

If you missed reading our **Digital Annual Report**

[Click here](#) to fill your day with stories of...

## Hope

How Rama Bai and many like her are finding care right at their doorstep even in Covid



## Compassion

Why Brother Prashant and our team at the Cipla Palliative Care & Training Centre, Pune works tirelessly to comfort cancer patients and their loved ones



## Optimism

What has been bringing smiles to faces of Ankit, Sharad and many children like them living with disabilities

## Transformation

When Naresh Kumari, a housewife, got the confidence to step out, stand on her own feet and take care of her family



## Creativity

Where Renuka and her friends are finding innovative learning opportunities in their remote village during the lockdown

Don't let **Covid**  
take attention away  
from **Cancer**

**CAN-HELPER** is here  
**Toll-free: 09511948920**

Together with Tata Memorial Centre (TMC), Mumbai, we have launched  
**CAN-HELPER India's first-of-its-kind emotional well-being support line**  
for patients and their families coping with the challenges of Cancer in Covid

Run by experienced counsellors of TMC and Cipla Palliative Care & Training Centre, Pune  
to address the stress, anxiety and fear caused by cancer and made harder by Covid

**Everyday between 10am to 6pm**

**Can-Helper is in the news**

[Click here to read more >](#)

### Can-Helper, a helpline for cancer patients and their families

OUR BUREAU

Mumbai, August 11  
Cancer patients and their families in Maharashtra can dial in to Can-Helper, a toll-free helpline to provide emotional support to deal with fear, anxiety and stress related to cancer.

Can-Helper is launched by Mumbai's Tata Memorial Centre and Cipla Palliative Care & Training Centre Pune in association with the Municipal Corporation of Greater Mumbai (MCGM) and Pune Municipal Corporation (PMC).

Operated by experienced counsellors in English, Hindi and Marathi, the service is available through the week during work-hours (10am -6pm) on 09511948920.

It is said that one in three cancer patients requires intervention to address emotional distress, the most com-



mon being anxiety and depression, a note on the initiative said. These psychosocial problems have been exacerbated during the time of Covid-19, due to lack of continuity of care, reduced social support, and increased financial burden from loss of jobs, it added.

**Psychosocial counselling**  
Badwe, TMC Director, said in a statement, "The Covid-19 pandemic has had a disastrous impact on all patients and especially those with serious chronic illnesses including

advanced cancer. With this helpline, we hope to address psychosocial counselling needs to reduce the stress and anxiety of the patients and their family members. We will also include patient navigators in this endeavour to retain the continuum of care."

Rumana Hamied, Trustee with Cipla Palliative Care & Training Centre, said, "We realised the need for such a service when our home care team spoke to patients and families during Covid who told us about their fears of treatment being delayed, worries related to their family members due to lack of nursing care support and a growing sense of isolation and helplessness. We hope that callers to the helpline will be better equipped with resources, strategies and confidence to cope in these uncertain times".

Hindu BusinessLine - 12<sup>th</sup> August 2020

### A helpline for cancer patients & caregivers

**1 out of 3 cancer patients need help to tackle emotional distress**

STAFF REPORTER  
Mumbai

Taking care of another person can be stressful, especially if you are taking care persons with serious illness. Cancer patients and their families in Mumbai and Pune can now dial on cancer helpline number which is a first-of-its-kind toll-free number- 09511948920 to seek support if their experience fear, anxiety and stress related to cancer. This service is operated by experienced counsellors in English, Hindi and Marathi.



**Call 09511948920 to seek support if you experience fear, anxiety and stress related to cancer**

Free Press Journal - 12<sup>th</sup> August 2020

### Mumbai, Pune get toll-free helpline for cancer patients and their families

By EH News Bureau — On Aug 11, 2020



Express Healthcare - 12<sup>th</sup> August 2020

In association with Municipal Corporation of Greater Mumbai (MCGM)  
and Pune Municipal Corporation (PMC)

# SCIENCE in the service of HUMANITY

On 4<sup>th</sup> August 2020, we embarked on a unique partnership with CSIR-IICT (Council of Scientific & Industrial Research – Indian Institute of Chemical Technology)

to support development & production of India's first-of-its-kind high-quality affordable face mask

## SAANS

“

Cipla has made exceptional contributions over the past decades to serve the nation with affordable healthcare. With this unique industry and CSIR-IICT collaboration, we are paving a path towards building an Atmanirbhar Bharat.

