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WHO acknowledges Cipla as leading partner in fight against NCDs

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The announcement was made at the recent global UN conference on Meeting the non-communicable diseases and mental health-related SDG target around World Lung Day



Recognising Cipla's active and consistent role in tobacco cessation in India, the Director-General of WHO Tedros Adhanom Ghebreyesus commended Cipla as a leading partner in the prevention of NCDs (Non-communicable diseases). The announcement was made at the recent global UN conference on Meeting the non-communicable diseases and mental health-related SDG target around World Lung Day.

The community-level outreach interventions, like those in Maharashtra, Madhya Pradesh, Goa and Karnataka are implemented under NCDC (Non-Communicable Disease Control) programmes. Cipla, under innovative public-private partnerships, works on a mission mode in different programme components. Counselling, integrating tobacco cessation at primary healthcare, intersectoral linkages, sensitising youth, training of trainers and capacity building of health care professionals and workers are some of its key focus areas.

Shivam Puri, CEO – Cipla Health says, "Globally, WHO and Cipla Health have partnered in various programmes, including the donation of Nicotex patches and gums in Timor Leste where it has played a crucial role in limiting the use of tobacco through the use of acceptable alternatives. Our efforts have been consistent since day one and we feel honoured to be recognised by World Health Organisation although we have a long way to go."