



**JUBILANT**  
**LIFESCIENCES**

**&** Accelerating  
Nutrition  
Delivery

# ABOUT JUBILANT LIFE SCIENCE

Jubilant Life Sciences Limited, is an integrated global pharmaceutical and life sciences company engaged in manufacturing and supply of APIs, Solid Dosage Formulations, Radiopharmaceuticals, Allergy Therapy Products, Advance Intermediates, Fine Ingredients, Crop Science Ingredients, Life Science Chemicals and Nutritional Products. It also provides services in Contract Manufacturing of Sterile Injectables and Drug Discovery Solutions. The Company's strength lies in its unique offerings of Pharmaceutical and Life Sciences products and services. Our success is an outcome of strategic focus on the pharmaceuticals and life sciences industry, moving up the pharmaceutical value chain for products and services across geographies, constantly investing in various growth platforms and promoting a culture of innovation.

We are engaged in continuous improvement of products and processes to enhance the quality of production and cost competitiveness in order to build value for our customers. Jubilant Life Sciences serves its customers globally with sales in over 100 countries and ground presence in India, North America, Europe and China. We are well recognised as a 'Partner of Choice' by leading life sciences companies worldwide. Jubilant has relationship with 19 of Top 20 pharmaceutical companies and 6 amongst top 10 agrochemical companies across the globe.

Over the years, Jubilant Life Sciences has extended its footprint beyond India in the USA, Canada, Europe, and other countries across the globe. We have also expanded the business by building capabilities internally, through strategic expansions and acquisitions This resulted in a network of 7 world class manufacturing facilities in India and 4 in North America and a team of around 7600 multicultural people across the globe with over 2000 in North America and ~1000 in R&D.

Our multi-location presence helps us in getting closer to customers and serving them better with the best in class products developed most efficiently, economically with speed to market.

Jubilant Life Sciences' progress in diverse businesses has been made possible through the contribution of R&D; for quality, non-infringing process for product development and cost reduction through process innovation. Innovation at Jubilant is backed by strong chemistry, bio science expertise and the knowledge bank created over the years. We have harnessed our strengths – a strong R&D team, modern R&D facilities, command over cheap technologies and economies of scale into a synergistic organic entity, continuously creating and nurturing high quality products and technologies.

In line with Jubilant Life Sciences continued focus on sustainability of business, we aim at improving stakeholder value through improved eco efficient use of capital and natural resources. Jubilant's approach to sustainable development focuses on the triple bottom line of Economics, Environment and Social performance. We are committed and working on various areas for energy conservation and climate change mitigation. Our sustainability efforts have been reported through a Corporate Sustainability Report since 2003 and this report has been receiving GRI G3.1 A+ level & GRI Check, (FY 2007-2015), from FY 2016 the company publishes this report in line with latest GRI G4 guidelines. This reflects Jubilant Life Sciences commitment towards sustainable development and continued efforts directed towards protecting the environment wherever we operate.

Corporate Social Responsibility is an integral part of how Jubilant Life Sciences conducts business and how the efforts are directed towards community development through focus on primary education, basic healthcare service, and livelihood generation programs focused on improving the employability of women and local youth.

## FOCUS AREA

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

## TARGET STATE

Uttar Pradesh

## OBJECTIVES

The objective was to reduce the prevalence of Hidden hunger and anaemia in particular in the populations. This was done by giving the multiple micronutrient fortified salt free of cost to the populations through NGOs and schools for a period of one year. Since in the past the fortified salt has improved the micronutrient status in the blood in several clinical trials, it was decided that the wellbeing and fatigue levels in the population will be measured through questionnaires in the current interventions.



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COMPANY BRIEF

## COMPANY HEADQUARTER

Noida, India

## GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Uttar Pradesh

## MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Villages in Gajraula in Uttar Pradesh

## THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

## SPECIFY THE TARGET GROUP OF THE INITIATIVE.

YES

## WERE THERE ANY PARTNERS IN THE INITIATIVE?

In the FY 2017-18 a total of 8817 children from the age of 0-5 years were tracked for growth monitoring under the malnutrition project.

## IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

NGO

## SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

The foundation of the company-Jubilant Bhartia Foundation

Application Developer- Indev Consultancy  
Health Department( ASHA, ANM, PHC, CHC)  
ICDS (AWW)

Subject matter experts from development agencies

FHI 360, initiative of USAID (IEC/BCC)

## WAS THERE ANY BASELINE STUDY?

YES

## IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

Baseline survey conducted during the year revealed that 34% of the children surveyed were malnourished, with 11% being severely malnourished and needed immediate medical attention.

## DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

The ultimate motive is to promote awareness and BCC amongst the project beneficiaries. Once the target group achieves the nourishment status the program will take a leap as discussed in further points. The project is expected to specifically address to fill up the gap of effective monitoring to reduce malnutrition by establish local BCC and IEC schedule and mechanism for continuous information exchange and learning. We are yet to replicate the project in other locations. Yes we intend to replicate and expand the project further when the core objective is achieved

## ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

## MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

A STEP AHEAD TO COMBAT MALNUTRITION.

Through this software, Jubilant managed a case in which the children was severely malnourished and when the JBF team visited the household they found that the malnourished boy was the fifth number child and before him there were four girl child. The mother thought that this time also the baby born would be a girl child that's why the guardian didn't take care about the delivery and the result was that the born child was a boy, even the mother didn't took proper immunization during pregnancy. And now, when the born child is a boy that's why they are more concerned about his health. JBF immediately referred the malnourished boy to NRC (Nutritional Rehabilitation Centre). In NRC, the treatment of child was done till fourteen days. After that, the child became normal. In this way, JBF is addressing the malnourished children in the project villages.

## IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

We believe in working in the partnership mode with Government for public health systems to make the project sustainable. For this particular project also Integrated Child Development services (ICDS) Department will be the partner.

## WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

Malnourishment was more prominent among girls as compared to boys. The survey pointed out that the root cause of this malnutrition in the area is lack of awareness among the community, which the Company is now targeting.

## CHALLENGES

The mother's milk (mainly colostrum) in the first week after child's birth is the most important need for the child. If not provided in adequate quality may lead to severe malnourishment, infections and further leading to death.

The children from 1-4 years (27%) and infants from 1 month to 1 year (26%) mainly die due to factors like improper feeding, not starting the weaning food at the right time leading to malnourishment. Lack of vaccination also leads to exposure to various infections and chronic diseases, therefore, timely vaccination is very imperative at this age.

The mortality rate of infants below 1 month is high mainly due to lack of proper care and feed leading to malnutrition and other fatal infections. Therefore, the infant should be fed properly and should be kept in hygienic place to avoid any kind of infection.

The above all things happens due to ignorance, prejudice and gender biasness amongst the community. The Behavioural Change Communication is a major challenge which we have faced. Parents have been rigid to change owing to more no. of children to take care of and other relevant factors. Most important issue of changing people's mind-set which is achieved through constant counselling. nutrition. "

## MAJOR FINDINGS/ FINAL ANALYSIS

Under the health initiative, the Jubilant Bhartia Foundation (JBF) has been working on the issue of Maternal and Child Health (MCH). The focus of the project is to ensure reduction of and MMR in the project area beneficiaries. While initiating the 1st phase of the project, lady health workers, many of them government ASHAs were inducted in the program. They were trained on MCH issues and deployed on incentive basis to track and counsel parents & care-givers with focused IEC/BCC. In the first 3 years, there was a tremendous increase in % of institutional delivery (46% to 91%).

During last few years, this improved behaviour has shown sustenance and it is encouraging as pregnant women are more and more opting for institutional delivery. Looking at the success of the program, JBF started a focused initiative on malnutrition in 2014-15. During the last year, children in initially selected 11 villages in Gajraula, UP were weighed and monitored which revealed that almost 34% of all children surveyed were malnourished, while 11% were severely malnourished and needed medication.

For effective monitoring the nutritional status & growth of children under 5 years of age, Jubilant developed a mobile based application in FY 2017 by the select women health guard (Swasthya Praharis) identified by JBF. This is followed by the grading of the target children as per their weight. The children falling in the first two grades are advised on improvement of diet and nutrition. The children in Severe Acute Malnutrition (SAM) category are recommended for Nutrition Rehabilitation Center (NRC), a Government health facility where SAM children are admitted and managed.

In the FY 2017-18 a total of 8817 children from the age of 0-5 years were tracked for growth monitoring under the malnutrition project.

## ACHIEVEMENTS

The Company through JBF is addressing the root cause of the malnutrition in children that is lack of awareness among the community. JBF focuses on improving the nutritional intake and status of mothers and children, right from pre natal stage till their growing years. JBF lays emphasis on promotion of breastfeeding with improved behaviour change among the intended village communities in target areas along with intake of nutritional food in adequate amount by expecting mothers. Indicators

No. of children covered and monitored on a daily basis through the application

Real time data provided for the children

Decrease in the number of cases of malnutrition in the target area

Improved knowledge of target group on malnutrition and recall of practices during assessment

No of cases reported to the state health and ICDS dept. based on the mobile platform

No of action taken on cases reported to the dept.

No of trainings organized and completed with FLW workers based on the digital platform

No of children registered mapped @istered on the mobile application for tracking.

The goal to provide real time data which will help to bridge the gap in accordingly by real time information. It will reach out to the children who are malnourished and vulnerable. The reduction in gap will impact in reaching to the children for regular clinical intervention (for grade II malnourished children) which will further lead to reduction in IMR drastically.

The Company will implement a two-pronged strategic model

- One is converging the government ICDS model and adding value through focused training and IEC/BCC.

- Second, the foundation will innovatively utilize technology, which is biometric enabled, mobile based real time tracking system with on-field technical back up.

The mobile based monitoring system has been successfully tested in many other public health projects. Instead of working in a silo, the project will integrate objectives with that of the present government system and fill-up the gap in the existing system. Jubilant Life Sciences Limited, is an integrated global pharmaceutical and life sciences company.

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As responsible corporate citizen, the company considers local communities around its manufacturing location as the most imperative stakeholder and it has assigned an important place for them in the CSR strategy. The CSR programmes of the company are more focused on improving the health and nutritional status of the underprivileged communities living around its plants.

The Jubilant Bhartia Foundation (the social arm of the Jubilant Bhartia Group) is responsible and has created a team of CSR professionals and collaborations for the implementation of the CSR programmes.

Nutritional ingredients is an important portfolio in the business, while the company is into B to B (Business to Business) but we consider the consumers of the nutritional segment as an important stakeholder. Considering this into account, the company has selected Malnutrition (which is one the major concern in the country) as a project under its CSR initiatives.

The Jubilant Bhartia Foundation (the implementing agency) is in a better position to converge resources, field based experiences and expert technical assistance to manage a project on the issue and show results. It will amplify the spread and expanse of its pilot project and add components to make it more robust for a larger population. Having close association with concerned departments, JBF is in a better position to integrate with the existing system concerning nutrition of children in the State and in a bigger picture for the country.