



Varun Khanna, Managing Director, BD India

Member, NATHEALTH

Public health awareness campaigns have been successful and motivating for countries to make their own efforts in creating a healthy environment and eradicating fatal illnesses. Polio eradication in India this year is a testimony to this. It all started in 1995 when Global Polio Eradication was one of the themes for the World Health Day.

Every year World Health Day highlights a priority area of public health and encourages communities to engage in activities that can lead to better health. This year's theme is vector-borne diseases which are a group of communicable diseases transmitted by mosquitoes and other vectors. WHO statistics show that more than one million people die every year because of vector-borne diseases.

India bears a significant burden of vector-borne diseases, contributing 34 per cent of global dengue and 11 per cent of global malaria cases. Marginalized and vulnerable groups with limited access to quality diagnostics and health care succumb to this threat of vector-borne diseases in our country which has varied climatic patterns and ecological conditions. We know that there is an indisputable connection between healthy people and a healthy environment. We believe that communities and companies will find solutions only by innovating, collaborating, and sharing knowledge and expertise.

At BD, we have demonstrated the value of private-nonprofit partnerships in addressing unmet healthcare needs. With more than 116 years of experience, we are striving to fulfill our purpose of "Helping all people live healthy lives" by advancing the quality, accessibility, safety and affordability of healthcare around the world. We are improving medication management, assurance and safety in various areas across the continuum of care. We are empowering researchers to advance their efforts to find cures for ailments and diseases.

BD is committed to better meet the unique healthcare needs of India. We are pleased to have the opportunity to engage in efforts closely linked with country's essential public health priorities.