

Novartis receives award for social ventures initiative

Novartis' Arogya Parivar ("healthy family" in Hindi) programme focuses on sustainable business, ensuring that high-quality medicines are accessible for millions of Indians who would otherwise not receive treatment. Health education and consultations are also key elements of the program, reaching out to towns and remote villages. The programme received recognition on 17 May as it was awarded the GBCHealth Business Action on Health Award for social ventures.

Joe Jimenez, Novartis Chief Executive Officer is keen to expand the model: "Through our social ventures programs, we're making a difference by encouraging better health and at the same time driving local economic growth. We expect Arogya Parivar to have an enduring impact in India and look forward to extending the model to other developing economies."

The Arogya Parivar program is a for-profit social business, which "adapts a market-based approach to improve healthcare access for India's rural poor." The initiative is part of a wider approach from businesses to address the 'Base of the Pyramid' - the largest but poorest socio-economic group - and harness its buying potential. Since the program was launched in 2007, Novartis has trained more than 500 health educators and supervisors and improved access to healthcare for 42 million patients across 33,000 villages in India.

More information is available here <http://www.novartis.com/newsroom/media-releases/en/2013/1702779.shtml>

source: CSR Europe

22/05/2013