**Dr Shekhar C Mande**

Secretary, DSIR & Director General, CSIR, New Delhi

”



### Technology in action

Reusable, low-cost, multi-layered, hydrophobic face mask with anti-microbial properties



### Creating livelihoods

Mask production technology will be transferred to self help groups to empower them financially

### Safeguarding communities

First 1 lakh masks will be given free-of-cost to communities in rural Telangana

The virtual event to mark this partnership saw over 150 participants and has had 7400+ views on social media so far

[Click here to watch the event](#)

In 2018, Shirin trained at the Cipla Foundation supported Centre to become a  
**Sewing Machine Operator**

**Today, with her skills by her side, she is Confronting Covid With Confidence**

**The lockdown took away Shirin's father's job and her tailoring orders.**  
Suddenly, her large family of eight was thrown into severe financial crisis,  
struggling to meet even daily needs

**“Nothing could have prepared us for the lockdown.**

But I knew that I had to fall back on my skills and  
hardwork to get through this difficult time.  
I re-connected with the skill development  
institute to explore opportunities

Soon, I got corporate orders to make  
**6000 masks** and felt a huge sense of  
relief that I could take care of my  
family once again.

**Thanks to my training  
and to the support  
of the institute team,  
I have been getting  
regular orders since”**



Name changed to protect confidentiality

Together with Ambuja Cement Foundation, we have been supporting the ‘Skill & Enterprise Development Institute’ in Baddi to equip financially marginalized youth with job-linked skills

**Over the last 4 years, 900+ youth like Shirin  
have been trained in a range of vocational courses**

# Cipla leaders take time out To spark positive social change

Across Cipla, leaders have been stepping forward to volunteer online for causes that speak to their heart

We are delighted to announce the upcoming launch of Cipla's Virtual Volunteering Platform

where you will find ways to remotely share your time and talent to make a difference, even in Covid times. More details to follow.

