



CTP CONNECT

**MONTHLY
NEWSLETTER**
APRIL 2023



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Corporate
TBPledge
☆☆☆



International Union Against
Tuberculosis and Lung Disease

THE CORPORATE TB PLEDGE

Hon'ble Prime Minister made a clarion call of achieving SDG target related to TB by 2025, five years ahead of Global targets. The corporate sector with its reach among workers and communities, along with expertise and resources can play a vital role in supporting the National TB Elimination Programme (NTEP) in fulfilling this vision. To stimulate corporate support towards the National Program, Ministry of Health and Family Welfare (MoHFW), GoI, and USAID/India jointly launched the Corporate TB Pledge (CTP) initiative in 2019. The initiative is being implemented by the International Union against Tuberculosis and Lung diseases (The Union) as part of USAID India supported iDEFEAT TB Project.

The Corporate TB Pledge initiative has currently over 335 pledge holders, including Business Associations, Corporate Hospitals, PSUs, Tea industry, Oil and Natural Gas, Mining, Aerospace, Banking and Automobiles etc. This diverse pool of pledge holders has been instrumental in demonstrating various intervention models with different sectors and populations. The CTP Secretariat, hosted by the Union, advocates and provides technical support to expand the corporate sector engagement in the TB workplace programme, integration of TB in the CSR initiatives of corporates and facilitating partnership of corporates with the government.

NEW CORPORATES (APRIL)

HERO MOTO CORP

HINDUSTAN UNILEVER

HITACHI ASTEMO

LUMAX INDUSTRIES

LS CABLE & SYSTEM

N D DESAI MEDICAL COLLEGE

PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY

ROCKMAN INDUSTRIES

TATA MOTORS, PUNE

TB CASCADE DATA FOR APRIL 2023

1,31,561

PEOPLE SCREENED



8,487



PEOPLE
TESTED

357



PEOPLE
DIAGNOSED

5



DR-TB CASES
IDENTIFIED

CORPORATE-LED INTERVENTIONS



CIVIL 20 ENGAGEMENT GROUP (C20) SUMMIT ON 'INTEGRATED HOLISTIC HEALTH' BY AMRITA HOSPITALS:

The Government of India assumed the Presidency of the G20 and Mata Amritanandamayi Devi, Founder of Amrita Hospitals, was declared the Chair of the Civil 20 Engagement Group (C20). The engagement group comprises of non-government participants from each G20 member, which will provide recommendations to the G20 Leaders. In light of this, Amrita Hospitals organized 'C20Summits' to collaborate with civil societies and non-governmental organizations from across the world and represent the challenging health concerns of communities. The C20 Summit was held between April 7 and April 9, 2023 and CTP secretariat had the opportunity to present the CTP initiative at the Poster presentation at the summit.

PARAMOUNT PRODUCTS LAUNCHED ITS TB FREE WORKPLACE POLICY:

As part of the 'TB Free Workplace Intervention', Paramount Products, a gold-tier Corporate TB Pledge holder, launched its TB-Free Workplace policy on 12th April 2023. The policy will be applied across their seven manufacturing units educating a workforce of over 4,000 employees. The policy was launched by the District TB Officer, Gautam Budh Nagar, Uttar Pradesh. Further, in collaboration with the NTEP, a TB screening and testing camp was also organized for 110 employees out of which 20 presumptive TB cases were referred for testing. Additionally, the Paramount team also plans to initiate similar services across units and is committed to patient support to workers diagnosed.



CORPORATE-LED INTERVENTIONS



TRAINING OF TRAINERS ON TB-FREE WORKPLACE AT L&T IN GUJARAT:

Larsen & Toubro Limited, Surat, took the Corporate TB Pledge in the gold-tier category. With an aim to strengthen this initiative, they are building a team of trainers to reach about 22,000 workforces across 10 companies. Recently, with technical support from the CTP secretariat and the District TB Cell, L&T organised orientation sessions on April 18 and April 19, 2023, in four batches. 160+ participants, including medical staff, supervisors, and safety marshals from ten subsidiaries, participated in the training.

