

Madhya Pradesh Government and Godrej Consumer Products Celebrate 10 Years of Success of Malaria Elimination Program 'EMBED'

- The malaria elimination program has brought Madhya Pradesh closer to India's 2030 malaria-free vision
- This program has reduced malaria cases by 97% between 2015- 2025, moving the state to a low-transmission zone for the first time
- Young students felicitated for using arts and literature to spread awareness around the elimination of mosquito-borne diseases
- New digital platforms launched — Supply Chain App and Community Health Volunteer App to strengthen real-time monitoring and ensure uninterrupted access to malaria medicines and test kits

Bhopal, November 11, 2025: As India targets malaria elimination by 2030, Madhya Pradesh is leading the charge with EMBED (Elimination of Mosquito-Borne Endemic Diseases) — a public-private initiative launched in 2015 by the state government with support from Godrej Consumer Products Ltd. (GCPL) and Family Health India (FHI). Over the last years, the program has helped the state progress from high malaria transmission (Category 3) to low transmission (Category 1) in the National Malaria Elimination Framework, with over 3,047 villages and slums achieving malaria free status.

To mark this achievement, Dr. Himanshu Jayswar, Deputy Director, Directorate of Health Services, Madhya Pradesh; Sudhir Sitapati, MD & CEO, Godrej Consumer Products Ltd; and Pakzan Dastoor, Head – Sustainability & CSR, Godrej Industries Group, along with other dignitaries, came together to honour the tireless dedication of all frontline contributors. The ceremony celebrated NGOs from Family Health India, teachers, and ASHA workers who reach Madhya Pradesh's remote forests and villages—delivering care and awareness to help families live disease-free lives.

To build on ten years milestone of EMBED program, the Health and Medical Education Department of Madhya Pradesh, with support from Godrej Consumer Products, has launched a tech-driven initiative featuring two new digital platforms — the Community Health Volunteer App and the Supply Chain App — to make malaria elimination faster and more effective. The Community Health Volunteer App helps local health workers and self-service providers conduct larvae and fever surveys digitally, using real-time data capture, dashboards, geo-tracking, and reminders in both Hindi and English. The Supply Chain App digitizes the entire process of distributing medicines and diagnostic kits, replacing earlier manual systems that



often caused delays and data gaps. With real-time dashboards, geo-tracking, and automated alerts, officials can now monitor inventory, track distribution, and quickly address shortages across villages, blocks, and districts — ensuring timely availability of essential malaria prevention tools. A felicitation ceremony was also organized to honour the winners of the month-long ‘Small Bite, Big Fight’ contest, which encouraged students to raise awareness about simple preventive actions against mosquito-borne diseases through drawings, essays, and poems.

Commenting on the impact of the EMBED program, **Hon’ble Deputy Chief Minister of Madhya Pradesh, Shri Rajendra Shukla**, said, "Under India’s National Malaria Elimination Program, we aim to make the country malaria-free by 2030. I appreciate the work done by Godrej Consumer Products in supporting this important mission. I’m pleased to share that Madhya Pradesh has achieved a 97% reduction in malaria cases in the past ten years. The success has come through strong partnership between our Health Department, Godrej Consumer Products, and the Family Health Organisation."

Reflecting on this journey, **Sudhir Sitapati, MD & CEO, Godrej Consumer Products Ltd (GCPL)**, said, "Reducing malaria by 97% means every second child in Madhya Pradesh, once at risk, is now safe, thanks to the state government’s program. Over the past 10 years, our CSR efforts have brought visible change, and I congratulate the entire ecosystem from ASHA works, healthcare to local volunteers who made this possible."

In 2015, Madhya Pradesh faced 100,000 malaria cases, with tribal districts like Mandla and Dindori most affected, disrupting households beyond health, children missed school and adults lost work and income. In response, the state government launched EMBED in partnership with Godrej Consumer Products, Family Health India and the health department, recognizing the need for new partnership models. Over the last 10 years, the program empowered communities through 1 lakh Gram Chaupal sessions, school programs, youth-led drives, and weekly campaigns. They trained local volunteers, introduced digital tools, Kirana store outreach for availability of mosquito repellents and local drives, strengthening health systems and improving prevention, testing, and treatment.

A decade of sustained efforts later, the program has resulted in transformational success reaching over 11 million people, in Madhya Pradesh. The program is supported by 4,597 volunteers in Madhya Pradesh along with 5,857 people in other states. Seeing its success, the model of the program is expanded to Uttar Pradesh, and Maharashtra, bringing change to more than 3 million households and 28 million people.



Dr. Himanshu Jayswar, Deputy Director, Directorate of Health Services, Madhya Pradesh, commented, "Madhya Pradesh's malaria program supported by GCPL exemplifies how public private partnerships' holistic approach can tackle a critical national challenge. By strengthening surveillance, empowering ASHA workers, and building awareness, we've seen a sharp decline in malaria and stronger community ownership. Our focus remains a malaria-free Madhya Pradesh where every citizen is protected and aware."

Aligned with Godrej Industries Group's Good & Green philosophy of empowering communities, the EMBED program of Madhya Pradesh, supported by GCPL, has strengthened health systems and serves as a scalable model for other states in advancing a malaria-free India.

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.

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