It's your platform,  
**IT NEEDS A NAME FROM YOU!**

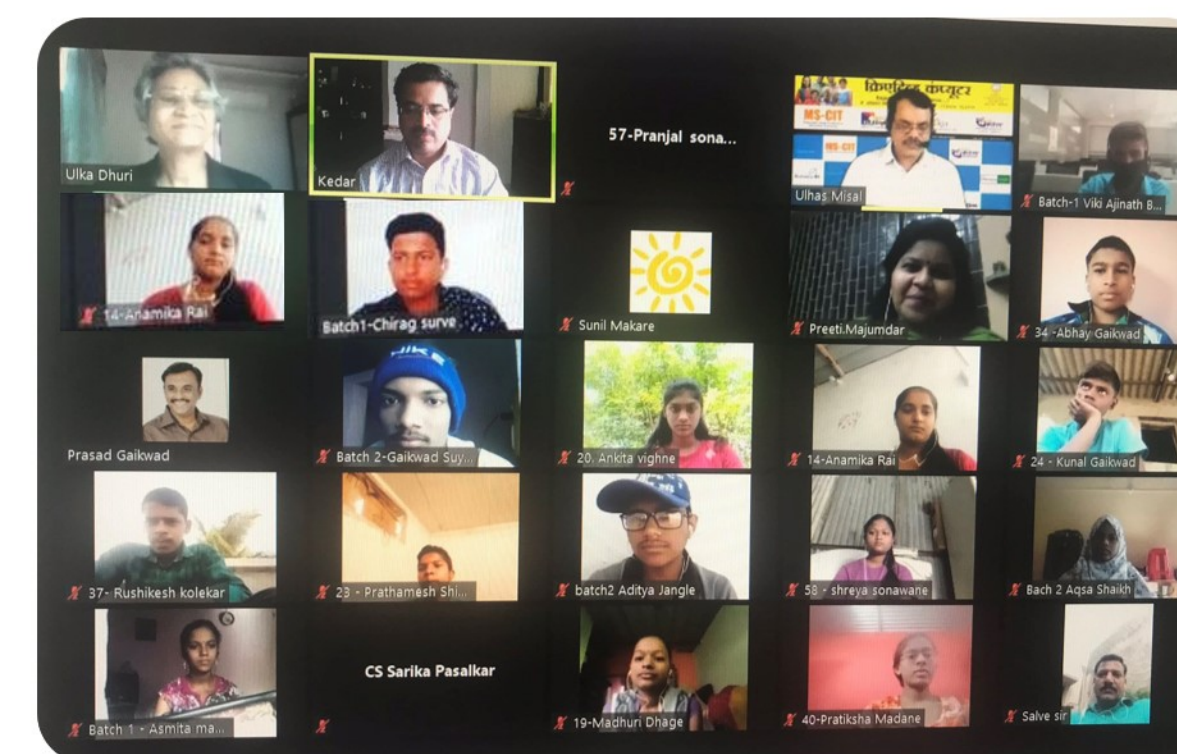
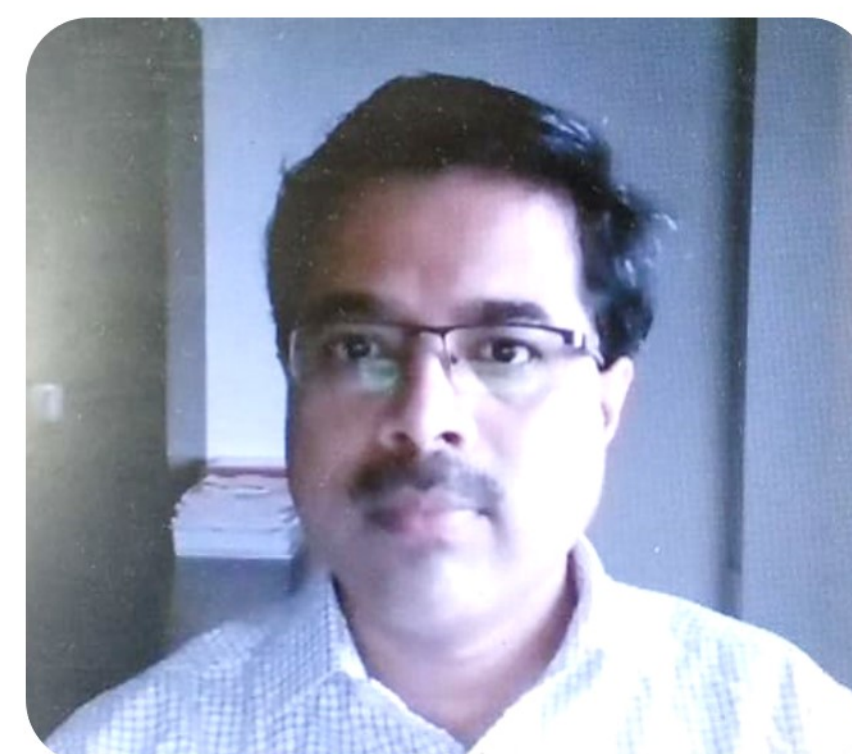
Unleash your creativity and share ideas for what we can call this virtual volunteering initiative.

[Send us your entries here](#)



Memorable online celebration of Cipla Palliative Care & Training Centre's 23<sup>rd</sup> year  
- Mr M K Hamied

A heartwarming Doctors Day Event with public health doctors serving communities  
- Dr Jaideep Gogtay



Inspiring virtual chat with students of computers & technology connected from their homes. Amazing appetite to learn about career & intricacies of corporate world. Well done!  
- Kedar Upadhye

Energising online meeting with BSc students of Baddi University - young lives who walked on rough roads have today made a mark for themselves. So proud!  
- Ranjana Pathak & Rumana Hamied



Interacting with teachers from government and Government-aided schools.  
- Mangesh Vaze  
Site Head, Cipla Kurkumbh



Engaging with Baddi University students online who are mentored at the Baddi manufacturing unit.  
- Sanjay Mishra  
Site Head, Cipla Baddi



Acknowledging teachers for their dedicated efforts during the pandemic.  
- Atul Sant  
Site Head, Cipla Sikkim

# MILES FOR MASKS

## Unlocking Cipla's Volunteering Spirit



On 16<sup>th</sup> June 2020, Cipla Foundation South Africa together with Miltons Matsemela hosted a virtual Youth Day Run to raise funds for masks for frontline COVID healthcare workers

**In true 'Caring for Life' spirit, Ciplaites and their families ran in support and solidarity**



**Over  
Rs 1,32,000  
Collected  
5,000  
masks  
bought and  
distributed**

Through other donations & pledges, **30,000 masks** are being distributed to frontline staff of Operation Smile, an organization that supports corrective surgeries for children born with clefts



