

Pharma industry has improved itself over decades says Milkha Singh

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The legendary athlete Milkha Singh on November 09, 2013, launched the Ranbaxy Diabetes Care at the annual conference of the Research Society for Study of Diabetes in India (RSSDI) held at Greater Noida in the National Capital Region. The initiative will provide continued access to affordable high quality generic diabetes medicines to patients across India.

Speaking on the occasion, Milkha Singh said, "Physical fitness plays a vital role in fighting the adversities in life and give mental strength to bounce back. This is especially true for a disease like diabetes can be effectively managed through lifestyle modifications." Highlighting the importance of physical activity, Mr Singh shared his experience of life and personal views on how fitness can play an important role in overcoming hurdles in life, Mr Singh urged doctors to put on their running shoes and create awareness at the level of healthcare professionals which can be further translated to patients.

Later during his interaction with the BioSpectrum, Mr Singh appreciated the efforts of Ranbaxy in launching this initiative. He also praised the government's efforts to focus on generic medicines. Talking about the pharma industry, he said, "The Indian pharma industry has improved its reputation over time and now we export into so many other nations.

Asked about what he felt about rural areas still lagging behind, the running legend was hopeful that soon the healthcare will no longer be denied to rural folks. Elaborating Mr Singh said, "I have seen how rural India used to suffer decades back but now I feel positive when I see so much of innovation work happening."

Speaking at the event, Rajeev Sibal, Vice President and Head-India Region. Ranbaxy Laboratories Ltd, "Today's hectic life style and socio economic changes have reduced the inclination and time for physical activity quite significantly leading to increased incidence of life style disorders like diabetes. Ranbaxy has launched a new team specifically for Diabetes called Ranbaxy Diabetes Care which is taking a lead for promoting physical activity and fitness amongst doctors and mass public as a first step toward tackling life style disorder like Diabetes."

India has one of the highest numbers of people with diabetes in the world and the number is growing at an alarming rate. Diabetes is a metabolic disease in which a person has high blood sugar, either because the pancreas does not produce

enough insulin, or because cells do not respond to the insulin that is produced.

As per Dr Rajeev Chawla, Director, North Delhi Diabetes Centre and Organizing Secretary of RSSDI 2013, "India is facing a major challenge of diabetes and there is a constant need to keep abreast of latest developments in this field, so that we can be empowered to meet this challenge effectively. We doctors are the role models for the society hence exercise and fitness should start first from us."

Around 4000 doctors participated at the RSSDI conference that saw prominent doctors from India and abroad to raise awareness about diabetes and share recent advances in treatment.