



## **Malaria Free India public-private-partnership receives global recognition**

India's unique & first-of-its-kind public-private-partnership for Malaria Free India has received global recognition. Some of the globally renowned front-runner institutions working towards malaria-free world have shared their support to the Malaria Free India announced between ICMR, Govt. of Madhya Pradesh and Sun Pharma.

### **BENJAMIN ROLFE, EXECUTIVE DIRECTOR, ASIA PACIFIC LEADERS FOR MALARIA ALLIANCE (APLMA)**

"India has made some progress on malaria in recent years, yet despite this, latest estimates suggest that up to half of all malaria cases in Asia Pacific may still occur within India's borders. With drug-resistant forms of the disease reported just 25km away from these borders, India's bold new National Malaria Elimination Framework will be an essential foundation for ending malaria in the region as a whole. Today's launch shows the momentum building behind malaria elimination in India, with Government, the private sector and communities working together to achieve something truly extraordinary, the elimination of a terrible disease from the face of the earth. APLMA looks forward to working with this Public Private Partnership project by Sun Pharma and Govt. of India for malaria elimination demonstration project and for expanding this initiative to the rest of the country."

### **PROFESSOR K. SRINATH REDDY, PRESIDENT, PUBLIC HEALTH FOUNDATION OF INDIA (PHFI)**

"I am delighted that Sun Pharma's vision has now catalysed the creation of an extraordinary partnership to steer the public private partnership with the Indian Council of Medical Research and Government of Madhya Pradesh. The demonstration project aimed at eliminating malaria in Madhya Pradesh, through an intense public health intervention strategy, can soon open the path for elimination of this deadly and debilitating disease from all of India."

### **PROFESSOR SIR RICHARD FEACHEM, DIRECTOR, THE GLOBAL HEALTH GROUP, UNIVERSITY OF CALIFORNIA, SAN FRANCISCO (UCSF)**

"The Government of India has joined all other nations in the Asia Pacific in a commitment to eliminate malaria by 2030. The Malaria Elimination Demonstration Project in Madhya Pradesh will play a critical role in accelerating India's progress towards freedom from malaria. All the countries of Asia have pledged to eliminate malaria by 2030. Sri Lanka has already eliminated. China will eliminate very soon. The spotlight is now on India to show rapid progress and provide strong regional leadership. The Global Health Group at the University of California, San

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Francisco, looks forward to collaborating with Sun Pharma and Govt. of India on this very important public private partnership to eliminate malaria”

**ADMIRAL TIM ZIEMER, THE US GLOBAL MALARIA COORDINATOR**

"The Government of India has made a significant commitment to eliminate malaria throughout the country by 2030, in line with the Global Technical Strategy for Malaria. I commend the efforts of all partners in this vital endeavour to improve health, livelihoods and eliminate poverty. I am especially encouraged by the public-private mix that will demonstrate the feasibility of malaria elimination from the high-endemic area of Mandla district. When we leverage the expertise and resources of the private sector, we can accelerate progress against humanity's biggest challenges. Every rupee invested in eliminating malaria is an investment in India's future."

**DR. ABHAY BANG**

**DIRECTOR, SEARCH, GADCHIROLI**

**CHAIRMAN, EXPERT COMMITTEE ON TRIBAL HEALTH, GOVT. OF INDIA**

"Twenty years ago, when we asked the tribal people in Gadchiroli as to what were their priority health problems, they unequivocally placed Malaria on the top. The situation today, sadly, remains the same. Tribal areas contribute nearly 50 percent of the *P. falciparum* malaria cases in the country. Tribal malaria will be the last citadel to be conquered. Hence, the national malaria elimination plan must begin with the question of how to conquer malaria in tribal areas. I am glad that the Indian Council of Medical Research, the Government of India, the Government of Madhya Pradesh, and the Sun Pharma are jointly beginning the district level program against malaria in Mandla district. This war is one of the highest priorities towards the SDGs and towards the promise India made to her tribal people in 1947. I wish a grand victory in this war."

**BILL & MELINDA GATES FOUNDATION**

"Malaria is preventable and treatable, and history shows that it can be eliminated. We are encouraged to hear about the MEDP Project, an initiative that shows commitment of the government, the public and the private players to demonstrate and deliver at scale the malaria elimination program in India. By committing sufficient resources, investments in research and development, and transformative tools and delivery strategies, India can meet its ambitious goal of malaria elimination and save many millions of lives."

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**THE CLINTON HEALTH ACCESS INITIATIVE, CLINTON FOUNDATION**

“The Clinton Health Access Initiative, Inc. (CHAI) applauds the Government of India’s commitment to achieve malaria elimination by 2030 and Sun Pharmaceutical Industries Private Limited’s recent commitment to help achieve that goal. Eliminating malaria will result in substantial public health improvement in India, and may also lead to important improvements in the economic situation for poor families burdened by the disease. As described in the Directorate of National Vector Borne Disease Control Programme’s new National Framework, achieving malaria elimination will require context-adapted, targeted programs to reduce transmission in the places where it remains high and excise the final foci of malaria. These programs will require substantial new investment by the government, international donors, and the private sector. The new Malaria Elimination Demonstration Project in Jabalpur thus represents an important new commitment from Sun Pharmaceutical Industries Private Limited. A successful pilot in Mandla district can become a model for how public-private partnerships can help scale up effective interventions, protect the people of India from a preventable disease, and help eliminate malaria once and for all.”

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