SEMINAR ON THE ROLE OF LIONS CLUBS TO ELIMINATE TUBERCULOSIS:

International Lions Club Association organized a seminar on the 'Role of the Lions Club for TB Elimination' under the leadership of the Lions Club District Governor and District TB Officer on April 21, 2023, in Mahisager, Gujarat. The Corporate TB Pledge Holder, Lions Club, Kareilibaug, facilitated the seminar to mobilize other Lion Clubs from across the district. A total of 40 representatives from Clubs, NGOs, Rajput Mahila Mandal, and the District TB Cell participated.



VISIT TO APOLLO TYRES AND CHOLAMANDALA FINANCE, KOLKATA:

The Corporate TB Pledge secretariat visited the implementation sites of Apollo Tyres and Cholamandala Finance in Dhulagarh Truck Terminal, and both the corporates are working with the trucking communities towards TB elimination.

CORPORATE-LED INTERVENTIONS

UJALA CYGNUS HEALTHCARE MOBILIZED FIVE CORPORATE TB PLEDGE HOLDERS:

Ujala Cygnus Healthcare has been championing the cause in galvanizing more partners in the nation's fight against tuberculosis. Recently, the organisation supported the CTP Secretariat in mobilizing five major corporates namely Hero MotoCorp, Hitachi Astemo, Lumax Industries, Rockman Industries, and LS Industries.



COAL INDIA LIMITED ORGANIZED A CSR CONCLAVE:

Coal India Limited organized a CSR conclave, "Re-Engineering CSR" hosted by their subsidiary, Central Coalfields Limited (CCL), Ranchi on April 25 and April 26, 2023. The conclave shared an understanding of the project patterns through CSR funding. The interventions undertaken by CCL with support from the CTP Secretariat were showcased at the exhibition. It was a great opportunity to learn about what other subsidiaries of Coal India Limited such as the Eastern Coalfields Limited, Mahanadi Coalfields Limited, Central Mine Planning and Design Institute, Northern Coalfields Limited, and BCCL, are doing in health/TB space to understand the scope of collaboration.



COMMUNITY SCREENING INITIATIVE AT KIRAN HOSPITAL:

Kiran Hospital, Surat, the Corporate TB Pledge holder in the diamond-tier is implementing community TB screening activities since March 27, 2023, and is continuing till date. The TB Screening model has been established with technical support from The Union. Recently, they organized TB screening camps in diamond industries, including SRK diamonds, K GK Diamonds, and Piramal glasses. With this initiative, they screened over 6,800 employees in twenty days.



CORPORATE-LED INTERVENTIONS



WELSPUN TB FREE WORKPLACE COMMITMENT:

Welspun, Valsad, Gujarat organized a “TB-Free Workplace and Tuberculosis Elimination Awareness Programme” on April 26, 2023, in collaboration with the District TB Cell and CTP Secretariat, The Union. The orientation sessions were undertaken by the District TB Officer, government officials, and representatives from the Union in four batches. The first batch constituted of management having representatives from HR, CSR, learning & development, etc. The second batch targeted to spread awareness among women employees where more than 70 women participated. Another session was for the training of trainers for the Rugs & TT plant workers. Along with the workforce, one session was organized in a nearby village having representatives including the sarpanch and panchayat members, ASHA workers, etc with the objective of community outreach.

APNRL IS SUPPORTING THE NTEP IN CREATING A TB FREE PANCHAYAT:

APNRL is supporting the National Tuberculosis Elimination Programme in creating a TB-Free Panchayat Dugdha, in Gamhariya Block, Kharsawan District, Jharkhand. The project team facilitated a convergence meeting for TB-Free Dugdha on April 27 at APNRL. The CSR Head of APNRL, MO APNRL, MOIC Gamharia, CDPO Gamharia, CHO, STS, PPM coordinator, and Panchayat Samiti Members participated in the meeting. The roles of the various line departments and the support to be provided by each department were discussed.