**milesforsmiles**

[Click here](#) to read about our Covid-19 Response

## Periods Don't Stop During A Pandemic

### Menstrual Hygiene for Adolescent Girls



As essential hygiene items become inaccessible in the lockdown, young girls face risk of infection & isolation

Restricted supply of sanitary napkins and limited family income is forcing girls from financially deprived communities to use unhygienic alternatives like cloth, rags or husk to manage their period during Covid

Together with our NGO partner, Himalayan Social Institute and local health department, we have stepped forward to provide sanitary napkins and build awareness for menstrual hygiene



“ I have dreaded my period in the lockdown. I hate using cloth, it leaves stains and it is embarrassing to wash and dry it when everyone is at home. **I am relieved that I can use a pad again** ”

- Anita, 14 years, living in an informal settlement with her family of six



Reaching  
4 slum communities of  
3000+ population  
near Cipla Baddi  
Manufacturing Unit

Name changed to protect confidentiality

Lack of proper menstrual hygiene can lead to infection, infertility and in severe cases, cervical cancer

## Cipla Palliative Care & Training Centre, Pune

22<sup>nd</sup> June 1997  
we opened our doors  
to our first patient

22<sup>nd</sup> June 2020  
16,500+ patients & their  
loved ones cared for

### MARKING OUR 23 YEAR JOURNEY WITH A SPECIAL FILM RELEASE

**Watch this 3-minute film on the Centre made just days before Covid**

The pandemic has changed our world but we continue to care with the same spirit



This film was made in February 2020

**Guided by stringent Covid safety protocols, the team is caring for cancer patients and their loved ones through free-of-cost in-patient, home care and out-patient services**

# Safeguarding Women Waste-pickers

Mumbai's frontline cleanliness workforce

Under the toughest of conditions, they sort waste into recyclable items, **for a cleaner and sustainable world...**

**All, at the risk to their own safety**

Name changed to protect confidentiality

Image source - csrmandate.org

The increased waste including masks in household garbage is putting waste pickers at greater risk of Covid19 infection.

“ I have been working in unhygienic and life-threatening conditions in the dumping ground for 22 years. **My livelihood has never been safe, but now it has the added risk of being infectious** ”

Ratna Bansode, 41 years supports a family of 8 by working as a waste-picker in Mumbai



Waste-pickers, the backbone of the informal waste management sector, remain largely sidelined

**We are reaching out to 400 women waste-pickers with masks, gloves, face shields and personal hygiene items**



“ We used to rent and beg others for protective gear and put our own money. **This is the first time that we feel safe and secure to work in these COVID times.** ”

Lata, Ratna & Sujata working in the Kurla Dumping Ground, Mumbai

This initiative is being rolled out in Mumbai with our on-ground partner Indo-global Social Service Society (IGSSS)

Write to us at [ciplafoundation@cipla.com](mailto:ciplafoundation@cipla.com)



The elderly face  
greater challenges in  
recovering from disasters  
**Covid has made them  
even more vulnerable**

## Cyclone 'Amphan' Relief Continues

In partnership with HelpAge India, we have been providing food and ration to the elderly who are severely affected in West Bengal



This initiative  
will be  
reaching out  
to over  
**750**  
families

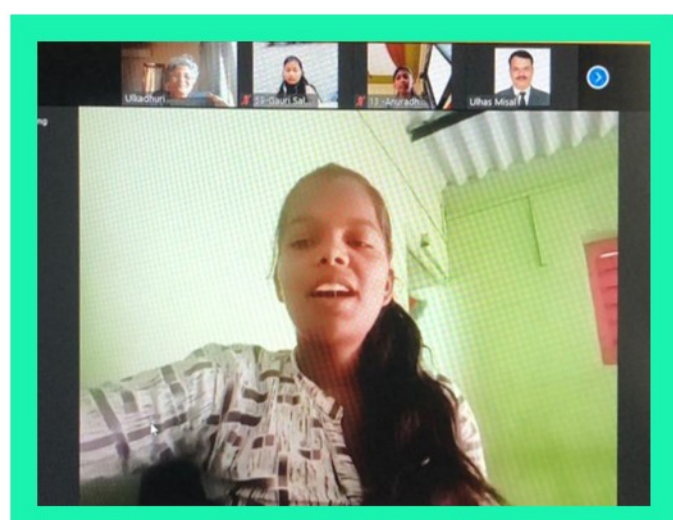


## BECAUSE LEARNING SHOULD NEVER STOP

Despite schools closing down due to Covid, students and teachers from government and government-aided schools near Cipla units continue to learn

