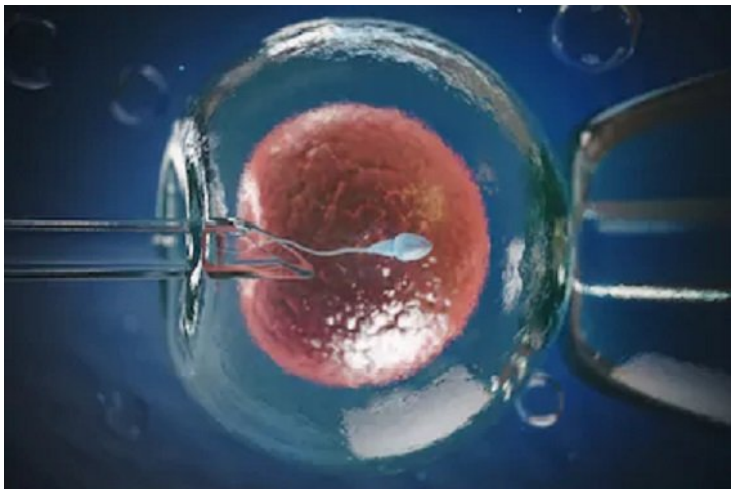


## BSVL pledges Rs 10 L to support IVF treatments

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**The money will be donated to the Indian Society for Assisted Reproduction (ISAR) to allocate it for the treatment of those poor patients who had stopped treatment due to COVID19 and need to reinstate.**



Mumbai based Bharat Serums and Vaccines Ltd. (BSVL), recently announced a corpus of Rs 10 lacs towards a fund to support IVF treatment for couples who are eligible but poor at the 'India IVF Summit' by Integrated Health and Wellbeing (IHW) Council. Mr. Sanjiv Navangul, Managing Director and CEO, BSVL added that the company will conduct a multi-stakeholder study to quantify the economic cost of infertility.

Leading gynecologists and infertility specialists at the day-long virtual summit, organized on the World IVF Day and supported by BSVL, concurred that better diagnostics, affordable prices, and setting realistic expectations can shred the myth of infertility treatment being the privy to the rich.

Eminent IVF experts Dr. Firuza Parikh, Director, Assisted Reproduction and Genetics, Jaslok Hospital and Research Centre, Mumbai, Dr. Hrishikesh Pai, Medical Director, Bloom IVF, Mumbai, Dr. Prakash Trivedi, President of Indian Society for Assisted Reproduction (ISAR), Dr. Jaideep Malhotra, Immediate Past President, ISAR, and Director, Rainbow IVF, and Dr. Neena Malhotra, Professor, ART Centre, Department of Obstetrics and Gynaecology, All India Institute of Medical Sciences, New Delhi as well as policymakers and legal experts attended the summit.

Infertility affects almost 27.5 million couples in India and the country is fast becoming a trusted destination for couples from abroad to get treated for fertility issues. However, the COVID-19-induced pandemic has halted infertility treatment globally as well as in India and may have dashed the last hope to have a baby for many couples.