



# CTP CONNECT

## MONTHLY NEWSLETTER

### JULY 2023



**USAID**  
FROM THE AMERICAN PEOPLE



*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, the 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 the USAID India-supported iDEFEAT TB Project.

The Corporate TB Pledge initiative has currently over 335 pledge holders, including Business Associations, Corporate Hospitals, PSUs, the Tea industry, Oil and Natural Gas, Mining, Aerospace, Banking 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 program, integration of TB in the CSR initiatives of corporates, and facilitating partnership of corporates with the government.

**NEW CORPORATES (JULY)**

**UPASI (CATEGORY - GOLD)**

## TB CASCADE DATA FOR JULY 2023

PEOPLE SCREENED

2,54,072



PEOPLE TESTED

9,197



PEOPLE DIAGNOSED

1,060



DR-TB CASES IDENTIFIED

2



# CORPORATE-LED INTERVENTIONS

## FUJIFILM`S MOBILE X-RAY SCREENING DRIVE IN BHUJ, GUJARAT

Fujifilm India, a committed Corporate TB Pledge holder, reinforced mobile x-ray screening drives for TB-Free India. The mobile TB screening intervention reaches in hard-to-reach regions, ensures free screenings, creates awareness, and extends healthcare access in selected districts of Assam, Wayanad and Kutch. Breaking barriers for better health, it achieved a remarkable milestone of record-breaking 277 X-Rays in a single day at PHC Dhaneti, Bhuj Kutch, on July 3, 2023. In the last six months, 29,262 TB symptomatic patients were screened, 8,340 tested and 57 new TB patients were notified from the region.



## USAID- INDIA VISIT TO CORPORATE PARTNERS IN DELHI NCR



As part of the monitoring mechanism, the USAID India team visited three Corporate TB Pledge holders: Paramount Products, Baptist Church Trust Association and Apollo Tyres Foundation based in Delhi NCR on July 6 and July 7, 2023. The team also made a visit to the Central TB Division, MoHFW and met Dr Sanjay K Mattoo, Additional DDG (TB) for an elaborate discussion on the ground-level activities implemented by the Corporate TB Pledge initiative.



The visit to Paramount Products focused on understanding the TB-Free Workplace intervention implemented by the organization. The USAID India officials interacted with the senior management, master trainers and peer educators. During the visit to Baptist Church Trust Association (BCTA), the team was briefed on numerous interventions highlighting the skill building support for people affected with TB and nutrition support to DR-TB patients being provided by BCTA. Further, the visit to Apollo Tyres Foundation focused on understanding the process of reporting the data received on TB screening, testing, treatment initiation and completion.

# CORPORATE-LED INTERVENTIONS

## AMRITA HOSPITAL, “MY TB-FREE VILLAGE” PROGRAMME INITIATED IN JUNA KATHIVADA, ALIRAJPURA, MADHYA PRADESH



Under the TB-Free Village programme of Amrita Hospitals, four villages across the country have been identified for piloting the intervention. Amrita hospitals launched this programme in one of the identified villages of Juna Kathivada in Alirajpur, Madhya Pradesh, on July 10, 2023.

The programme aims at demonstrating the “TB Free Village” intervention by providing 100% TB awareness, regular screening, prompt and easy access to testing facilities and treatment adherence. The Hospital team also conducted a baseline health assessment by conducting door-to-door TB screening using four symptoms complex questionnaires in the village. Additionally, an awareness session on TB and the importance of nutrition was carried out in the presence of the District TB Officer.

## SFS GROUP INITIATES NUTRITION SUPPORT INTERVENTION IN PUNE, MAHARASHTRA

SFS Group, a Corporate TB Pledge Holder, initiated the nutrition support intervention under the Pradhan Mantri TB Mukta Bharat Abhiyaan (PMTBMBA). As a part of the intervention, the SFS group has adopted 138 TB-affected people to support them with nutrition kits in the Pirangut block of Pune, Maharashtra. The Rotary Club of Poona Downtown is implementing this intervention by supporting the procurement and delivery of the nutrition kit at the patient’s doorstep.

