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P&G Health promotes sustainable pharmacy waste segregation and management

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Partners with Lakshya and Recycle India Foundation



P&G Health has reinforced its commitment to sustainable waste management through its new partnership with the Lakshya and Recycle India Foundation for sustainable pharmacy waste segregation and management project as part of its corporate social responsibility (CSR) programme ‘SEHAT’.

The initiative aims to promote sustainable healthcare practices through an on-ground awareness campaign for pharmacy owners and their staff on appropriate methods of segregating waste materials such as plastic, paper, glass, and biomedical trash including unused or expired medications and supplies, syringes, masks, and disinfectants. When not disposed of properly, these substances can pose a threat to human and animal life.

During the pilot programme, pharmacies will collect the waste materials generated at their respective establishments and segregate them in designated colour-coded dustbins. This material will then be collected periodically and recycled by Recycle India Foundation. Material that cannot be recycled will be disposed of responsibly.