation remain high on the agenda of India's new government. Now, to achieve the goal by 2024, coinciding with the United Nation's Sustainable Development Goals 2030, central government has planned and launched Jal Jeevan Mission (JJM) with much needed focus of Har Ghar Jal. The IHW Council under its Mission Good Water for All had initiated Jal Jeevan Conclave 2021, in the month of March 2021 on the occasion of World Water Day. The initiative focused on the development of action plan to fulfill vision of mighty Har Ghar Jal and brought Ministry of Jal Shakti, government authorities, international & national organizations, development foundations, corporate, private companies, regional agencies proactively working at districts and Gram Sabha level together on a single platform to promote the mighty Jal Jeevan Mission and its benefits, precisely in rural areas of India.



## SPEAKERS FOR JAL JEEVAN CONCLAVE



**Shri Gajendra  
Singh Shekhawat**  
Hon'ble Union Minister of Jal Shakti,  
Government of India



**Shri Ramdas  
Athawale**  
Hon'ble Minister of State for  
Social Justice & Empowerment,  
Government of India



**HH Puja Swami  
Chidanand Saraswatiji**  
Founder/Chair, Global  
Interfaith WASH Alliance  
& President, Parmarth Niketan



**Jack Sim**  
Founder, World Toilet  
Organization



**Rajiv Yadav**  
Chairman, Brahmaputra  
Board, Government  
of India



**Dr. N. B. Mazumdar**  
Hon. Chairman,  
International Academy of  
Environmental Sanitation  
and Public Health



**Anshuman Jaiswal**  
Associate Director, Water  
Resources, The Energy  
and Resources Institute (TERI)



**Anshuman Jaiswal**  
Associate Director,  
Water Resources, The  
Energy and Resources  
Institute (TERI)



**Dr. Samiran Panda**  
Head, Epidemiology &  
Communicable Diseases  
(ECD), Division, Indian Council  
of Medical Research



**Rajesh Jain**  
Managing Director,  
Enhanced WAPP Systems  
(India) Pvt. Ltd.



**Varun Jhaveri**  
Former OSD,  
National Health Authority,  
Government of India



**Dr. Sanjiv Kumar**  
Chairperson, Indian  
Academy of Public Health



**Puneet Srivastava**  
Urban WASH Advisor  
(Utilities), WaterAid



**Ajay Pradhan**  
President and Chief  
Executive Officer, C2S2



**Radheshyam Gomla**  
Ex-Sarpanch of Gomla  
Village, Haryana

The Conclave focusses on the development of action plan to fulfill vision of the timely Har Ghar Jal and bring Government authorities, international & national organizations, development foundations, corporate, private companies, regional agencies proactively working at districts and Gram Sabha level to support, contribute and implementation of Jal Jeevan Mission in providing safe and clean drinking water in rural areas on India. Since its last 3 editions The virtual forum has been inviting innovative solutions, new technology providers to showcase new solutions to strengthen the resolve of Har Ghar Jal and engage educational institutions, local community workers, key stakeholders from health & healthcare sectors, social & private organizations working at grassroots level to educate masses on the various water borne non-communicable disease and infections, good sanitation practices & personal hygiene and role of clean water in managing a healthy lifestyle



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## Technological Interventions and Capacity Building must for Integrated Water Management: Experts

The conclave was organised by the health think tank Integrated Health and Wellbeing Council to mark the World Water Day and to create awareness on the role of water for a healthy body and lifestyle.



New Delhi, March, 23: The experts at the 3<sup>rd</sup> edition of the Jal Jeevan Conclave emphasised on the need of integrating technology along with capacity building at all levels for an integrated and holistic water

management system in the country. The conclave was organised by the health think tank Integrated Health and Wellbeing Council to mark the World Water Day and to create awareness on the role of water for a healthy body and lifestyle.

While commencing the discussion Mr. Kamal Narayan, CEO of IHW Council observed, "It is no secret that a safe and pure water supply is the backbone of a healthy nation, yet is woefully under prioritized, in many parts of the world. Water crisis is one of the world's greatest unmet challenges. Through the Jal Jeevan initiative the Council aims to popularise new and innovative solutions for water management while also engaging local community workers, key stakeholders from health & healthcare sector, social and private organizations working at grassroots level to educate masses on the various water borne noncommunicable disease and infections, good sanitation practices and personal hygiene."





## IHW COUNCIL JOINS HANDS WITH MISSION PANI FOR ADVOCATING

### #GoodWater & #Hygiene for All

Lack of access to clean drinking water adversely impacts the right to good health and sanitation, which is a non alienable right of every individual. It also poses threats to UN Sustainable Development Goals of inclusive access to clean water and sanitation facilities. Along with sanitation measures, clean and safe drinking water is critical to mitigate the risk of water-borne infections and enable people to earn their livelihoods, essential for mental well being. This becomes especially relevant in a time when India is home to more than 18% of the world's population, but has only 4 % of the world's renewable water resources.

Realizing the significance of a sustainable solution to the water woes facing the country, the Union Budget announced last year launched the Jal Jeevan Mission. The initiative is to ensure all households in rural India receive safe and adequate water through individual household tap connections by 2024, and a roadmap for Jal Jeevan Mission (Urban) was also laid.

In an endeavor to bring all stakeholders together for accelerated progress towards achieving the goal of #GoodWater for All, Integrated Health & Wellbeing Council initiated the Jal Jeevan Summit in 2020 which was inaugurated by the Union Minister for Jal Shakti, Shri Gajendra Singh Shekhawat.

To further bolster the movement, IHW Council joined hands with Harpic Mission Pani, launched by Reckitt to create awareness about saving water and sustaining it for the generations to come. The aim was to change attitudes and behaviour to improve water use efficiency through media campaigns across the length and breadth of the country. The extensive campaign with prominent Bollywood actor Akshay Kumar being its ambassador, reached to its first major milestone when the first of its kind Sanitation Preamble was launched on International World Toilet Day on 19th November 2021 at Rashtriya Swachhta Kendra (Raj Ghat) in the presence of many senior dignitaries, including Lok Sabha Speaker Shri Om Birla, Jal Shakti Minister, Shri Gajendra Singh Shekhawat, Deputy Chairman of the Rajya Sabha, Shri Harivansh Narayan Singh, and founder of World Toilet Organization (WTO); Mr. Jack Sim.





The Mission Paani also focused on the role of sanitation workers in order to ensure a clean and safe environment for all. The event also witnessed the launch of '101 Stories of Inspiration' coffee table book is a compilation of stories of exceptional people who are resiliently working to change the sanitation scenario in India.



The Sanitation Preamble became the rallying point for all voices that work towards fulfilling the water and sanitation needs of millions of Indians and inspire many to work towards saving water and maintaining hygiene and sanitation. The pledge takes forward the objectives of the Swachh Bharat Mission and the United Nations' Sustainable Development Goal number 3, 6 and 10, to drive awareness that ensures no one is left behind. An official Mission Paani Anthem, composed by music maestro A.R. Rahman and written by well known lyricist, Prasoon Joshi was also unveiled at the launch of the mission. The anthem focuses on sustainable solutions for conserving water and while also ensuring good hygiene and sanitation.

IHW Council is proud to contribute in transforming Mission Paani in a national movement while working in close collaboration with News 18, World Toilet College and Jagran Pehel and highlighted and promoted the transformation and empowerment of our sanitation workers while also ensuring hygiene and healthy sanitation practices.

'Mission Paani' was declared the Best Media Campaign (Print and Electronic) under the 3rd National Water Awards (NWA) 2020 awarded by the Ministry of Jal Shakti, to recognize and encourage exemplary work and efforts by States, Districts, individuals and organizations across the country towards attaining the vision of a Jal Samridh Bharat. The campaign rose to its international fame at the World Economic Forum, in Davos, Switzerland with high-profile delegates from the world of business, politics and art unanimously showered their praise on the Mission Paani movement for its incredible impact on issues such as clean water, sustainable sanitation that need urgent attention for an equitable tomorrow while hosting a wide array of conversations with global leaders and change makers on the issue of sanitation at the World Economic Forum. Mission Paani highlights urgent humanitarian and security challenges as they simultaneously advance long-standing economic, environmental and societal priorities – all while reinforcing the foundations of a stable global system. With the campaign now showcased at the World Economic Forum, it hopes to bring the attention of the world leaders to this global issue.







101 Stories of Inspiration coffee table book is a campaign curated and initiated by **IHW Council** along with Harpic World Toilet College, Mission Paani, Jagran Peהל and supported by Reckitt. The inspiring 101 stories of sanitation workers who have been rehabilitated through the efforts of organisations such as World Harpic Toilet College, Gramalaya, Sulabh International, Centre for Development, Hari Bhari Patiala, Navsarjan and Human Research and Development Centre.

These are stories of grit and perseverance, but these are also stories that demonstrate how change begins with but one idea. The idea of a woman who gave her land to build toilets so the women of her village wouldn't have to go into the fields, or the idea of a 5-day online programme that gave so many courage of conviction and a belief in their own abilities, or the idea of educating sanitation workers on proper nutrition and healthcare.

The book was launched by former Vice President Shri Venkaiah Naidu and Jal Shakti Minister; Shri Gajendra Singh Shekhawat at Rashtriya Swacchta Kendra (Raj Ghat) in the presence of many senior dignitaries, including Lok Sabha Speaker; Shri Om Birla and Deputy Chairman of the Rajya Sabha; Shri Harivansh Narayan Singh.