On July 12, 2023, to mark the initiation of the intervention, an event was held in the presence of the District TB Officer, Pune, and the Managing Director, SFS Group. During the event, nutrition kits were distributed to 15 TB-affected people at the Rural Health Centre. Key officials from the Maharashtra State TB office, the SFS group, and The Rotary Club also attended the event.



# CORPORATE-LED INTERVENTIONS

## PRIVATE-PRIVATE-PUBLIC MODEL TO DISTRIBUTE NUTRITION KITS BY DOW INDIA

Community support for TB patients is one of the goals of the Pradhan Mantri TB Mukh Bharat Abhiyaan (PMTBMBA). It is imperative to strengthen the collaboration between the community and the existing societal institutions. This in turn can play a critical role in filling gaps and addressing the social determinants, thereby contributing to the achievement of the national goal of TB Mukh Bharat. In line with the same, the Dow India project team collaborated with Deepak Fertilizers and Petrochemicals Corporation Ltd. and Ishanya Foundation to distribute nutrition kits to 50 TB-affected people in Taloja, Navi Mumbai, on July 14, 2023.



## TECHNICAL ASSISTANCE VISIT TO ASTER DM HEALTHCARE

Aster DM Healthcare, one of the largest multinational healthcare conglomerates and a platinum-tier Corporate TB Pledge holder has been supporting the National Tuberculosis Elimination Programme through various projects including the System for TB Elimination in Private Sector (STEPS), IGRA testing support project, and the recently launched 'Pilot intervention of Aster Pharmacy TB Screening'. The project team has been providing technical support to the hospital for these interventions. A visit was held by the project team on July 19, 2023, to extend support to the hospital in establishing a learning site for the STEPS and Pharmacy TB Screening initiative.

# CORPORATE-LED INTERVENTIONS

## AMRITA VILLAGE ADOPTION PROGRAM ZONAL COORDINATORS ORIENTED ON 'AMRITA'S MY TB FREE VILLAGE' INITIATIVE



An orientation session was organized for the zonal coordinators on the 'Amrita My TB Free Village' program on July 20, 2023. The session entailed training through the Modernized Training System, followed by an interactive session on the implementation of the program across the nation. The training was attended by zonal coordinators under the leadership of north and south Coordinators, the laboratory team, and other team members at Amrita Hospital. Currently, the program is piloted across four villages (Kanti – Haryana, Juna Kathiwada – Madhya Pradesh, Rangaya Koppalu – Karnataka, and Rampura Village – Rajasthan) and aims to cover 108 Villages.



## SENIOR MANAGEMENT OF FCI ORIENTED ON TB & CORPORATE TB PLEDGE

The District TB Officer, Borivali, organized a sensitization session on July 20, 2023, at the Food Corporation of India (FCI) Mumbai Office. The session focused on building an understanding of TB and the Corporate TB Pledge Initiative among the senior management of the FCI zonal office. Key representatives from the state of Maharashtra, Goa, Chhattisgarh, Madhya Pradesh, and Gujarat also participated in the session.

# CORPORATE-LED INTERVENTIONS

## UPASI EXTENDS SUPPORT FOR REDUCING TB BURDEN WITH THE CORPORATE TB PLEDGE INITIATIVE

UPASI, a prominent representative body of planters in Southern India, made the momentous commitment through the Corporate TB Pledge Initiative to work for creating a TB-Free environment among the plantation workers in the region.

UPASI is committed to creating a TB Free environment in the plantations of South India through a collective effort with the Corporate TB Pledge secretariat, The Union. The UPASI President Mr Jeffrey Rebello signed the Corporate TB Pledge on July 26, 2023 in the presence of Vice President Mr C Shreedharan, Secretary General Mr R Sanjith along with The Union representatives at Hotel Lalit, New Delhi.



## ARTEMIS HOSPITALS – IT'S A FIGHTBACK DRIVE – TB AWARENESS AND SCREENING PROJECT LAUNCH



Artemis Hospitals as a part of – It's a FIGHTBACK drive has initiated the pilot project of TB Awareness and Screening in Koh, Kasan, and Nevada villages of Gurgaon District, Haryana. The project is being carried out with the support of two NGOs as implementation partners, namely, DESH Hit Foundation entrusted with TB Awareness, and GLRA Foundation for carrying out TB Screening.