Our on-ground partners are bringing a whole new world of digital education into remote communities  
Kudos to them for unlocking online learning in science, math, computers, art, craft, literature and more

Learning  
with WhatsApp  
and video  
conferencing



**1770+ Students**  
reached through  
virtual classes  
in Indore, Kurkumbh,  
Goa, Patalganga  
and Sikkim



Children of Cipla  
employees are  
joining partner-  
led sessions in  
select locations

## DIGITAL TEACHERS TRAINING PROGRAM – LEARNING BEYOND CLASSROOMS

In addition to continuing online classes for students, our partner, Agastya International Foundation, has been running their training program for government and government - aided school teachers via online sessions.  
Here, teachers are learning about interactive ways to teach science through innovative low-cost models

**90+ teachers trained through 30 virtual sessions**

Our partners Agastya International Foundation and Creative Computers are currently extending online learning opportunities

## CYCLONE AMPHAN

Strikes West Bengal  
and Odisha on  
20<sup>th</sup> May 2020

First Super Cyclone  
in the Bay of Bengal  
in last 2 decades

19 districts and over 50  
million people affected

Image Source - Business Today

### Supporting communities devastated by a **Disaster within a Disaster**

Communities coping with Covid are further ravaged by the  
Super Cyclone 'Amphan' that has severely affected lives and livelihoods

Cipla Foundation, together with the local district administration has stepped  
forward to bring essential hygiene and food supplies to those in need



Supporting  
**Community Kitchens**  
in South 24 Parganas district,  
West Bengal

**1000 cooked meals**  
being served daily for 30  
days with safety and  
hygiene protocols

On-ground partner -  
**Liver Foundation,**  
Led by Dr Abhijit  
Chowdhury, India's  
prominent  
Gastroenterologist  
working in Public Health



Shortly, we will also roll out other relief programs in partnership with NGOs on the ground

We didn't just  
**OPEN OUR DOORS**  
We opened  
**OUR HEARTS**



### Nothing can lockdown the Cipla spirit of 'Caring for Life'

As 'Dhabas' (food joints) on highways closed due to Covid, hundreds of truck drivers carrying essential medicines & supplies were left stranded with no food on their long distance journeys

**We stepped forward to ease their struggle with food packets, ration and meals in Cipla cafeterias**

“

It is our responsibility to give all possible support to the trucking community – they are risking their own safety to keep production and supply lines going and delivering life-saving medicines to far corners of the country

Atul Sant, Site Head – Cipla Sikkim

”

Provided ration kits to over 640 truckers, who are connecting essential services to Cipla Depots and Units



Cafeteria meals

Reaching out to truckers at Patalganga, Baddi, Indore, Sikkim, Siliguri & Lonad



Ration kits

Thanks to the Cipla Unit and Depot teams for leading this effort and championing our purpose of **'Caring for Life'**



Cooked food

“

Truck drivers are playing a crucial role in ensuring end-to-end connect amidst today's pandemic situation. As Cipla, it is our duty to stand by them in solidarity in this hour of need and support their exemplary work

AN Ramesh, Head - India Distribution and Logistics, Cipla Ltd

”


 18<sup>th</sup> May 2020

**COVID19**

## CARING FOR CHILDREN

The Ajuga Early Childhood Development Centres continue to be a haven of care and comfort for communities in South Africa

With food, books and more, the Foundation strives to shine smiles on young faces and kindle hope in their hearts

**ajuga**

### FOOD SUPPLIES FOR CHILDREN & FAMILIES

Distributed food parcels with each packet containing ingredients to make up to 65 meals.  
Over 18,800 meals have been prepared till date

### CONTINUING HOME SCHOOLING

Partnered with UNICEF to distribute learning material that assists parents with stimulating home schooling activities during the lockdown

### SUPPORTING TEACHERS

The teaching staff is being provided with food vouchers to support them and their families during this period

Ajuga is an innovative Cipla Foundation supported community-run program in South Africa, that addresses the needs of children in the crucial first 1000 days of their life - the time during which their ability to learn, grow, develop and thrive can be profoundly affected by the quality of the care, nutrition and education they receive