## QUOTES

**Shri M. Venkaiah Naidu**

Vice-President, of India

corporate sector and voluntary organizations also have an equally important role to play along with the governments. I am sure that the IHW Council will continue its good work for the betterment of the lives of sanitation workers through professional training from leading institutions in government, private and NGO sectors

**Shri Gajendra Singh Shekhawat**Union Minister of Water Resources,  
River Development & Ganga  
Rejuvenation

It is a matter of great pleasure that IHW Council, in association with Jagran Pehel and Reckitt, have come out with a coffee table book showcasing '101 Stories of Hope' of individuals whose lives were transformed, from manual scavenging to dignified jobs in the mainstream

**Dr. Virendra Kumar**Union Minister for  
Social Justice & Empowerment

The clarion call for Swachh Bharat Abhiyaan, by our hon'ble Prime Minister Shri Narendra Modi, has not only changed the demographic of the sanitation sector but has also uplifted the social and personal behaviour of the sanitation workers in India. I welcome and encourage such ideas and thoughts to promote, propagate, advocate the sanitation & hygiene sector and strengthen each and everyone involved in empowering the social structure of India. In this Yajna of making India clean, the

**Ramdas Athawale**Union Minister of State,  
Ministry of Social Justice & Empowerment

I applaud the contribution of the organizations that bring such a remarkable change to the entire sanitation and hygiene sectors in India and changing the lives of sanitation workers through the professional training programme and helping India to organize the unorganized sector. I also congratulate the IHW Council, Jagran Pehel and Harpic World Toilet College for these thoughtful initiatives and fully support such ideas with encouragement and motivation







Making Good Living Accessible for All

# Sustainable Cities & Communities

## Make Cities and Human Settlements Inclusive, Safe, Resilient, and Sustainable



Integral to achieving SDG 11 is the need for urban infrastructure that is low-emission, resource-efficient, and resilient. For instance, target 11.2 emphasizes universal access to safe, affordable, accessible, and sustainable transport systems, directly influencing land use, resource consumption, air quality, & climate. Similarly, target 11.6 aims to reduce the per capita environmental impact of cities, focusing on air quality and waste management. Additionally, target 11.7 advocates for universal access to safe, inclusive, and accessible green and public spaces, which purify air and absorb rainwater.

The IHW Council specifically works for some of the most significant core areas to achieve SDG 11 through its initiatives like the IHW Summit and Awards and CSR Summit and Awards. Both the endeavours have been thoughtfully planned to create advocacy and awareness around the need to build resilience urban structures and sustainable communities that can contribute to climate change mitigation by strategically densifying, investing in renewable energy and sustainable building techniques, valuing ecosystem services, and increasing the use of sustainable transportation. These measures will help cities adapt to and mitigate the effects of climate change, addressing imminent resource shortages.

Achieving sustainable communities involves not just government efforts but also active participation from businesses and civil society. Corporate Social Responsibility (CSR) plays a crucial role in this regard. Companies can contribute by adopting sustainable practices, investing in community development, and ensuring their operations align with environmental sustainability goals. Through CSR initiatives, businesses can help create inclusive, safe, resilient, and sustainable communities, demonstrating their commitment to social and environmental responsibility.

By prioritizing sustainable infrastructure, supporting marginalized communities, and leveraging CSR efforts, we can create urban environments that are better equipped to face future challenges and provide a higher quality of life for all residents.

The IHW and CSR Awards work towards acknowledging pathbreaking efforts in the direction and also motivate and inspire organizations and communities to work towards creating urban environments that are better equipped to face future challenges and provide a higher quality of life for all residents.



# Shifting towards a Greener Future

As part of our commitment to **SDG 11 (Sustainable Cities and Communities)**, the IHW Council is actively promoting clean air, renewable energy, and sustainable transportation solutions, all of which are critical components of creating resilient and environmentally responsible urban spaces.

One of our flagship initiatives under this goal is the Good Air Movement, which advocates for clean air and healthy environments through a combination of policy advocacy, public awareness campaigns, and community action. The Good Air Summit has become a prominent platform for stakeholders to discuss innovative solutions for improving air quality, including green infrastructure, expanding urban green spaces, and advancing cleaner technologies in transportation.

## Promoting Solar and Clean Energy

The transition to clean and renewable energy is essential for achieving SDG 11. IHW Council actively supports the adoption of solar energy and other renewable sources as part of a larger effort to reduce the reliance on fossil fuels. By advocating for sustainable energy solutions,

we aim to reduce urban emissions, improve air quality, and contribute to climate action. Solar energy, in particular, is seen as a vital tool for powering cities sustainably and ensuring equitable energy access.

## Electric Vehicles (EVs) for Cleaner Transportation

The promotion of electric vehicles (EVs) aligns with our vision for a low-carbon urban transport system. EVs not only help reduce greenhouse gas emissions but also improve air quality by minimizing pollutants from combustion engines. IHW Council encourages the expansion of EV infrastructure and advocates for policies that make electric mobility accessible and affordable for all, thus contributing to safer, cleaner cities.

Through these efforts, the IHW Council remains committed to driving the sustainable urban transformation necessary to meet the challenges of the 21st century. Our initiatives not only accelerate progress towards SDG 11 but also ensure a healthier, cleaner, and more sustainable future for generations to come.





## TARGET 3.9

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

### GOOD AIR SUMMIT & AWARDS

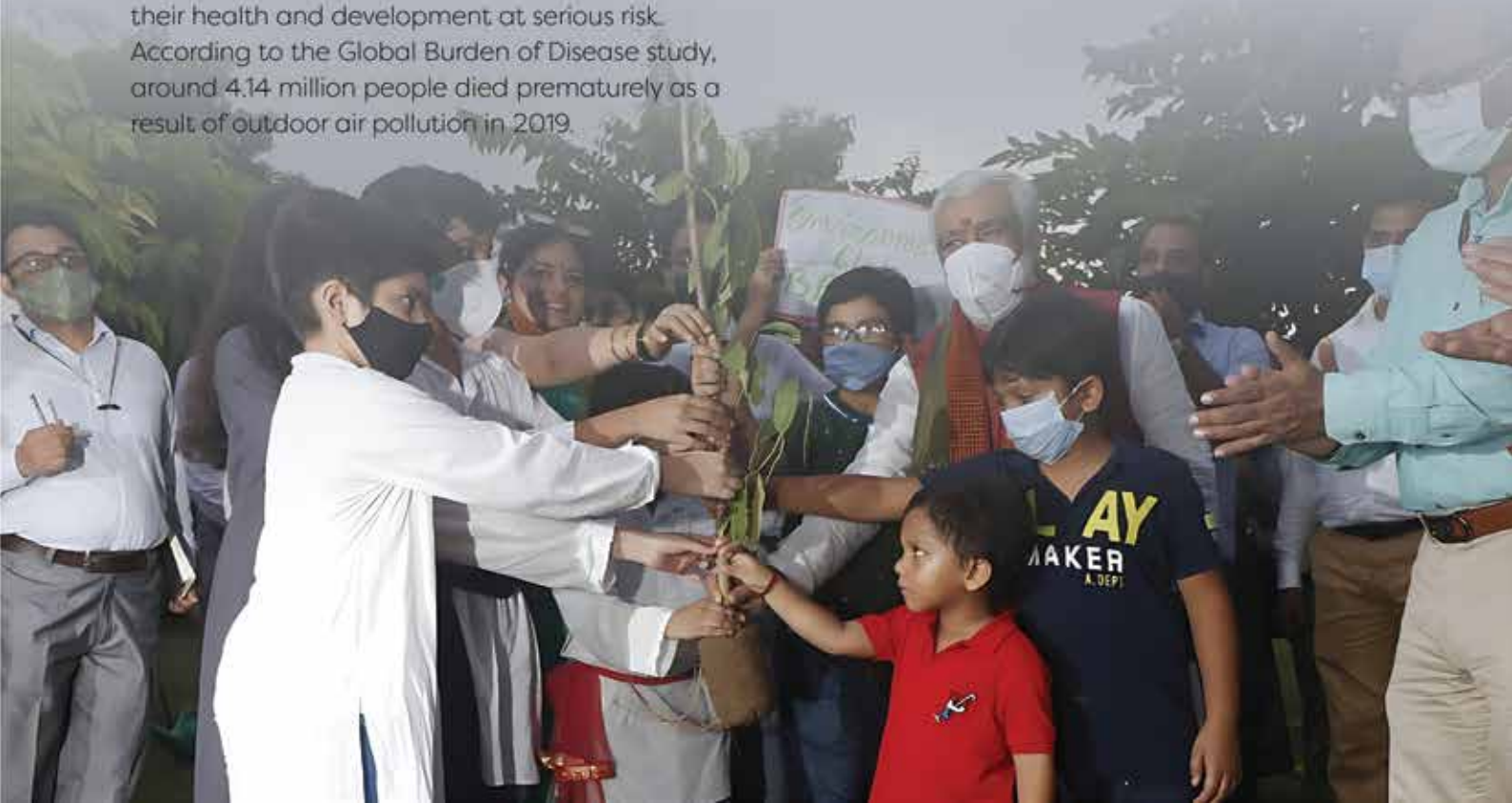
Ensuring good air quality and a pollution-free environment is paramount for safeguarding public health and well-being. Clean air plays a critical role in promoting respiratory health, cardiovascular health, cognitive function, and overall quality of life. Pollutants can have detrimental effects on human health, exacerbating respiratory conditions, increasing the risk of cardiovascular diseases, and impairing cognitive function.

Many studies have found that air pollution is linked to a heightened risk of hospitalization due to severe heart and lung disorders. Moreover, exposure to air pollution during pregnancy can lead to adverse outcomes such as preterm birth and developmental disorders in children. According to WHO, every day almost 93% of the world's children under the age of 15 years (1.8 billion children) breathe polluted air and it puts their health and development at serious risk. According to the Global Burden of Disease study, around 4.14 million people died prematurely as a result of outdoor air pollution in 2019.