On July 31, 2023, the project launch event was held at Shri Puran Baba Mandir premises organized and coordinated by DESH HIT Foundation. The event was graced with the presence of Sri. Satya Parkash Jaravata (MLA, Pataudi), Dr. Keshav Sharma (DTO Gurgaon), Dr. (Brig.) Anil Khetarpal, Artemis Hospitals, Mr Asgar Ali, Artemis Hospitals.



One of the project's cornerstones, the TB Screening camp, was organized by GLRA during the event. Approximately 700 individuals were screened during the camp, and 16 presumptive TB cases were identified.

# STATE-LED INTERVENTIONS

## ROUND TABLE DISCUSSION ON CORPORATE ENGAGEMENT FOR TB IN MADHYA PRADESH

A roundtable discussion on corporate engagement focused on the Pradhan Mantri TB Mukta Bharat Abhiyaan was organized by The Union and District TB Cell on July 13, 2023, in Indore, Madhya Pradesh. The objective of the discussion was to foster collaboration and knowledge sharing among corporates and industries in the district to contribute towards the eradication of TB by 2025. The District TB Officer shared about PMTBMA for mobilizing nutrition support from the corporates and business associations present at the event. The Corporate TB Pledge secretariat provided technical support in building the understanding among stakeholders on how corporates can play a crucial role in supporting NTEP by undertaking the TB elimination initiatives.

## “STATE SUMMIT” ON TB-FREE WORKPLACE POLICY AND CORPORATE ENGAGEMENT TO END TB IN JHARKHAND



The “State Summit” was organized to launch the ‘Workplace Policy for Tuberculosis and its Comorbidities including Occupational Lung Diseases’ under the leadership of the State Health Minister and State Labour Minister in Ranchi, Jharkhand, on July 12, 2023.

Key dignitaries from the Additional Chief Secretary, Department of Health, Medical Education and Family Welfare, GoJ; Secretary, Department of Labour, Employment, and Skill Development, GoJ; also graced the event with their address. Over 200 participants and representatives from the State TB cell, Central TB Division, Corporates, Technical Agencies, and NGOs, attended the event. The Corporate TB Pledge holders Central Coalfields Limited, UCIL, AAI, BCCL, Usha Martin, Vedanta Steel, Hindalco, and Adhunik Power, were felicitated for supporting NTEP. The Department of Posts and State TB Cell, Jharkhand, signed an MoU at the occasion. The project team presented the Corporate TB Pledge (CTP) initiative during the technical session and highlighted the structure and implementation of the TB Free Workplace policy.

Further, CSR models were briefly touched upon to provide options to corporates in contributing towards the TB elimination efforts. Central Coalfield Limited, Corporate TB Pledge holder, shared their work on TB elimination and applauded the support provided by The Union.



# The #CorporateNikshayMitra campaign



## #CorporateNikshayMitra

**PRADHAN MANTRI TB MUKT BHARAT ABHIYAAN**



In the last year, more than 55 Corporates have come forward to support the PMTBMBA initiative. As of August 2023, over 40,000 people affected by TB have been supported by the 'Corporate Nikshay Mitras'. This commitment involved offering essential nutrition assistance to individuals affected by both TB and DR-TB.

The #CorporateNikshayMitra has stood out as a unique and distinctive support system for the PMTBMBA that enables innovative and practical initiatives to yield better treatment outcomes for TB-affected individuals. The corporate commitment has proven to be immensely significant, resulting in a substantial reduction in out-of-pocket expenditures for TB patients and their families.

As we near the first anniversary of PMTBMBA, the Corporate TB Pledge secretariat has launched the #CorporateNikshayMitra Campaign wherein we intend to share stories, last mile impact, instances of great collaboration, partnerships, and varied experiences of Nikshay Mitras.

**For more information on the campaign, Follow us on Social Media**



[www.corporatetbpledge.org](http://www.corporatetbpledge.org)



**IdefeatTb**

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