

# THE INDIAN PHARMA CSR LANDSCAPE

India's Pharma CSR spending has surged over the past decade, with **healthcare** being a major priority.

**420+**

Healthcare by top 10 Pharma companies

**7000**

Healthcare spends

**34,909**

Total CSR budget

Spends in INR Cr (FY24)

**10,066**

Total CSR budget in 2014-15

**75%** of Pharma CSR budgets specifically directed toward Healthcare

as opposed to national average of **29%**

## Top Pharma companies in India

## Common themes



### IMPROVING ACCESS TO PRIMARY CARE

Mobile medical units, health camps



### STRENGTHENING HEALTHCARE INFRA

Hospitals, clinics, equipments



### TARGETED DISEASE INTERVENTIONS

Communicable, non-communicable and chronic illnesses



### SANITATION AND NUTRITION

WASH programs, malnutrition treatment, safe drinking water



# Pharma CSR largely aligns with India's National Health Agenda

## HEALTHCARE OUTLAY (UNION BUDGET FY 25-26)

**₹99,859 Cr** For Ministry of Health and Family Welfare

**191%** Increased health spending since 2014-15

## NATIONAL PRIORITY AREAS

**₹37,227 Cr** National Health Mission (NHM)

**₹9,406 Cr** Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY)

**₹4,758 Cr** Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-ABHM)

## CONVERGENCE OF PHARMA CSR WITH GOVERNMENT PRIORITIES

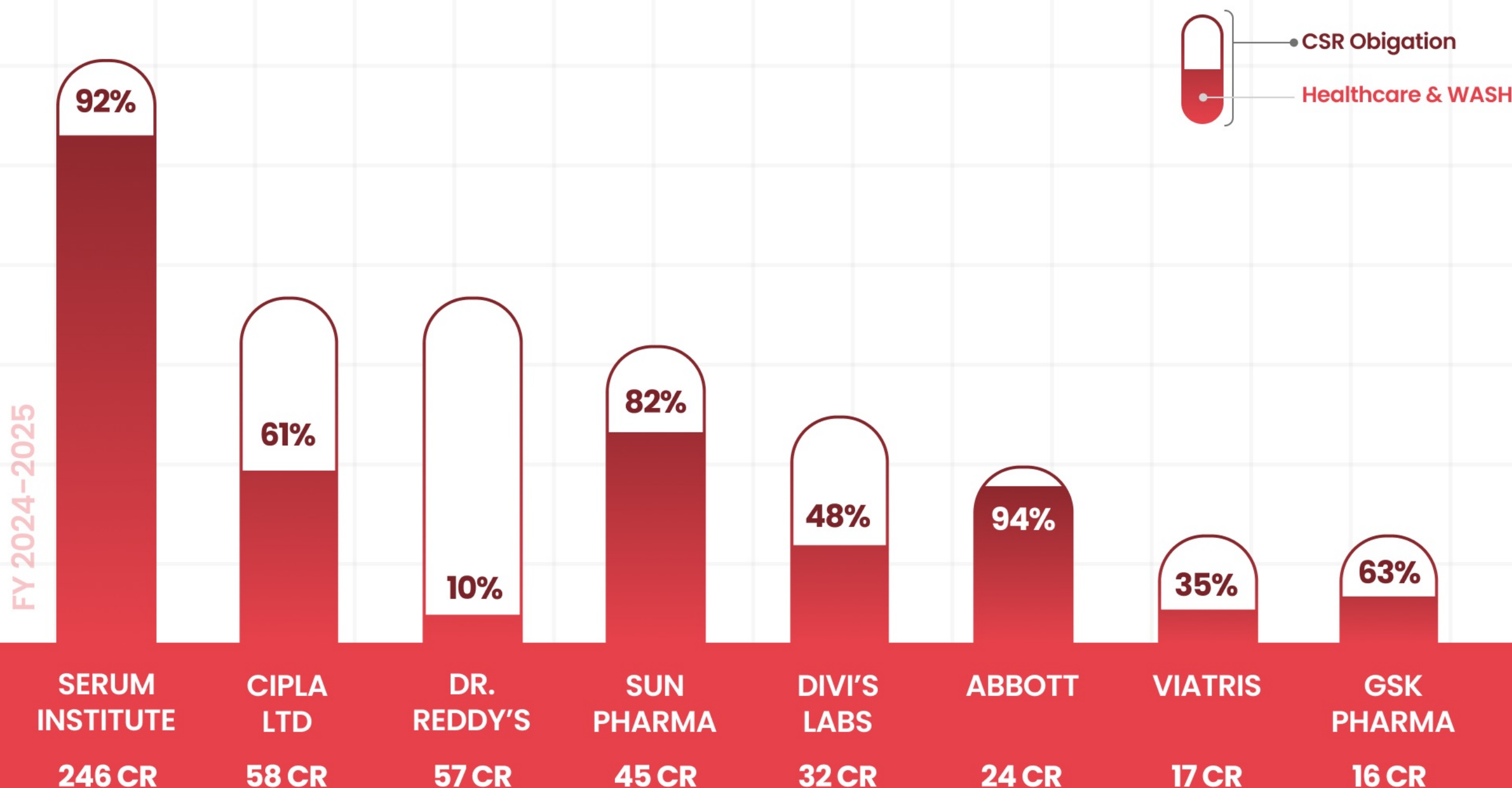
### PARTNERING WITH NHM AND STATE HEALTH MISSIONS