### Good Air SUMMIT & AWARDS

Air Pollution is a complex issue influenced by various sectors of human activity. Key contributors to pollution include industrial activities, transportation, agriculture, energy production, and waste management. Industrial processes, such as manufacturing, mining, and chemical production, release pollutants into the air, water, and soil, contributing to environmental contamination. Additionally, inadequate waste management practices, including improper disposal of waste and inadequate recycling efforts, lead to pollution of land, water, and air.







Hence addressing air pollution requires comprehensive efforts across multiple sectors, including transportation, industry, energy production, and agriculture. Transitioning to clean and green energy sources, such as renewable energy and electric vehicles, is essential for reducing emissions and mitigating air pollution. Comprehensive strategies that involve collaboration among government agencies, industries, communities, and individuals to mitigate emissions, improve environmental stewardship, & promote sustainable development are pivotal in addressing the problem of pollution.

The IHW Council under its ambit of raising awareness and initiating advocacy around a safe environment and healthy air, the IHW Council commemorated the first ever International Day of Clean Air for Blue Skies, launched on 7th September 2020 by UNEP in view of cleaner sky and drastic changes in clean air during COVID19 lockdown. It aimed to build a global community of action to encourage cooperation at the national, regional and international levels calling on countries to work together to tackle air pollution and providing clean air for everyone.

With the support of Ministry of Environment, Forest and Climate Change, Government of India, and New Delhi Municipal Corporation, the day continues to be commemorated by the IHW Council in its Good Air Movement and aims to get everyone engaged, thinking and acting about the truly global nature of pollutions and climate change.

The Good Air Summit continues to amplify the call for a holistic approach that recognizes that access to clean air is not only essential for respiratory health but also influences overall health outcomes, environmental sustainability, and social equity. Through expert panels, keynote addresses, and collaborative discussions, participants will explore innovative strategies and best practices for mitigating air pollution, promoting sustainable development, and advancing health equity.





Key themes of discussion include the health impacts of air pollution, technological innovations for air quality monitoring and management, policy interventions for reducing emissions, cleaner and greener fuels, renewable energy sources, sustainable urban planning, corporate social responsibility, waste management and community resilience and climate adaptation strategies.

Moreover, the summit unites stakeholders from various sectors to foster collaboration and exchange ideas on achieving a clean and healthy environment, resilient cities, and safer lifestyles for all. By bringing together global leaders and change-makers, the event aims to ignite momentum, inspire transformative solutions, and drive progress towards a vision of a healthier, safer, and more inclusive world for present and future generations.

Several other initiatives have been part of the broader Good Air Movement, urging everyone to join the movement and come together for a healthier environment for all.







**Good Air  
PODIUM**

Good and healthy air is a basic human right, as evident from UN Sustainable Goals 2030. However, the alarming levels of toxicity and pollution has raised red flags all over the world. In India air pollution is a major area of concern and has given rise to various medical concerns including asthma, bronchitis, allergies and so on. The IHW Council in keeping with its vision of good health for all organised the Good Air Podium. The podium provided a platform to professional, religious and spiritual scholars to voice their opinion, ideas and thoughts to keep the air and environment clean, and encourage people for sustainable action for the same. Remember each one of us is responsible for air pollution and it equally impacts every single being on the planet hence it is imperative that each one of us play a positive role in achieving the mammoth task of ensuring that we leave a better and safe planet for our future generations.





Youth in any country play an important and pivotal role in nation building and also bringing a positive change. This is an august platform for youth and school kids to voice their opinion, ideas and thoughts to keep our air and environment clean, and encourage people for actions.



The Good Air Summit initiative by IHW Council is an endeavour to bring together key stakeholders from national & international organization, to call for an action to tackle the frightening situation of air, find green & sustainable infrastructure and mobility solutions, increase focus on forest green cover, biodiversity, implement & advocate ways to ensure better quality air. The purpose of Women For Good Air was to drive a social and attitudinal change at an individual level, through women as harbingers of these lifestyle changes.

The Good Air Summit is a prominent platform to highlight the role of woman in creating a positive difference for a healthy environment. Woman from all walks of life have come together and voiced their opinion and highlighted their valuable contributions to clean air & environment.

All of us can play a positive role in this change by planting more trees, managing our waste better, embracing a plant-based diet and supporting every small effort in the strive towards a better and healthier planet.



**Mahua Acharya**

CEO, Convergence Energy,  
Energy Efficiency  
Services Limited (EESL), India



**Anumita Roy Chowdhury**

Executive Director  
Research and Advocacy, Centre  
for Science and Environment



**Norma Alvares**

Indian Social Worker,  
Environmental Activist,  
Lawyer and Founding Member  
of Goa Foundation



**Dia Mirza**

Actor, Producer, UN  
Environment Goodwill  
Ambassador & United  
Nations Secretary-General  
Advocate for Sustainable  
Development Goals



**Dr. Vibha Dhawan**

Director General, TERI





Good Air Awards recognize and honor companies, individuals, social and government initiatives working towards creating a sustainable impact for the best environmental & climate control policies, practices, projects and innovations. The idea behind the awards is to specifically acknowledge and promote all path breaking efforts for clean air and pollution control.







The Good Air Movement is in continuation of the IHW Council's commitment towards Climate Action & Social Determinants of Health. We have evolved to create shared eco friendly values by adopting an aggressive Climate Action advocacy approach where creativity, scalability, responsiveness and circularity are promoted to create policy discourse around climate change as well as promote clean air and water. Our goal is to prioritize a healthy and non toxic environment for every citizen through creating positive action, awareness and participation by society and communities. Each initiative under this mission continuously strives to create a sizable impact among masses for a positive change and influenced & impacted millions through online and on ground activities and endeavors. With concepts like Vocal for Local, Go Green and Swatch Bharat catching the fancy of all, the time is ripe to include all stakeholders in this change for a better air and thus a healthier environment. The Good Air Movement

aims to create awareness on the issue along with corporate and other relevant stakeholders making everyone realize the importance of a non hazardous and unpolluted environment. The objective of our movement is to initiate advocacy changes that are inevitable to achieve a sustainable world and positive actions centered on ethical environmental practices by corporate as well as individuals. The basic idea behind The Good Air Movement is to not only create awareness on the significance of a healthy environment and air on our lives but to also encourage everyone from individuals to large-scale corporations to be more conscious of their impact on the environment and to shift towards a healthier lifestyle. The post Covid19 recovery plans cannot make considerable progress until we include actions to mitigate the process of environmental hazards especially pure air, in the larger interest of all.





The first ever International Day of Clean Air for Blue Skies was launched on 7 September 2020 by UNEP in view of cleaner sky and drastic changes in clean air during COVID19 lockdown. It aimed to build a global community of action to encourage cooperation at the national, regional and international levels calling on countries to work together to tackle air pollution and providing clean air for everyone. With the support of Ministry of Environment, Forest and Climate Change, Government of India, and New Delhi Municipal Corporation, the Day continues to be commemorated by the IHW Council in its Good Air Movement and aims to get everyone engaged, thinking and acting about the truly global nature of pollutions and climate change.

**CLEAN  
AIR  
BLUE  
SKY**



# Holistic Health

## Holistic Health & Wellbeing

### Impact of Health & Wellbeing Advocacy

**H**ealthy environment and Healthcare have always been a priority for all governments while ensuring the basics of survival such as Good Food, Clean Air, and clean water for the wellbeing of its people. However it's equally important that all sections of the society play a role in making the world a better place for all. Hence our aim at IHW Council is to leave no stone unturned in working at par with government and global organizations for creating awareness and initiating advocacy around environmental issues, water scarcity, WASH, healthy food and good lifestyle, robust universal healthcare ecosystem with digital footprint and many other health, and social welfare schemes in India. With the current COVID pandemic

crisis and challenges of existing healthcare mechanism, we have transformed our advocacy roadmap to create massive awareness through digital platforms among people with the right information and health support. In future we look forward to propagate the health & healthcare needs of common citizens in the era of a worldwide digital revolution. It is not difficult to assume that technology will penetrate deeper, with healthcare innovations around IoT, blockchain, AI and connected devices using cloud technology, we are always a step ahead to support government initiatives, Healthcare ecosystem, and global agenda to achieve Sustainable Development Goals for the benefit of common people.







# 9<sup>th</sup> IHW SUMMIT & AWARDS

INDIA HEALTH AND WELLNESS SUMMIT & AWARDS

The Integrated Health and Wellbeing Council believes that good health and mental well being is an inalienable human right. To ensure the right environment including safe water, pollution free air and inclusive health infrastructures along with positive awareness around critical health issues, IHW Council relentlessly works with a multi sectoral approach. Our vision is to drive advocacy changes at all related levels so that we leave a healthier and better world for our future generations.

To ensure our aim of good health for all, the Integrated Health and Well being Council works at different levels in order to engage all stakeholders. Our coordinated actions involve working around in 4 different stages including-

Encouraging power networking among more than 1000 relevant Government authorities, policymakers, and KOLs in health, healthcare, environment, education and wellness domains through our focused and dedicated initiatives.

Engaging with more than 3000 health institutions and medical fraternity amplifying to more than one million through on-ground and online activities.

Promoting and propagating health & wellness agenda of central as well as state governments and more than 500 corporate, hospitals and other prominent brands in the country.

Ensuring required health & wellness information and support in the lives of millions of vulnerable and health enthusiasts.