## Nurse

In this simple  
word we find

A world of  
Comfort & Caring  
The very spirit of  
Love and Giving

In Covid times, under stringent safety measures,  
we continue to care for patients & their families at the  
Cipla Palliative Care & Training Centre, Pune

We are also serving critical patients in the  
safety & comfort of their homes

**The extraordinary team at the Centre  
is making this possible, despite all odds**

**This Nurses Day,**  
we salute our nurses - the lifeline of our Centre -  
who stand strong all the way, today & everyday



## Re-starting Care and Re-storing Hope

Our Mobile Healthcare Units are back on the roads, reaching patients in remote locations  
Read how the trust of communities keeps us going

Balaji Shinde, 51 years  
Farmer from a village near Patalganga

“When **Cipla's Health Van\*** first came to our village 4 years ago, it didn't just drive in with free medicines and a doctor - **it brought comfort and care** like we had never ever known ...

Name changed to protect confidentiality



... Earlier, with our savings tucked in, my 73 year old mother and I would trudge to the nearest clinic 2 hours away for her diabetes check-up. Month after month, the same story unfolded - **of wait and worry...**

... Till the Health Van finally changed our lives. For years now, we have been getting check ups and medicines right at our doorsteps. Our fee is heartfelt gratitude which the health van team accepts with a smile...



... **All felt fine till Corona locked us in our village.**

I helplessly grappled with my mother's rising diabetes without her medicines. The concerned Health Van team was unable to reach us because of social distancing rules. I had no money, no transport, no help... just no way out...



... Then 2 weeks ago, the Health Van team said they have got permissions to partly re-start visits. The very next day, they were at my home, with a two week supply of my mother's medicines. As tears welled up in my eyes, a kind smile broke from behind their mask to say they are here for us, like always...



... In all that Corona has taken away from us, the Cipla Health Van team is standing on the frontlines to **restore** - not just our health, but what is most precious in this time, our hope. ”

Balaji Shinde is one of the many who are counting on us

Thanks to the support of the local government and our partner HelpAge India, we have re-started services. Under stringent safety norms, we are caring for patients with chronic conditions like Asthma, Diabetes and Hypertension, as they face greater health risk in Covid times

\*Since 2014, together with HelpAge India, Cipla Foundation supported Mobile Healthcare Units are reaching communities near Cipla units of Patalganga, Kurkumbh, Indore and Baddi. Over 1,00,000 primary healthcare check-ups are provided free-of-cost each year

# CARE THAT NEVER STOPS

## PALLIATIVE CARE TEAMS ARE CONFRONTING EVERY COVID CHALLENGE

to support patients and their loved ones battle the fear of infection, loneliness and lack of access to continued care. The healthcare workers at hospitals and at the Cipla Palliative Care & Training Centre are standing on the frontlines despite rising difficulties and risks to their own safety.

Her counsellor supports Pooja to continue her studies



Rajaram's doctors and nurses know the art of making him smile



Even in an empty ward, Shalu's heart is full of joy



Shyam & Bala know they can count on the love of their palliative care team



Mrs Shinde fills her lonely days with colours of hope

Names changed to protect confidentiality

**Counsellors and other palliative care professionals like Joanna Pinto, are making all this possible**



**Watch this 2 minute video and be inspired!**

We are currently providing palliative care at the Cipla Palliative Care & Training Centre, Pune and through other organizations across the country

Write to us at [ciplafoundation@cipla.com](mailto:ciplafoundation@cipla.com)  
Follow us at Facebook & Twitter  
[@CiplaFoundation](#)

21<sup>st</sup> APRIL 2020

## COVID19

### PURPOSE-BUILT CONTAINERS DRIVE HEALTH AND HOPE IN COVID TIMES

**Cipla Foundation South Africa  
responds to the national call  
to stop disease spread and  
serve patients in need**

"It's a time for collective and collaborative action. The Foundation in South Africa is partnering with the Government's Department of Health to scale-up testing in communities. We are supporting with additional infrastructure and running our existing facilities at accelerated capacity to serve more and more patients each day"

**Paul Miller**  
CEO, Cipla South Africa



**Under its Sha'p Left initiative, the Foundation has been innovatively modeling containers into low-cost clinics and medicine dispensing centers to serve patients**

#### ADVANCING TESTING IN REMOTE AREAS

**5 purpose built  
containers deployed**

*Promoting additional  
testing and screening in  
densely populated and  
high-risk communities*