- 1) **Sun Pharma** led Mandla Malaria Elimination Demonstration Project in partnership with **ICMR** and the **Government of Madhya Pradesh**, achieved a 91% reduction in indigenous malaria cases in Mandla district
- 2) **Dr. Reddy's Community Health Intervention Programme (CHIP)**, is designed to complement the work of ASHAs on TB elimination. While ASHAs ensure DOTS (Directly Observed Treatment, Short-course) compliance, Dr. Reddy's field staff ensure nutritional compliance.
- 3) In **Andhra Pradesh and Telangana**, **Divi** launched WASH-focused CSR programs under **Swachh Bharat mission** and reached ~130,000 beneficiaries across 72 villages
- 4) **GSK India** donated 44.5 Mn albendazole tablets to WHO-led mass drug administration for **lymphatic filariasis elimination** aligned with National Urban Health Mission (NUHM)

### SUPPORTING FLAGSHIP SCHEMES (AYUSHMAN BHARAT, PM-JAY)

- 1) **Cipla's** outreach teams **actively enrol & refer** eligible patients into government insurance, including **Ayushman Bharat**
- 2) **Abbott** has committed to upgrading over 300 PHCs across 12 states (including Maharashtra, Goa, Himachal Pradesh, and Karnataka) by 2026. The model involves a structural transformation to align with the Indian Public Health Standards (IPHS):
- 3) **Biocon's** smart clinics are inherently digital, creating electronic health records that can seamlessly **integrate with the national ABHA architecture**.

## Large allocations for affordable & accessible healthcare



# Indian Pharma associations driving collective social impact

## INDIAN DRUG MANUFACTURERS' ASSOCIATION (IDMA)

IDMA actively engages in public health and CSR drives. It partners with NGOs to conduct blood donation camps, free medical check-ups and distribution of free medicines to underserved communities.



## BULK DRUG MANUFACTURERS ASSOCIATION (INDIA)

Established a Technology and Training Centre in Hyderabad's Jeedimetla area to upskill pharma manufacturing workers. It offers hands-on training in bulk-drug production and quality control for new recruits and existing staff.



## ORGANISATION OF PHARMACEUTICAL PRODUCERS OF INDIA (OPPI)

OPPI launched the "Bharat Ke Liye" campaign. The initiative highlights industry's commitment to a healthier India through innovation, access to medicines, stronger health systems, and strategic investments to improve health outcomes.



## THE AMR INDUSTRY ALLIANCE (INDIA CHAPTER)

The AMR Industry Alliance is the largest global coalition of life sciences companies dedicated to curbing Anti Microbial Resistance. Its Indian members— like Cipla, Dr. Reddy's, Aurobindo, Orchid Pharma—have committed to a rigorous self-regulatory framework that exceeds national compliance standards.



## INDIAN PHARMACEUTICAL ASSOCIATION

The pharmacists' IPA runs public-health initiatives. Its Community Pharmacy Division partners with government TB programs (e.g. the "Pharmacists at the Frontline" DOTS project engages pharmacists in rural TB screening and care).



## Focused investments, yet a few key health needs remain underserved

### MENTAL HEALTH AND PSYCHOSOCIAL SUPPORT

Despite rising awareness, mental health remains largely overlooked in CSR efforts, with an estimated **70-92% of those in need receiving no care.**



### LAST-MILE AND SYSTEMIC GAPS

Pharma CSR often funds episodic clinics or camps **rather than lasting programs. Experts note that closing India's rural health gaps requires multi-year (5-10 year) commitments.** Current approach of single year projects lacks continuity needed for real change.



### DIGITAL PUBLIC HEALTH

Digital tools could amplify impact and improve primary care access, but remain underused. In practice, few pharma CSR projects leverage telemedicine, mobile health, or data systems, leaving a gap in efficiency and scale.



### HUMAN RESOURCE SHORTAGE

The industry focuses on providing assets but neglects the training and staffing required to make them effective and sustainable. **India's health-worker density is about 20.6 per 10,000 people, roughly half the WHO benchmark of 44.5.**



### ELDERLY CARE AND PALLIATIVE SERVICES

Despite India's fast-ageing population (**12.2% of older adults have supportive/palliative care needs**), CSR involvement in elder care remains low, even though pharma companies are well placed to contribute.



### SILENT EPIDEMICS

**70-90 Million Indians suffer from rare diseases**, yet treatment costs are prohibitive. Additionally, tropical diseases disproportionately affect the poorest populations and are often proxies for poverty.



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