IHW  
COUNCIL

IHW  
SUMMIT

10<sup>th</sup> IHW  
SUMMIT

- IHW Summit, a landmark initiative of the IHW Council launched in line with the UN Global Sustainable Development Goals in 2014 remains a prominent forum for health, education, environment enthusiasts and the key stakeholders to showcase and present ideas, thought leaderships, new products and initiatives and influencing policymakers and regulatory authority to transform the existing health & healthcare ecosystem in India.
- Every year, the flagship advocacy platform reaches out to millions of followers, thousands of key stakeholders and masses at the grassroots while engaging leaders and experts from the health sector.
- India's prestigious platform IHW Summit also rewards and honours all significant steps in healthcare and wellness sectors with the India Health & Wellness Awards. The awards not only recognize all efforts in the arena of health and well-being but has successfully created awareness on relevant issues and promoting their impact in the society.



COMMITTED TO WELLBEING

# IHW SUMMIT & AWARDS

INDIA HEALTH AND WELLNESS SUMMIT & AWARDS

Healthcare Finance  
Partner

Associate Partners

Mental Health &  
Wellbeing Partner

Session Partner





India Health & Wellness Awards were launched in 2014 to recognize and encourage individuals, companies and organization for their remarkable contribution towards Healthcare & wellness sectors. The decade long flagship platform was inspired by the UN Global holistic approach to Sustainable Development Goals encouraging good health for all.

The initiative is a motivational platform to celebrate outstanding contribution towards innovative approaches in physical and mental well being in India, our vision at IHW Council is to extend it to Asia pacific in coming years.

The pandemic has opened new vistas, challenges and opportunities crisis existing healthcare mechanism to meet the growing demands and needs of common citizens. The need of the hour is to ensure that healthcare ecosystem in India adapts to new innovation and technological advancement and a robust delivery mechanism to achieve its sustainable healthcare goals. The purpose of India Health & Wellness Awards is to address the physical & mental health of the nation and drive strategic and technological solutions for a fruitful impact on health and socio-economy, opportunities and scope of required action at the grassroots level

In the last couple of years, under its ambit of Hi5 advocacy missions for good health, good food, good water, good air & good lifestyle, the IHW Council has rewarded more than 400 individuals, corporate and social, environment, wellness & health organizations and motivated and inspired many to come forward and work towards the cause.





FROM CHARITY TO  
EMPOWERMENT **CSR HEALTH  
IMPACT AWARDS**



We at IHW Council believe that health is a non-negotiable aspect to realize all aspects related to human beings and the quality of their life, the absence of which can lead to a multitude of issues and problems. Hence the guiding philosophy behind our work is that every aspect of good health and mental well-being should be the bases of progress and development and an inalienable right to all. In keeping with the philosophy our goal is to create larger awareness on vital issues related to the health and to include it as the top priority for not only the government but also fellow citizens and civil society. Health should be the responsibility of all and Journey of Health & Wellbeing everyone should play a significant role towards achieving the objective of accessible and inclusive health care for all. In keeping with our motto "Good Health for All" our CSR Health Impact Awards has been a platform to recognize and celebrate significant and innovative efforts dedicated to health, at all levels. CSR Health Impact Awards have been designed to identify the best CSR projects & practices targeted to health, hygiene & environment through a validated process and recognize & reward new approaches, innovation, methods, techniques or technologies adopted, applied, designed and delivered in Health, Air, Water, Food, Sanitation and Hygiene segment with the potential for scaling up with larger impact Journey of Health & Wellbeing distinguished leaders in the Healthcare sector & Government officials and Institutions the CSR Health Awards have been successful in shaping the health of the planet. By doing so we not only strive to strengthen the resolve towards building a healthier, prosperous nation but also inspire and motivate others to come forward and share the responsibility for the cause.



An Initiative by







The CSR Health Impact Awards continue to inspire organizations to drive a nationwide CSR-based health movement by not only creating awareness around the issue by acknowledging the trend setting work of such organizations but to motivate many more institutions and individuals to come forward and become a part of this mass movement. The awards honour all responsible business practices and impactful health CSR ventures that have driven change on the ground and have impacted millions of lives. One of the most acclaimed and prestigious CSR Health Awards in India, we have successfully acknowledged and awarded social health & environment initiatives since 2017, consciousness around good health as well as novel CSR initiatives working towards achieving that. In keeping with our motto "Good Health for All" our CSR Health Impact Awards has been a platform to recognize and celebrate significant and innovative efforts dedicated to health, at all levels.

While the CSR Summit serves as a crucial platform for fostering collaboration, sharing best practices, and catalysing innovation in corporate social responsibility. It provides an opportunity for stakeholders from diverse sectors to come together, exchange ideas, and strategize collective action towards addressing pressing social and environmental challenges. Additionally, the CSR Summit offers a chance for companies to showcase their commitment to responsible business practices and inspire others to follow suit, ultimately driving positive impact and sustainable development.

By integrating CSR into their business strategies, corporations can demonstrate their commitment to social responsibility while simultaneously generating long-term value for shareholders and stakeholders alike. Through collaboration and collective action, we can harness the power of CSR to create a healthier, more equitable world for all.







Inspiring Climate Action

# Good Environment For All

13 CLIMATE ACTION



**H**uman health is vulnerable to climate change. The changing environment is expected to cause more heat stress, an increase in water borne diseases, poor air quality and diseases transmitted by insects and virus. Extreme weather events can compound many of these health threats. Moreover, the COVID-19 pandemic has sent a strong message across the globe to act now for the next big climate threat to living beings on the planet. Hence, we see that it is imperative and crucial, at all levels, to include measures that check the exploitation of natural resources while also ensuring steps to achieving a sustainable and healthy environment for all, as promised in the Sustainable Development Goals 2030, while emphasizing on building back better and greener. The more we raise our voices, emphasize on action-oriented solutions, the faster change will come. Protecting our environment is not only our fundamental duty but also part of a shared cultural ethos and traditions. The constitution of India embodies the framework of protection and preservation of nature, without which life is not possible.

The knowledge of constitutional provisions regarding environment protection should be encouraged to bring greater public participation, environmental awareness & education and to sensitize people to work towards preserving ecology and the environment. Over the past decade, the IHW Council has evolved to create shared values by adopting an aggressive Climate Action advocacy approach where creativity, scalability, responsiveness, and locality are integrated into the organization's management and become the priority for the common citizens through positive actions of society and community for better environment.







In 2024, the IHW Council took a bold step forward by launching the **Sustainability Hour** in Dubai, a groundbreaking initiative dedicated to addressing the intersection of healthcare and environmental sustainability. This platform brought together global leaders, healthcare professionals, and sustainability advocates to discuss how the healthcare industry can reduce its environmental footprint while improving patient care.

The Sustainability Hour emphasizes the need for climate action within the healthcare sector, aligning with the **United Nations' Sustainable Development Goals (SDGs)**, particularly **SDG 13 (Climate Action)** and **SDG 3 (Good Health and Well-being)**. The healthcare industry has a significant impact on environmental sustainability, from the energy it consumes to the waste it generates. By fostering dialogues on sustainable practices, the IHW Council is helping to shape a greener, more resilient healthcare system.

Key discussions during the Sustainability Hour focused on sustainable healthcare infrastructure, energy-efficient hospital designs, and the role of technology in reducing healthcare's carbon footprint. Attendees explored how hospitals can adopt renewable energy solutions, improve waste management practices, and reduce water consumption—all while ensuring high-quality patient care.

The launch in Dubai was particularly significant, as the city is a hub for innovation and forward-thinking policies on sustainability. The event aligned with Dubai's own sustainability initiatives, further positioning the IHW Council as a leader in both health advocacy and environmental stewardship.

Through the Sustainability Hour, IHW Council continues to drive awareness, inspire action, and foster collaboration across sectors to achieve a future where health and environmental sustainability go hand in hand. The initiative is not just a platform for dialogue, but a call to action, encouraging stakeholders to make tangible changes that will lead to a healthier planet and healthier people.







## SUSTAINABILITY HOUR

The Sustainability Hour was unveiled as a key initiative during the 10th Integrated Health and Wellbeing (IHW) Summit & Global Leaders Awards in Dubai. Designed to foster meaningful dialogue on global sustainability challenges, this platform is a call to action for governments, businesses, and thought leaders to address critical issues such as climate change, sustainable development, and innovative solutions for a greener future.

At the heart of the Sustainability Hour are discussions around energy transition, water conservation, green finance, and the role of technology in creating sustainable cities. These topics are crucial as the world grapples with the need for a low-carbon future while ensuring economic and social well-being. By bringing together experts and leaders from various sectors, the IHW Council has created a space for collaborative solutions that align with United Nations' Sustainable Development Goals (SDGs), particularly SDG 13 (Climate Action) and SDG 11 (Sustainable Cities and Communities).

The inaugural event was graced by influential personalities like H.E. Yaqoob Al Ali, Executive Chairman of the AL ALI Group, and Dr. Harsh Vardhan, Former Minister of Environment, Forest and Climate Change of India, whose insights were pivotal in framing a pathway for sustainable growth. Other key contributors included Dr. Dharminder Nagar, Managing Director of Paras Health, and Mr. Mohammad Khalid Sayeed Pasha, Asia Regional Head for Protected and Conserved Areas at IUCN Asia, whose participation underscored the growing commitment across industries to sustainability in the UAE and beyond.

The Sustainability Hour is part of the IHW Council's broader mission to integrate health and sustainability, creating impactful partnerships that contribute to global efforts in fighting climate change and promoting healthier communities. Through this initiative, the IHW Council is leading a movement that not only drives sustainable innovation but also advocates for policies and practices that ensure a balanced and resilient future for both people and the planet.





