

Headline: GCPL signs MoU to achieve a malaria free Madhya Pradesh

Description: The signing will ensure a more sustainable model to implement Project EMBED

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Godrej Consumer Products Limited (GCPL) today announced that it has signed a non-financial, tripartite, Memorandum of Understanding (MoU) with the Department of Public Health and Family Welfare, Government of Madhya Pradesh and Family Health India (FHI), a local affiliate of FHI 360 (a US-based NGO) to achieve a malaria free Madhya Pradesh.

The MoU details a long-term partnership and enlists responsibilities for each party to ensure wider reach and create a more sustainable model for implementing GCPL's Project EMBED (Elimination of Mosquito Borne Endemic Diseases).

The MoU was signed by Dr. Vikas Goswami, Head - Sustainability, Godrej Industries Limited and Associate Companies; Dr. Pallavi Jain Govil, IAS, Department of Public Health and Family Welfare, Government of Madhya Pradesh; and Dr. Bitra George, FHI.

The Department of Public Health and Family Welfare, Government of Madhya Pradesh, is the nodal department for implementing the Vector Borne Disease Prevention and Control Program in the state of Madhya Pradesh.

It follows guidelines issued under the National Vector Borne Disease Control Programme, Ministry of Health and Family Welfare, Government of India.

Supporting the Government's vision for a malaria-free India by 2030, Godrej has partnered with FHI for the implementation of Project EMBED in 9 districts of Madhya Pradesh. EMBED has reached over 3,000 high endemic villages, 7 lakh households and 35,00,000 people through behaviour change communication and community mobilisation activities.

Commenting on this partnership, Vivek Gambhir, Managing Director and CEO, Godrej Consumer Products Limited, said: "We have been working closely with the Government of Madhya Pradesh since we commissioned EMBED in April 2016.

We are very thankful for the support and encouragement that the Government and FHI have extended towards the elimination of mosquito-borne diseases in the state. We believe that by building strong partnerships and creating community engagement, we can make huge strides in our efforts towards eliminating malaria in India by 2030.

EMBED currently addresses ~45% of the malaria burden in Madhya Pradesh and has recorded a 5% increase in testing for malaria and dengue in the pilot districts of Mandla and Dindori. We will continue to invest in expanding its reach.

In the second phase, we have targeted 7 additional districts (Jhabua, Sheopur, Shivpuri, Sidhi, Singrauli, Alirajpur and Balaghat) with high malaria burdens, and aim to cover over 3,000 villages across these areas."