

Multi-State Malaria Elimination Program 'EMBED' Achieves a Decade of Positive Health Impact

- Aligned with India's 2030 malaria-free vision under the National Framework for Malaria Elimination
- Program present across Madhya Pradesh, Maharashtra, and Uttar Pradesh transforming 28 million lives
- EMBED is a public-private partnership and a replicable model to prevent thousands of malaria deaths and protect vulnerable communities

November 11, 2025: As India moves closer to its goal of becoming a malaria-free nation by 2030, EMBED (Elimination of Mosquito-Borne Endemic Diseases) has proved to bring down malaria and dengue cases significantly across three Indian states – Maharashtra, Madhya Pradesh, and Uttar Pradesh. The EMBED Malaria Elimination Program has emerged as a powerful example and a ready model of how public-private partnerships can save lives, protect livelihood and accelerate India's mission toward a malaria-free nation.

A special ceremony was organized to mark 10 years of the EMBED program, attended by senior government officials, health body representatives, and officials from Godrej Consumer Products Ltd (GCPL), which supports the program's implementation across three states. The ceremony celebrated NGOs from Family Health India, teachers, and ASHA workers who reached remote forests and villages—delivering care and awareness to help families live disease-free lives.

To build on ten years milestone of EMBED program, a tech-driven initiative was launched featuring two new digital platforms — the Community Health Volunteer App and the Supply Chain App — to make malaria elimination faster and more effective was launched. 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 a 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.

EMBED, a flagship CSR program of Godrej Consumer Products, is an ongoing strategic initiative that targets the pressing challenges posed by malaria and dengue in India. This comprehensive and targeted intervention is being implemented in collaboration with the state health departments of Maharashtra, Madhya Pradesh, and Uttar Pradesh, focusing on bridging gaps in current healthcare practices. By leveraging Information, Education, and Communication (IEC); Behaviour Change Communication (BCC); and training and capacity building of healthcare providers, the project aims to significantly reduce malaria and dengue positivity rates and associated deaths in these states.

Reflecting on this journey, **Sudhir Sitapati, MD & CEO, Godrej Consumer Products Ltd (GCPL)**, said, "Over the past 10 years, our CSR efforts through EMBED 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 reported over 100,000 malaria cases, with tribal districts like Mandla and Dindori most affected. The crisis disrupted daily life, children missed school and adults lost work and income. In response, the state government launched the EMBED Malaria Elimination Program with Godrej Consumer Products, Family Health India introducing a community-led model for disease prevention. Over the past decade, the program has held 1 lakh Gram Chaupal sessions, school initiatives, and youth-led drives, training local volunteers, using digital tools, and partnering with Kirana stores to improve access to mosquito repellents, strengthen health systems, and enhance malaria prevention and treatment.

Over the last years, the program has helped the Madhya Pradesh 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. EMBED has reduced malaria cases by 97% between 2015- 2025, moving Madhya Pradesh to a low-transmission zone for the first time. A decade of sustained efforts later, the program has resulted in transformational success reaching over 11 million people, in Madhya Pradesh alone. The program is supported by 4,597 volunteers in Madhya Pradesh along with 5,857 people in other states.

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."

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.

In Uttar Pradesh, EMBED was adopted in 2019 by the state health department and GCPL. The program was introduced in the Lucknow, Kanpur and Meerut, focusing on densely populated slum areas where the risk of mosquito-borne diseases, especially dengue, is high. Today, the project covers 2,697 slums, reaching 3.66 lakh households and impacting a population of 16.67 lakh, while training 4195 Accredited Social Health Activists (ASHA) workers. In the rural districts of Uttar Pradesh, EMBED is being implemented in Bareilly, Budaun, Sonbhadra, Mirzapur, Hardoi and Sitapur. It is reaching 7,065 villages, 15 lakh households, and a population of 85 lakh.

In Maharashtra, EMBED was adopted in 2023 by the state health department and GCPL. The program was introduced in the districts of Thane, Palghar, and Mumbai, focusing on densely populated slum areas where the risk of mosquito-borne diseases, especially dengue, is high. Today, the project covers 1,536 slums, reaching 2.8 lakh households and impacting a population of 13.6 lakhs while training 110 Accredited Social Health Activists (ASHA) workers. In the rural districts of Maharashtra, EMBED is being implemented in Gadchiroli, Gondia, and Chandrapur. It is reaching 1,502 villages, 2.03 lakh households, and a population of 10 lakh.

Aligned with Godrej Industries Group's Good & Green philosophy of empowering communities, the EMBED Malaria Elimination Program 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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