# SHE

Spirituality for Health  
& Environment Alliance



## SHE Alliance

India with a history of rich cultural traditions and ancient philosophies is all poised to play a vital role in enhancing the different nuances of the spiritual and mystic aspects of human life. It is interesting to note that the three vital aspects of human life - health, spirituality & environment all complement one another and inter-related.

The SHE initiative focusses on the three vital aspects of human life- Spirituality, Health and Environment. It will harness the power behind women empowerment and the role that they play in progression of families, societies and nation thus playing a pro - active role in spiritual awakening of all. The SHE Initiative aims to inspire women to empower themselves through establishing connection with the divine and also create mass awareness on the soul stirring connection between spirituality, harmony & happiness for a better world for all.

The initiative is working as a catalyst to accelerate the process of human development through the journey of self - realization hence embarking upon a new world order of better health and environment, achieved through the perfect combination of spirituality and pragmatism implemented through a series of activities & events like summits, conclaves, round tables and research activities.

The mission was ceremoniously flagged off by the Honourable **Governor of Gujarat, Shri Acharya Devvrat**, at the **Mumbai Life Yatra Conclave** in the presence of several medical experts, spiritual leaders, social workers, environmentalists, celebrities, and influencers. The event witnessed motivational leaders, leading doctors, social workers, and entrepreneurs on a single platform to motivate and encourage people to take care of their health and environment, achieved through the science of spirituality.

### INFLUENCED

More than 29 million individuals including kids, youth and common citizen through various ground and online initiatives

### ENGAGED

More than 600 KOL's government officials, corporate Arms, private sectors companies, social & community development organizations, students, youth and women

### UNITED

Thousands of schools and educational institutions  
Pan India for Climate Action, GoodAir movement and Good Water initiatives

### REACH

Created digital footprints to reach out to more than 50 million people across the globe

**CSR Health Impact Awards | Good Air movement | Jal Jeevan Conclave  
Women for Good Air | Youth for Good Air | Good Air Podium  
Clean Air Blue Sky**





## RES **EARCH & RE**PORTS

- ✓ Indian Health & Wellness Report
- ✓ Breast Cancer Awareness
- ✓ Animal Bite
- ✓ Cancer in India
- ✓ Stroke Ready India
- ✓ SHAPATH 1000Days mission
- ✓ Social Media impact in Healthcare

**T**he IHW Council, with the help of professionals, industry leaders, corporate and national & international health & wellbeing organizations structures the roadmap of each initiative and brings out the desired outcome through extensive reports and research. Awareness & advocacy impact on the people of India and each targeted segment are documented for future discourse. The core areas around which we work are Health & Wellness, sustainable environment and corporate social responsibility. Our aim is to create public and KOLs responses on the government initiatives, implement mega campaigns, movements, summits, conferences,

conferences, talk shows and awards and recognitions. These advocacy missions lead us towards a cohesive discourse which can influence the think tank in the relevant government and policymakers for result oriented outcome and create an impactful response among masses for infrastructure, new development, investment and positive behavior change.

# Reports & Research

## Reports & Research

**H**ealth, healthcare and environment advocacy reports are initiative-driven outcomes of benchmarking the performance of specific advocacy initiative or campaigns and movements within an integrated health institution, with the primary aim of increasing efficiency, awareness, and optimizing impact metrics.

By utilizing interactive networking forums and virtual dashboards, it's possible to leverage initiatives to transform metrics into actionable insights to spot weaknesses, identify strengths, and predict policy discourse.

This painstakingly organized and documented information ultimately makes healthcare institutions safer, more productive, and influence policy framework more efficiently. They are also critical to gauge the impact and success of various organizations operating within these broad advocacy areas apart from providing statistics and data for further research.





## COLLECTIVE ENGAGEMENT & IMPACT

2014	2024
Number of People	100 Million+
Number of Businesses, Sectors, Healthcare Sector & other Industries	1000+
Number of Ministries and Ministers Engaged	25+ 50+
<b>Level of Participants</b> Ministries, Governors, CMs, CMDs, CEOs, CTOs, CFOs, CMOs, Middle management, Social Org, Community workers	
Celebrities & Influencers	500+
Overall Subject & Topics Covered	600+
International & National Social and Community Organizations	70+
On Ground Engagement till Feb 2020	30 lacs+
Overall Online and Digital Reach	100 Million+
Number of Reports Published	10+



———— IHW Council's ————  
**Commitment During  
COVID-19 Pandemic**



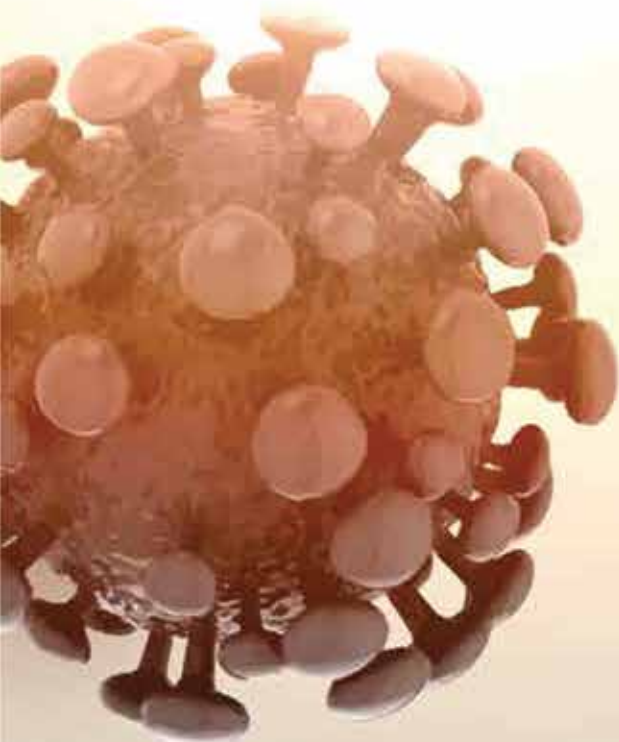
## PANDEMIC AND THE CSR AWARDS

The IHW Council was touched upon the generosity and compassionate drives during the pandemic and decided to reward worthy contribution through our flagship initiatives virtually in its 4th & 5th CSR Health Impact Awards editions. The best initiatives, contributions and projects in various general segments, and reward them for their kind thoughts and efforts with special focus on Heroes & Champions who have contributed during COVID19 to save lives & livelihood in their community.

The 6th CSR Impact Awards were specifically designed to identify and pay tribute to the best CSR projects & innovative practices towards health, hygiene & environment amidst the pandemic. Organizations promoting and supporting good health of mankind as well as of the planet that too in the midst of a pandemic were recognized for their path breaking work.

As part of the event a CSR Summit was also initiated in 2022, in order to have an intellectual discussion around the shift in the discourse on CSR practices and to bring all stakeholders together in order to identify the gaps and to encourage collaboration amongst all. The discussions in the summit focused on a more collaborative and sustainable approach, challenges and Promoting an evolved concept of Corporate Sustainability and Responsibility (CSR 2.0), moving beyond defensive, charitable, promotional and strategic CSR to transformative CSR, which is based on the principles of creativity, scalability, responsiveness and sustainability. Other than the general categories, 4th & 5th editions were designed to identify Heroes & Champions who have contributed during COVID19 to save lives & livelihood in their communities.





**H**uman health is critical to this planet and the pandemic saw all sections of the society & economy adversely impacted, life at large had become immobile. The COVID-19 pandemic outbreak situation was alarming in numbers and sincere efforts from the Government, Health Departments, Medical and Healthcare fraternity, Municipality, Cleaning Workforce, Security & Police Forces gave us hope to fight this difficult battle.

The IHW Council played a pivotal role and was always on the front foot to continuously deliver the best for people during these testing times through its digital platforms.

Starting from the first Corona Virus Summit in the month of April 2020 to make people aware of the deadly impact of the COVID19 virus, we also focused on other affected diseases, mental health, nutrition & healthy eating, health of pregnant women & infant and paying gratitude to the healthcare workers and frontline warriors. The IHW Council encouraged people from all walks of life to come forward in such testing times.

We even stepped forward to collaborate with the key stakeholders from the healthcare sector and distributed free Oxygen Concentrators to the affected families of healthcare warrior to support them.

Our different initiatives made sure that during the pandemic also people should not ignore their health as well as the chain of infection. Our awareness initiatives were aimed at giving appropriate knowledge to the people, busting myths around Covid19, encouraging vaccination and Covid19 precautions.





## SERIES OF COVID 19 PANDEMIC AWARENESS INITIATIVE



**Each initiative focused on critical issues and the way forward during COVID-19 pandemic**

Focus of the first awareness initiative was to first understand the deadly virus, get insights on the global outlook, India's ground realities in Fighting COVID 19 outbreak and its overall impact on the life of people.

The healthcare and medical fraternity were not prepared for such disaster. Therefore it was necessary to highlight the contribution of Government and Healthcare sector preparedness to fight this pandemic.



## SERIES OF COVID 19 PANDEMIC AWARENESS INITIATIVE

Highlighting India's preparedness and the way forward during COVID19 pandemic



While the entire world was engaged in fighting the unforeseen battle, it was imperative to understand post COVID 19 Socio – Economy scenario and future Impact on Healthcare infrastructure and facilities. The second advocacy initiative was all about highlighting mind shift towards prioritizing lives & livelihood during COVID19 and beyond. Moreover, we have realized that encouraging the role of India's healthcare sector, frontline health workers, medical fraternity and security forces in fighting the coronavirus was equally important.

World's largest COVID vaccination drive had proved India's role as pharmacy of the world. While fighting its own COVID battle, India was the only country exporting the vaccination to many other countries and helping them fight their battle. It was further taken to public for better understanding of the contribution of government and promptness of our medical innovation and research sectors. Our awareness drive discussed myth, facts, misinformation and critical questions general public were facing related to coronavirus vaccination.





