



The iDCI was introduced in 2018 as a part of Novo Nordisk Education Foundation (NNEF) and Novo Nordisk India's 'IMPACT India: The 1000-Day Challenge' to improve diabetes care in India. Based on big data analytics, iDCI provides a real-time view of the average HbA1c in India and its key cities.

"The data shows us that the need to manage diabetes well continues to be as important as the need to prevent. We need to continue to improve awareness to ensure timely treatment," said Dr Subhankar Chowdhury, Editor-in-Chief, Indian Journal of Endocrinology and Metabolism.

The overall ambition of 'IMPACT India: The 1000-Day Challenge' is to reduce the average HbA1c of the country by 1% in partnership with likeminded stakeholders.

Dr A K Das, Patron IMPACT India programme, said, "Society-wide programmes such as IMPACT India have an important role to play in changing diabetes in India. I invite my fellow members of the medical community to join in this programme to improve the level of diabetes care in India."

Melvin D'souza, CVP and GM, Novo Nordisk India said, "A large segment of people with diabetes continues to be exposed to developing heart diseases. With the 1000-Day Challenge, we will continue to work with all stakeholders on a targeted approach to improve diabetes care."

As part of the awareness efforts, Novo Nordisk ran a social media and radio campaign in 12 cities to get people to focus on the relationship between uncontrolled diabetes and heart disease.