ORIENTATION ON TB ACTIVE CASE FINDING FOR KRISHNA MARUTI TEAM:

Krishna Maruti Pvt. Ltd., a Platinum-tier Corporate TB Pledge Holder, had committed to initiating an ACF intervention through their primary healthcare centres in Gurgaon district, Haryana. Thereby, an orientation session was organized by the project team and NTEP (Gurgaon) for the team. The organisation has initiated its ACF intervention at its primary health center in Manesar, Gurgaon.

OTHERS

PARTICIPATION AT STSU REVIEW MEETING

The STSU review and orientation on the operational manual for nine STSUs was organized by Central TB Division (CTD) from April 17-20, 2023, in Kolkata, West Bengal. Representatives of iDEFEAT TB Project participated in the review. During the panel discussions around strategic purchasing, the IQVIA & IDDS presented the project design, results, and key takeaways of the 'One stop diagnostic solution' implemented at Hisar. A briefing about the Corporate TB Pledge was made during the meeting.



NEW PROJECTS

KRISHNA MARUTI ACF INITIATIVE:

Krishna Maruti, a Corporate TB Pledge holder, started Active Case Finding (ACF) initiative through their Primary Healthcare Centres in Gurgaon District. The medical team of Krishna Maruti were invited to attend CME organised by District TB Office, Gurgaon along with other corporate hospitals. The centre is expected to screen people coming to the centre for TB and facilitate linkage with the nearest health centre for symptomatic patients.

TEXTRON INDIA SIGNED MOU WITH SWAMI VIVEKANANDA YOUTH MOVEMENT:

Textron India signed an MoU with Swami Vivekananda Youth Movement (SVYM) as implementing partner to provide nutrition support to TB/DR0TB patients in Bengaluru Karnataka. The project aims to cover around 50 patients for a period of six months. The technical support for project implementation will be provided by the State TB Cell, The Union, and STSU.

"YES! WE CAN END TB": 75 CORPORATES @ 75 CITIES

215+ Activities Conducted
20+ Projects Launched
15+ Sectors Participated

PARTICIPATION

6 NAAT machines deployed
4 X-Ray machines deployed
3 mobile vans deployed
90+trucks with TB messaging inaugurated

DEPLOYED



REACH

20 lakh population reached
60+ awareness & screening camps
20000+ patient's nutrition support

EVENTS

4 National Level events
15+ New corporates joined
20+ New projects
20+ corporate hospitals engaged
4 CME Organized

MASS MEDIA

National and regional media coverage
96,000+ organic impressions on Social Media

The Central TB Division in association with The Union under USAID India supported the iDEFEAT TB project and launched the first-of-its-kind campaign "Yes! We Can End TB: 75 Corporate @ 75 Cities" for the entire month of March 2023. The Corporate TB Pledge secretariat, hosted by The Union, as part of USAID/India, supported the iDEFEAT TB project, extended technical support for the implementation of the month-long campaign. Not only did the campaign bring the corporates under one umbrella, but it also gave them a platform to display their potential, vigour, and enthusiasm to eliminate TB. (The list of the participating corporates has been enclosed as Annex 1.)

Corporates from across the country, from varying sectors including tea, mining, textile, academic, corporate hospitals, business associations, etc. actively participated in the campaign. They undertook a diverse set of activities including organizing CMEs, community rallies, workplace awareness and screening, active case finding, nutrition support, planting a tree, signature campaign, seminars, youth sensitization, panchayat engagement, etc. Corporate hospitals' engagement stood out and evolved as the emerging sector bringing on board and demonstrating commitment at a significant scale for the cause.