## HYGIENE FOCUSED INITIATIVE DURING CORONA VIRUS



In India, communicating the importance of washing hands with soap is a daunting task as only 35.8 per cent households in the country practice hand-washing with soap or detergent before a meal while 60 per cent households wash hands only with water. In rural areas, 70 per cent people wash hands with water without soap or detergent before a meal and in urban areas, 42 per cent of people follow this practice. What is more alarming is that about 26 per cent people in India don't wash their hands with soap or detergent after defecation, 15.2 per cent in rural and 9.8 per cent in urban areas wash hands only with water after defecation. Two-third toilets in India have water and soap/detergent available in or around the toilets.

Much before COVID 19 pandemic, Swachh Bharat Mission emphasis on nationwide sanitation and cleanliness drive which revealed massive hand washing statistics in the country, unhygienic sanitation practices, water & infrastructure crises, cultural & behavioral issues, and understanding the importance of hand washing among children, men and women in rural and urban areas. We collaborated with private institutions and various global not for profit organizations to create massive awareness of Hand Hygiene during COVID19.



## WOMEN'S HEALTH FOCUSED INITIATIVE DURING CORONA VIRUS

**A**s a health & wellbeing institution, other than spreading awareness about the dangerous impact of COVID19 on human health, we have realized that women's and infant health is very important and needs more attention and awareness. Most of the women's health initiative were organized under the flagship SHAPATH 1000Days movement for the health of women and infant initiated by IHW council. Moreover, to reach out to women and their families to help them in such testing times, we collaborated with the domain experts and the key stakeholders, and launched JANANI Health helpline in more than 5 Indian languages.





**Web initiatives and discussions aimed to create awareness around health of urban and rural women facing various health issues.**

	Contraception/PCOS/Endometriosis		OB/GYNE
	Nutrition		Anemia
	Diabetes in Pregnancy		Infertility
	Lifestyle Issue		Mental Health

According to a survey by UN the lockdown lead to approximately 7 million unwanted pregnancies globally and leave 47 million women struggle to access modern contraceptive, reproductive and non-COVID healthcare services.

Women Health is already an area of concern in India with relatively meager access to complete adolescent and maternal care that manifests in higher disease burden among women associated with poor pregnancy care, menstrual health, nutrition, growing prevalence of NCDs and even mental health. Surgeries had been postponed and deliveries were being rushed. Many women, in rural areas, didn't have access to midwives and support staff had reassigned duties. Immunization and family welfare programs were also at risk.

The COVID19 pandemic has only made the matter worse by disrupting institutional care for women especially for pregnant and those nursing young children due to disruption in a highly stressed healthcare system, spread of virus impacting movement and availability of women health workers and the fear of catching the disease in families.

The IHW Council understood the urgency of creating a series of impactful initiatives to help women in such testing times and came up with discussions and deliberations around women's health in the form of online talk shows.

Insightful negotiations with experts on critical issues of women health including the covid19 were held and counseling to cope with the pressures of the pandemic was also provided.

**In order to further mitigate the aftermath of the pandemic and ensure incessant support for women, after the Janani helpline, the IHW Council created support and awareness through web talk shows on women health.)**

## WOMEN'S HEALTH FOCUSED INITIATIVE DURING CORONA VIRUS



Globally, about 800 women die every day of preventable causes related to pregnancy and childbirth, and 20 per cent of these women are from India.

- Maternal Health Care During Coronavirus
- PCOD & Infertility Care During & After Lockdown
- Maternal & Pregnancy Care During COVID-19 Series
- Women's Health Care During COVID-19
- Women's Health: Contraceptive Care

Poor health and social wellbeing affect millions of women and adolescent girls. Reproductive rights are the least discussed aspect of women's health. Providing easy access to safe abortion services is still a challenge accounting for 14 per cent of all maternal deaths globally. Awareness regarding contraception and catering to the unmet needs of family planning also needs attention to improve the quality of health. To create awareness among the most vulnerable sections even during the pandemic and create an empowering environment through positive health & healthcare system the IHW Council conducted many online interactive forums for women's health initiatives and sessions with health experts and doctors. The initiatives created awareness around social & economic policies for the overall development of women to enable them to realize their full potential as well as make informed choices.







India's anemia burden among women is widespread, with 53.1 per cent of non-pregnant women and 50.3 per cent of pregnant women being anemic as per the NFHS-4 in 2016, where India carries the highest burden of anemia despite having various programmes and policies for the past 50 years. Moreover diabetes in pregnancy remains a major challenge in urban and rural India. Nutrition and child care also received a backseat because of the Covid19 crisis. The changes in lifestyle due to the pandemic further took a toll on the mental health of women.

The Think tank at the IHW Council along with women's health experts and with the support of leading women's organizations and corporate in India, managed to create sizable awareness on the health issues that women face in daily life, even during the pandemic. The IHW Council played a pivotal role in not only providing medical emergency services to women and children but also significantly contributed in creating awareness on the issues of women health and also provided Covid19 related counseling and thus taking care of the mental health of women and their families.

### Initiatives

- IVF Summit 2020 & 2021
- Project START Talk Show Series (on IVF & Infertility)
- Diabetes in Pregnancy Summit 2021
- Women's Health Matters Summit 2021
- RH- Incompatibility Talk Show
- Break The Silence: Feminine Health Matters
- Women for Good Air







Witnessing the world moving to the virtual mode during the pandemic, the IHW Council decided to seize the opportunity to transform education and knowledge by integrating new teaching methods by harnessing the power of digital technology, to address the unique needs of safety, health and well-being women and girls at large. A plethora of online initiatives and sessions were conducted and organized to maintain the health and well being of all and also to create awareness around environment and nutrition.

We also realized that apart from emergency services, women at grassroots lacked the basic information and awareness on health issues like sexual health, menstrual health and hygiene, managing adolescence diet and so on. The Council initiated many interactive sessions with health experts and counsellors to make sure that health issues surrounding women remain the focus and do not get overshadowed by the pandemic.

Apart from talk shows on creating awareness around critical matters of health other noteworthy campaigns of the IHW Council that created mass social media reach and impact includes -

### Initiatives

- Maternal Health Care During Coronavirus
- PCOD & Infertility Care During & After Lockdown
- Maternal & Pregnancy Care During COVID-19 Series
- Women's Health Care During COVID-19
- Women's Health: Contraceptive Care During IVF Summit 2020 & 2021
- Project START Talk Show Series (on IVF & Infertility)
- Diabetes in Pregnancy Summit 2021
- Women's Health Matters Summit 2021
- RH- Incompatibility Talk Show
- Break The Silence: Feminine Health Matters
- Women for Good Air



We successfully created an overwhelming impact through online interactive forums for women's health initiatives and sessions with health experts and doctors. The initiatives were successful in bringing together key stakeholders from the medical fraternity, government officials and other relevant corporate partners together and world towards creating a better world for all especially women and children; the most marginalized and ignored section of all. We at IHW Council made sure that the Covid19 pandemic did not deter us from realizing our vision of a healthier and happier nation, in line with the policies and development initiatives of the government.







## CANCER CARE DURING CORONA VIRUS

The rising burden of Cancer in India is a matter of concern. During COVID, we realized the critical need of connecting cancer patients with expert Oncologists for ongoing treatment and also to create awareness of cancer care in the country.

The combined Cancer advocacy initiatives during COVID19 pandemic engaged more than 600 experts and Doctors and increased the reach to more than 4 million people and the impact is increasing through various national campaigns.

We are delighted to see the response of Government, policymakers, regulatory authority and medical research institutions, cancer associations and oncologists and oncologists associations in India for most of our cancer care initiatives. Through these massive cancer awareness focused initiatives, we managed to increase the reach of various government schemes and benefits under National Digital Health Mission.


**CANCER  
E-SUMMIT**


## CANCER CARE DURING CORONA VIRUS

Cancer cases in India increased at an average annual rate of 1.1-2 per cent from 2010-2019, according to a new report. Deaths from cancer in the country also went up at an average rate of 0.1-1 per cent in the same period, according to a report.

Cancer cases and deaths were the highest in low and low-middle SDI countries and regions. By 2040, researchers predict that more than two-thirds of the world's cancer cases will occur in low- and middle-income countries.

Cancer screening has completely stopped in the last two years when the pandemic was raging. We have engaged experts and connected with various cancer patients and their families to understand the prevention and necessary cancer care through a series of talks shows.

It was helpful for the cancer patients to understand many screening treatments and drug availability related issues. These awareness talks shows helped many facing challenging and severe cancer situations - especially during the pandemic.