#### ACCELERATING CHRONIC MEDICINE DISPENSING

**Directing patients from  
government health  
facilities to Foundation's  
existing medicine pick-up  
centers**

*Decongesting government  
centres to **support social  
distancing** and patient safety*

*Enabling state health facilities  
to focus on Covid19 testing &  
screening*

#### CONTINUING PRIMARY HEALTHCARE SERVICES

**Existing Sha'p Left Nurse  
Surgeries continue to  
provide services to local  
communities**

*Providing much needed  
primary healthcare services  
during this period to ease  
the burden on government  
facilities*



13<sup>th</sup> APRIL 2020

## **COVID19**

**CHILDREN LIVING WITH  
CHRONIC AND ACUTE  
HEALTH CONDITIONS FACE  
GREATER THREAT FROM  
COVID19 INFECTIONS**



We have supported the set up of  
**Maharashtra's only dedicated  
pediatric isolation ward for  
COVID19**



"When my daughter got a cough and high fever, I was very nervous that she may have the Covid infection. She also has Asthma so my husband and I were extremely worried. Then we came to Wadia Hospital - the doctors and nurses here have been taking complete care of my child and have explained to us how to handle the situation"

Mother of pediatric patient receiving care at BJ Wadia Hospital



### **AT THE BJ WADIA CHILDREN HOSPITAL, MUMBAI**

India's largest pediatric public hospital exclusively for providing free or subsidized comprehensive health care for children

**ISOLATION**  
of identified  
COVID cases

**QUARANTINE**  
of suspected  
cases

**VENTILATOR & ICU**  
facilities with latest  
technology & equipment

## STANDING STRONG • *Caring for life* •

8<sup>th</sup> APRIL 2020

### COVID19

IN THIS MOST  
DIFFICULT TIME,  
WE CONTINUE  
TO STAND BY  
COMMUNITIES  
NEAR CIPLA  
UNITS AND  
DEPOTS  
ACROSS INDIA

Reaching out with immediate support  
to government, local administration  
and district hospitals

#### Personal Protective Equipment (PPE)

including gloves &  
disposable aprons  
provided for frontline  
healthcare workers

#### Hygiene

items like masks  
& sanitizers  
handed over to  
ensure safety at  
all times

#### Dry ration

kits with essential  
food items  
distributed for those  
most affected

#### Food

**packets** distributed  
to care for wage  
earners who have  
lost their livelihoods



Write to us at [ciplafoundation@cipla.com](mailto:ciplafoundation@cipla.com)

## STANDING STRONG • *Caring for life.*

30<sup>th</sup> MARCH 2020

**WE ARE  
FOCUSSING  
ON EFFORTS  
THAT HAVE  
THE MOST  
IMPACT &  
REACH**

**working with  
public health  
institutions,  
doctors,  
healthcare  
workers and  
vulnerable  
patients**

### TAKING CARE OF THE SERIOUSLY ILL

The **Cipla Palliative Care & Training Centre, Pune** continues to **care for patients and families** in this most difficult time. Stringent safety and hygiene measures have been put into place to protect patients and the medical team. Doctors, nurses, medical social workers, physiotherapists and pain specialists are on duty 24X7



### ADVANCING TESTING

To tackle the problem at the root, we have supported a **COVID-19 testing laboratory** at the JJ Hospital - one of the largest public hospitals in Mumbai. The facility is fully functional and aims to benefit over 4000 patients



### SAFEGUARDING HEALTH WORKERS

To ensure the safety of frontline healthcare workers, we are supporting supplies of essential items like **masks, personal protective equipment, gloves and sanitizers** at the tertiary municipal hospitals - BYL Nair Hospital, Mumbai and Kalwa Hospital, Thane



### SETTING UP ISOLATION WARDS

To serve children & their parents suspected of having COVID-19, we have **supported an isolation ward at BJ Wadia Hospital for Children**, Mumbai – one of India's largest pediatric specialty hospitals. We have already been supporting a palliative care unit here since May 2019



### BUILDING CAPACITY TO RESPOND

We are connecting doctors and healthcare workers across India with the **AIIMS and ICMR led knowledge network** on COVID-19 through ECHO India – a technology based knowledge sharing platform. These online facilities, the first in India for the pandemic, will be set up at leading government and medical colleges. We have been successfully supporting other ECHO sessions across India



Photo courtesy google images