

Madhya Pradesh State Health Dept and Godrej Consumer Products launch '*Small Bite, Big Fight*' to engage students in fight against mosquito-borne diseases

Bhopal, August 26th 2025: The Madhya Pradesh Health Department has launched '*Small Bite, Big Fight*', an art and literature contest designed to engage children in the fight against mosquito-borne diseases. Organized in partnership with Godrej Consumer Products Ltd (GCPL), one of India's leading FMCG companies, the initiative marks the 10th anniversary of the state's flagship EMBED program (Elimination of Mosquito-Borne Endemic Diseases).

Launched in 2015 by the state government with support from GCPL and Family Health India (FHI), EMBED has become one of India's most successful public health programs. In Madhya Pradesh, malaria cases have declined by 98% in the past ten years, with EMBED interventions covering nearly 45% of the high endemic districts. Dengue cases in the EMBED supported cities fell by 65% in FY 2023–24. EMBED has supported the government of Madhya Pradesh to move from Category 3 to Category 1 in India's malaria elimination rankings.

Building on this success, '*Small Bite, Big Fight*' encourages government school students across Bhopal to creatively express the theme through drawings, essays, or poems. The contest, running from August 12 to September 11, 2025, aims to raise awareness of mosquito-borne diseases like malaria and dengue, while promoting simple preventive measures such as using repellents, covering water containers, and eliminating stagnant water.

Dr. Himanshu Jayswar, Deputy Director, Directorate of Health Services, Madhya Pradesh, said, "By placing this mission in the hands of young people, we are not only creating awareness but also shaping the next generation of health leaders. '*Small Bite, Big Fight*' turns creativity into action, empowering children to influence real change in their communities. Over the past decade, our partnership with GCPL through EMBED has dramatically reduced malaria and dengue cases. Involving youth ensures preventive habits take root early and spread widely, strengthening our vision of making Madhya Pradesh a model state in eliminating mosquito-borne diseases."

Pakzan Dastoor, Head - Sustainability and CSR at Godrej Industries Group, said, "At GCPL, we believe innovation and fresh thinking are integral to our culture, enabling us to drive positive change and meaningful impact in society. With '*Small Bite, Big Fight*', we want students to focus on both prevention and new innovative ideas to combat mosquito-borne diseases. By engaging them creatively, we are fostering awareness, leadership, and responsibility that will benefit communities for years to come. This initiative builds on the decade-long success of EMBED, inculcating preventive habits early to ensure the progress is sustained and scaled for a healthier future."

The competition is open to students aged 11–18 (Classes 6–12) in three categories: Art (A4 hand-painted posters), Literature – Essay (300–500 words), and Literature – Poem (10–30 lines). Entries will be judged on creativity, originality, relevance, and presentation by a panel of educators, health officials, and creative experts. Winners will be felicitated at a state-level ceremony in November 2025 and select works will feature in future GCPL–EMBED awareness campaigns.

Today, EMBED has expanded beyond Madhya Pradesh to Uttar Pradesh, and Maharashtra. By leveraging Information, Education and Communication (IEC), Behavior Change Communication (BCC), and capacity building of healthcare providers, the program continues to support the States in reducing malaria and dengue positivity rates and related deaths. By July 2025, EMBED had reached 4.7 million households and 25 million people across 21 districts and 17 cities, covering 14,000 villages and 9,000 urban slums. Over a three-year cycle, it has made 85% of intervention villages malaria-free and 86% of intervention slums dengue-free.

About Godrej Consumer Products Ltd

Godrej Consumer Products is a leading emerging markets company, driven by the purpose of bringing the goodness of health and beauty to consumers in emerging markets. As part of the Godrej Industries Group, we are fortunate to have a proud legacy of over 125 years, built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, we enjoy the patronage of 1.4 billion consumers globally. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

We believe that we are only as good as what we do next. So, we strive to continuously improve how we do business, and how we live in the world, shaping a more sustainable and responsible future by placing our planet and people alongside profit. Through Godrej Good & Green, we are helping create a more inclusive and greener planet, in line with the United Nation's Sustainable Development Goals, and the needs of local communities. At the Godrej DEI (Diversity, Equity, Inclusion) Lab, we work on empowering inclusion, help build DEI ecosystems across corporate India and aim to bring ideas and innovation related to DEI to the mainstream.

www.godrejcp.com