**CANCER  
CARE**

**CANCER  
CARE**

**NATIONAL  
CANCER  
AWARENESS  
WEEK**

**Cipla**



Innovating for  
affordable healthcare

**AstraZeneca**



**Roche**

**Janssen Oncology**

**MERCK**





## CANCER CARE DURING CORONA VIRUS

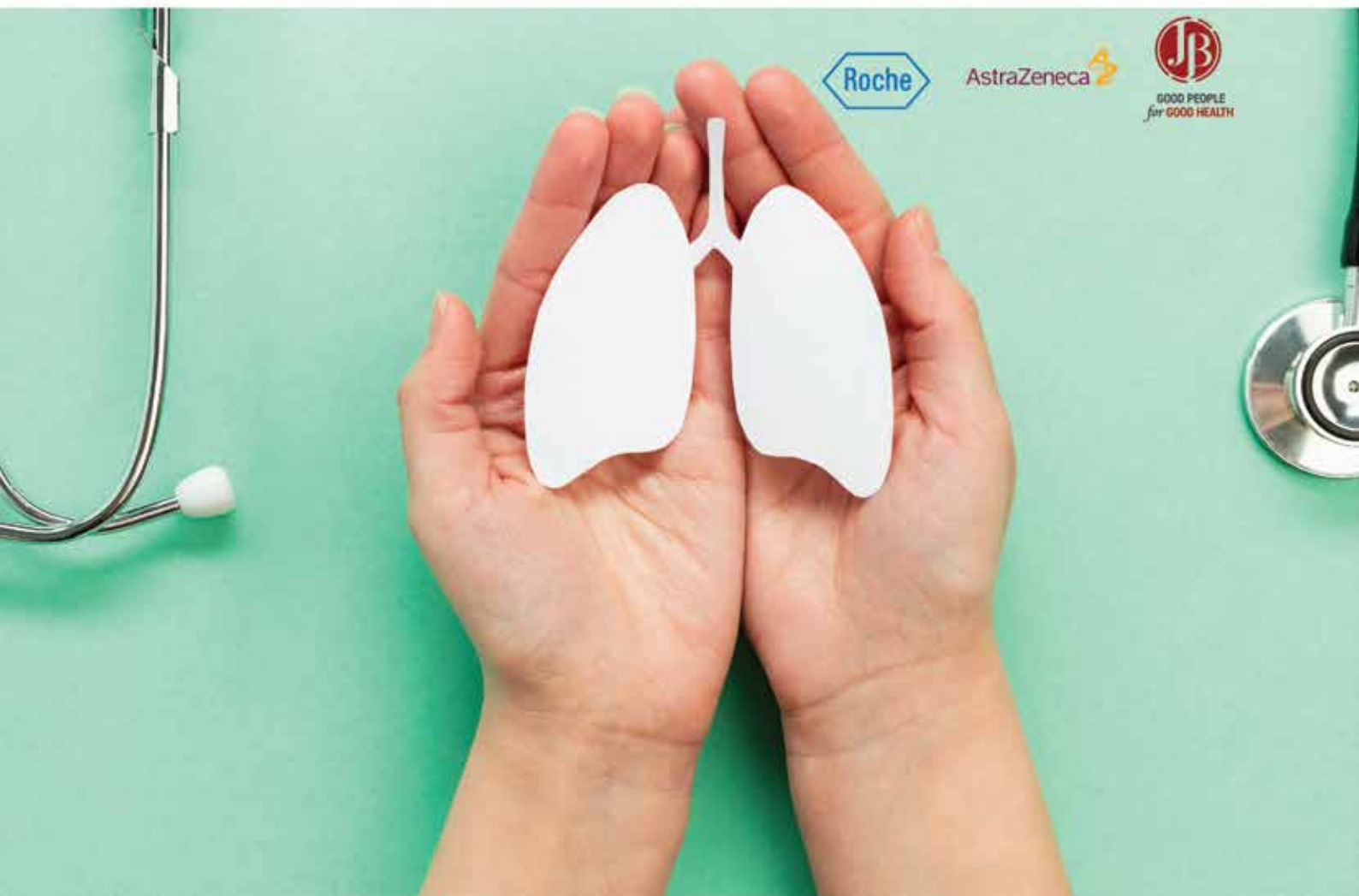


Lung cancer is the most often diagnosed cancer and leading cause of cancer-related deaths worldwide. In India, lung cancer accounts for 5.9% of all cancers and 8.1% of all cancer-related deaths. The prevalence of smoking in patients with lung cancer is nearly 80%.

lung cancer is an important cause of morbidity and mortality in India, especially for male individuals, with the burden from this disease expected to rise further in the future. The spectrum of disease has evolved over the decades from being one predominantly

affecting elderly tobacco smoking men to one wherein an increasing number of younger age group individuals, light or nonsmokers, and female individuals are being affected.

A focused awareness initiative on lung cancer during the pandemic was important. The aim of the campaign was not only to make people aware of healthy living and preventive measure of lung cancer, but also emphasized on lung cancer care, diagnosis and ongoing treatment challenges faced by cancer patients in the country during such testing times.



## CANCER CARE DURING CORONA VIRUS



More than 1.3 million new patients are diagnosed with cancer and over 850,000 patients die of the disease annually in India. The mortality to incidence ratio for cancer in this country is much higher than in high-income countries (HIC), with cancer contributing to 8% of adult deaths.

Among the factors are a lack of cancer awareness in the general population, inadequate healthcare infrastructure, poor workforce resourcing, poor access to cancer care close to patients' homes, and limited affordability of cancer treatments.

The purpose of IHW Council's initiatives were to engage experts and create awareness on critical care around cancer.

We highly appreciate the strategic support and partnership from some of the leading pharmaceutical companies, medical institutions, healthcare infrastructure providers, Cancer care and not for profit organizations engaged in cancer care and awareness to carry forward such massive advocacy during such testing time on multiple Cancers.

Covering such vast areas and focused cancer subject wouldn't have been possible without the support and partnership provided by these organizations.





## AUTOIMMUNE DISORDER DISEASES FOCUSED INITIATIVE DURING CORONA VIRUS



Amidst COVID -19 pandemic, immunity was one of the most sought after and discussed notion. We had an opportunity to collaborate with the Asia pacific institution and India's leading experts to increase the awareness not only on immunity, but how immunity works in our body and what are the other autoimmune disorder and the effect of autoimmune disorder on people of all genders, races, and ages.

While many infectious diseases have been better controlled over the years, there is a steady increase in the prevalence of autoimmune diseases. One of the reasons is heightened awareness and understanding about these diseases in the past 2 -3 decades, due to which they are being increasingly recognized. In addition to this, several lifestyle-related factors like dietary habits, sedentary lifestyle, lack of sleep, increased stress, and environmental pollutants contribute to the occurrence of these diseases.

IHW Council realized the need of creating awareness on the various autoimmune disorder diseases so that people can understand the seriousness of taking care of their illness and also stay calm and get treated at home with medical experts advice.

**Vasculitis  
Care**

**RHEUMATOLOGY  
WEEK**

**WORLD  
LUPUS  
DAY**



## KIDNEY FOCUSED INITIATIVE DURING CORONA VIRUS

India is home to one of the largest NCDs and it is increasing every year. Nearly 5.8 million people die every year from NCDs, that include different kinds of kidney ailments as well.

Due to the lack of accurate national data collection, the incidence of CKD in India is not clear but studies estimate that the number of new patients diagnosed with End Stage Kidney Disease (ESKD) who are started on dialysis or transplantation is over 100,000 per year.

This number grossly underestimates the true burden of kidney disease in our country given the inequality in access to health care between urban and rural populations, due to disparities in wealth and literacy.

With rising prevalence of NCD diseases in India, prevalence of CKD is also expected to rise, and obviously these patients faced tough time during the pandemic. The IHW Council understood the need of creating awareness among people from all walks of life about kidney diseases, including risk factors, making healthy food choices to keep kidneys healthy through out initiatives.







## SKIN ALLERGIES FOCUSED INITIATIVE DURING CORONA VIRUS

Approximately 20% to 30 % of total population in India suffers from at least one allergic disease. Out of this, about 15% develop Asthma. Urban children have higher prevalence with male predominance. About 4.5% of adolescents are allergic certain food items leading to asthma, rhinitis or both.

Skin rashes can have causes that aren't due to underlying disease. It could include hot and humid weather, excess sun exposure or scratchy clothes that don't fit. Urticaria is very common disease with more than 10 million

cases in India per year. An allergic reaction is the single **Most Common Cause** for an outbreak of Urticaria, It can happen to anyone at any time. Food allergies (most commonly an allergy to citrus fruits) will **Cause Urticaria**.

Amidst COVID -19 pandemic and lockdown conditions, it was a testing time for people to visit doctor and healthcare facilities for general checkup and medical advice. IHW Council realized the need of creating awareness about Skin Allergies so that could have access to related knowledge and could benefit from it, especially during the pandemic.

## IRRITABLE BOWEL SYNDROME (IBS) CARE DURING CORONA VIRUS

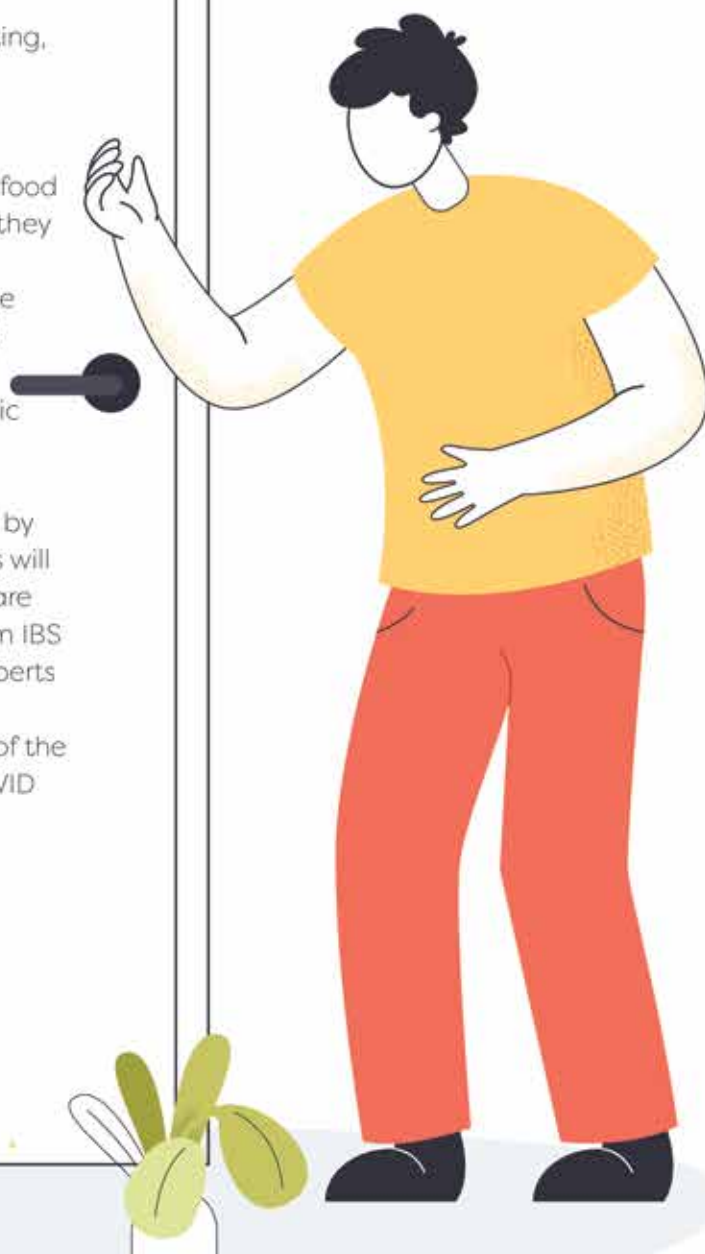
The cause of irritable bowel syndrome isn't well understood. A diagnosis is often made based on symptoms.

