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Bayer Consumer Health Division, FICCI conference promote responsible self-care in India

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Discussions were held on everyday consumer health solutions and the important role they will continue to play in the current pandemic and beyond



Bayer Consumer Health Division, along with The Federation of Indian Chambers of Commerce & Industry (FICCI), convened the ‘Self-care for a Self-reliant India’ conference. The event was graced by key industry representatives and consumer health experts, fostering a discussion on everyday consumer health solutions and the important role they will continue to play in the current pandemic and beyond.

The ‘Self-care for a Self-reliant India’ conference, through panel discussions with eminent speakers including Sandeep Verma, Country Head, Bayer Consumer Health Division, India, Manjari Gharat, Academician & President, Indian Pharmaceutical Association, Dr Avula Laxman, Senior Deputy Director, Indian Council of Medical Research and Dr VG Somani, Drugs Controller General of India, Central Drugs Standard Control Organisation examined the current landscape of self-care in India and the need to accelerate the adoption of responsible self-care practices in the country. Over a fireside chat, NK Ahuja, Drugs Controller, Haryana and Arun Mishra, FICCI OTC Task Force elaborated on the direction in which regulatory change and a well-developed framework are needed for a comprehensive OTC policy to build a sustainable consumer health sector, setting the foundation for Aatmanirbharta in self-care.

Addressing the conference, Dr VG Somani, Drug Controller General (India), Ministry of Health & Family Welfare, Government of India said that while there are predictions of a third wave hitting the country, there have been continuous efforts to find newer solutions. "By raising health awareness and putting in place well-defined regulations, consumers can be empowered to take proactive measures to manage minor ailments while also undertaking preventive action to boost immunity, thus reducing the need for healthcare practitioner interventions,” he said.

Sandeep Verma, Country Head, Bayer Consumer Health Division – India commented, “Bayer Consumer Health is committed to working collaboratively with stakeholders through the country’s first Self-Care Council to enable responsible self-care in India, driving forward our vision of ‘Health for All, Hunger for None.’"

Dilip Chenoy, Secretary-General, Federation of Indian Chambers of Commerce & Industry (FICCI) said, “We aim to encourage responsible health decisions amongst consumers and the need for accessible consumer health in the country. During these unprecedented times, self-care solutions are needed more than ever, towards positive change and better health outcomes for all.”