www.corporatetbpledge.org



IdefeatTb



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CTD CONNECT
APRIL 2023

ANNEX - 1

CORPORATES THAT PARTICIPATED IN THE CAMPAIGN YES! WE CAN END TB: 75 CORPORATES @75 CITIES

(Mukund Madhav Foundation)	BAPS Hospital	Duke Pumps	Indian Medical Association
ABMS (Advance Bussiness management System)	BEST Mumbai	Eagle Company	Indian Red Cross
Adani	BG Garaiya College	Electrotherm	Indo Count Limited
Adhunik Power and Natural Resources Limited	Bhagya Lakshmi Nursing college	Finolex	IOCL
Agrwal Mahila Samiti	Bharat Coking Coal Limited	Fokia	IOCL
Air Control Pvt Ltd	Bharat Parentearls Limited	Frontier Lifeline – Tamil Nadu	IOCL
Airport Authority Of India	Big Basket	Fujifilm India	J K Lakshmi Gandhinagar
Amrita Hospital	BKG Mining	G C Reiber	J K Lakshmi Mahisager
Ansha Deco Ltd	BPA	GACL	Jeevitha
Apollo Medical College	Cadila Pharma	Gallent	Jubilant Bhartia Foundation
Apollo Tyres	Central Coalfields Limited	Gaytri Anupharma Pvt Ltd	Jubilant Bhartia Foundation
Apollo Tyres	Century Ply	GIPCL	Kalyani Company
Asha Cellulose India Pvt Ltd	Child In Need Institute	Goodricke Tea	Kheda Ayurvedic College
Ashirwaad Seva Trust	CIAEL	Grasim	Kheda Panchyat
Aster DM	Deepak Foundation	Gujarat Medical Education Research Society	KIAL
Avanti Feed	Dinsha Patel Nursing College	Guru Gobind Singh Indraprastha University	KIMS Hospitals
B R Ambedkar Nursing College	Donbosco Snehalay	Happy Faces	Kiran Hospital
Baby Memorial-Kerala	Dr Lal Path Labs	Hindalco	Krina Febrick Pipodara Gidc
Banas Dairy	Dr Shyama Prasad Mukherjee University Ranchi	Hindustan Gum Ltd	Kruti Diamond

ANNEX - 1

KSKV University	Muslim Trust	Rajavi Tex Pipodara Gidc	Sumul Factory
Kunal Industries	Nadiyad Medical Association	Rajshree Polyfil	Sun Glass Tena
Kutch Sarpanch Sanghthan	Narayana Healthcare	Rangoon Chemical Works	Sun Pharma
Kutch Truck Union	Navneet Industries	Relax Biotechnology Limited	Tata Ambika Motors
L&T	Nayara Energy	RIA	Tata Chemicals Ltd. Mithapur
Larsen & Toubro Ltd (L & T)	NDMC	Rotary International	Tata Steel Foundation
Laxmi Narayan Ind. Estate	Nerolac	Rr Kabel	Ujala Cygnus
Lions Club Dholka	Nursing College	Sath NGO	Ultratech Cement
Lions Club of Baroda (Karelibaug)	Nutan Medical college	SFS Group	Umang Industries
Maa Shakti Krupa Charitable Trust (Ashok Patel)	ONGC	Shahalon Company	Uranium Corporation of India Limited
Maheshwari Mahila Mandal	ONGC Vadodara	Sharda University	Vapi Industry Association
Marudhar Company	Pagrav Hospital	Sheetal Nursing Collage	Vapi Womens Club
Medanta	Paramount Products	Shree Rang Cheritable Trust	Vcast
Medanta – Medicity	Parivartan Seva Trust	Shree Sayan Vibhag Sahakarari Khand Udyog Mandli Ltd	Vedanta Steel Limited
Meenakshi Medical College – Tamil Nadu	Parle	Shree Shyam Chemical International	Vijay Mandir School
Metak Engineering Limited	Parry Agro	Shri Krishna Nursing Institute	Welspun
Minda Kyoraku Limited	Pradhanmantri Jan Aushadhi Kendra	Silox India Limited	Welspun Valsad
Mittal International	Prakash Chemical	SLR Metallicks	Yashoda Hospital, Ghaziabad
Mulshi Industrial Association	Rahi Foundation	South West Mall	Zydus Life science Ltd
Muskaan NGO	Raj Overseas	Spectrum Dyes & Chemical Pvt. Ltd	