Symptoms include abdominal pain, bloating, diarrhea and constipation.

Considering that the number of frequent travelers, workaholics, those who eat fast food and those who 'eat what they get, when they get it' is on the rise, it is no surprise that Irritable bowel syndrome (IBS) has become more prevalent. However, irregular eating patterns need not be the sole cause for IBS. It can be triggered by a bout of gastric infection and stress too.

Some people can control their symptoms by managing diet, lifestyle and stress. Others will need medication and counselling. There are more than 1 million people who suffer from IBS in India. Therefore, with the support of experts and the key stakeholders, we created a focused initiative to make people aware of the preventive measures and care during COVID

**IRRITABLE**  
**BOWEL  
SYNDROME**  
PREVENTION & CARE







## COPD CARE DURING CORONA VIRUS

Chronic obstructive pulmonary disease (COPD) is a major cause of morbidity and mortality across the globe. According to World Health Organization estimates, 65 million people have moderate to severe COPD. More than 3 million people died of COPD in 2005 corresponding to 5% of all deaths globally and it is estimated to be the third leading cause of death by 2030.

Emphysema and chronic bronchitis are the most common conditions that make up COPD. Damage to lungs from COPD can't be reversed. Symptoms include shortness of breath, wheezing or a chronic cough.

Rescue inhalers and inhaled or oral steroids can help control symptoms and minimize further damage. During COVID19, when people were struggling with respiratory disorder, it was essential to make people aware of the COPD. More than 10 million people per year suffered from COPD in India with the numbers increasing during the pandemic.

**BEGIN  
TO QUIT**  
TALK SHOW

WORLD  
COPD  
DAY





## SEPSIS AWARENESS DURING CORONA VIRUS

Sepsis is a life-threatening condition **caused by an over-reactive immune response to an infection** and is a major cause of death globally. Normally, when bacteria or other microbes enter the human body, the immune system efficiently destroys the invaders.

Recently, corona virus disease 2019 has been closely related to sepsis, which suggests that most deaths in ICUs in infected patients are produced by viral sepsis.

A study published in 2016 reported that nearly 30% of the patients admitted into intensive care units in India had sepsis and one in three of these patients died. Studies have also reported a high burden of sepsis in pregnant mothers and the newborn.

Understanding the seriousness of the disease, IHW Council engaged the key stakeholders for this awareness initiative.

**SEPSIS**  
**AWARENESS**  
  
**SUMMIT**



## GASTROESOPHAGEAL REFLUX DISEASE FOCUSED INITIATIVE DURING CORONA VIRUS

In India, more than 10 million people suffer from Gastroesophageal reflux disease per year and it is very common.

Gastroesophageal reflux is digestive disease in which stomach acid or bile irritates the food pipe lining.

This is a chronic disease that occurs when stomach acid or bile flows into the food pipe and irritates the lining. Acid reflux and heartburn more than twice a week may indicate GERD.

Symptoms include burning pain in the chest that usually occurs after eating and worsens when lying down.

The initiative aimed at helping patients deal with the issue of heartburn and acidity, during the pandemic, when the healthcare infrastructures were already reeling under the burden of Covid19.



**TALK SHOW**  
 **STOMACH  
HEALTH**  
KNOW YOUR GERD HEALTH

## PALLIATIVE CARE INITIATIVE DURING CORONA VIRUS

Palliative care is explicitly recognized under the human right to health. Palliative care is required for a wide range of diseases. The majority of adults in need of palliative care have chronic diseases such as cardiovascular diseases (38.5%), cancer (34%), chronic respiratory diseases (10.3%), AIDS (5.7%) and diabetes (4.6%). Many other conditions may require palliative care, including kidney failure, chronic liver disease, multiple sclerosis, Parkinson's disease, rheumatoid arthritis, neurological disease, dementia, congenital anomalies and drug-resistant tuberculosis.

Amidst COVID -19 pandemic, IHW Council brought the domain experts and key stakeholders together through an online web initiative to discuss some of the critical points on Palliative Care during COVID19 and further how to integrate it into existing overall healthcare system.







## TIME TO PAYBACK DURING CORONA VIRUS

The contribution of Doctors and healthcare workers as life savior cannot be ignored by mankind. It is significant that the COVID 19 pandemic that is ravaging India and the world for more than two year now is a war that is being primarily fought by our doctors and healthcare workers every day. Our doctors and other healthcare workers have emerged as the unlikely but only soldiers.

Despite no medicines, doctors helped us to understand the highly-contagious disease, treated us, told us how to save ourselves from it, and equipped us to tackle unforeseen challenges like mental health.

When the vaccination began in 2021, doctors were the ones to dispel the myths with science and encourage us to get vaccinated.

They left their panicking families home and remained away from them to serve.

The week long celebrations from 1st July – 7th July 2022 witnessed an array of high-impact public participation activities including social media campaigns for thanksgiving to doctors, bikers' rally and candlelight vigil to pay tribute to healthcare workers. Discussions and summits with key stake holders including patients, corona survivors, doctors, nurses as well as researchers and scientists were also conducted throughout the week.

# Gratitude Week

A TRIBUTE TO HEALTH GUARDIANS





## ANIMAL -BITE- FOCUSED INITIATIVE DURING CORONA VIRUS

We realized the need of creating awareness about the life threatening diseases from snakebite and animal bite specifically dog bite and infections caused by the animal bite. A dog bite can lead to rabies or tetanus infection. Immediate medical care is required when the bite is from a dog that has, or might have, rabies. We invited experts to talk and discuss about the prevention and symptoms of infections and how to be treated quickly to prevent infection or traumatic complications.







## FREE OXYGEN CONCENTRATORS DURING COVID 19 PANDEMIC

### Oxygen concentrators distribution for Healthcare Warriors



The IHW Council even stepped forward to collaborate with the key stakeholders from the healthcare sector and distributed free Oxygen Concentrators to the affected families of healthcare warrior to support them during such testing times.

We highly appreciate timely and thoughtful collaboration of BSV and Press Club of India for this meaningful initiative.





## SPINAL MUSCULAR ATROPHY INITIATIVE DURING CORONA VIRUS

Spinal muscular atrophy is a group of genetic disorders in which a person cannot control the movement of their muscles due to a loss of nerve cells in the spinal cord and brain stem. It is a neurological condition and a type of motor neuron disease. Spinal muscular atrophy (SMA) causes muscle wasting and weakness.

There is limited knowledge, lack of evidence-based literature, and varying opinions among clinicians which creates

difficulty in planning treatment and provides care for patients with SMA. Scenario in developing country like India is all the more complex in spite of physiotherapy being proved to improve functional status in SMA.

Lack of effective medical treatment and assistive technology, cost of treatment which is prohibitively high, accessibility to health-care services, and awareness about condition in society are major challenges.

We appreciate the contribution of domain experts and the stakeholders to create awareness on the issue through talks shows.







## IMPACT AND ENGAGEMENT OF AWARENESS & ADVOCACY DURING COVID 19 PANDEMIC

### Participation of

- ✓ Government and relevant Ministries
- ✓ State Government and Governors
- ✓ Social & Community Development organizations
- ✓ National & International Health organizations
- ✓ Government health institutions
- ✓ Medical research institution
- ✓ Doctors and health professional
- ✓ Patients and Survivors
- ✓ Patients groups and organizations
- ✓ Hospitals & medical infrastructure
- ✓ Diseases specific organizations
- ✓ Environmental organizations & Institutions
- ✓ Educational institutions and Schools from across India
- ✓ Private health & Healthcare companies & organizations
- ✓ Pharmaceutical companies

### Constant Engagement with

- ✓ Patients and Survivors
- ✓ Women, adolescents and families
- ✓ Schools kids
- ✓ Elderly and senior citizens
- ✓ Community development organizations & groups
- ✓ Aanganwadis and Asha workers
- ✓ Doctors and health professionals
- ✓ Policymakers & Regulatory

## REACH THROUGH SOCIAL MEDIA

**29.5  
MILLION+**

**12  
MILLION+**

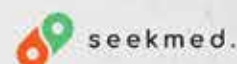
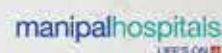
**09  
MILLION+**


## INITIATIVES PARTNERS





## INITIATIVES PARTNERS







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