

OPPI launches digital campaign "ThinkForHealth"

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The initiative launched is in partnership with the Telangana government.

Industry body Organisation of Pharmaceutical Producers of India (OPPI) has launched a digital campaign, ThinkForHealth, calling for ideas to improve access to healthcare in India.

The initiative launched in partnership with the Telangana government will provide a platform for young minds and social and health-tech entrepreneurs to share their ideas on the mentioned topics and the three winning ideas will be given a platform to be heard.

The Telangana government has expressed keenness to extend multi-faceted support to ideas which hold the potential to transform the lives of ordinary people, it added.

"Make ideas in India is the most important thing for India. We should not wait for innovation to happen outside India. We need to start looking at how do we innovate in India," OPPI President and Glaxo SmithKline Pharmaceuticals MD India & Vice President - South Asia A Vaidheesh said.

There is a need to generate lot of patents in India which are specific to Indian population, he added.

"The ThinkforHealth digital campaign of the OPPI in collaboration with Government of Telangana is an initiative that will give further impetus to innovation and consolidate the position of Hyderabad as bio-pharmaceutical innovation hub," Telangana Minister for IT, Industries, MA & UD, NRI Affairs K T Rama Rao said.