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With the aim to raise awareness for the growing incidence of Diabetes, Confederation of Indian Industry (CII) and Municipal Corporation of Greater Mumbai (MCGM) launched a 'Drive against Diabetes campaign in a unique public private partnership mode to mobilize people to join the fight against diabetes, this World Diabetes Day. Mr Sunil Prabhu, Mayor of Mumbai, inaugurated the noble social initiative today at Mumbai.
CII in a novel partnership with the MCGM will mobilize Mumbaikars to screen themselves for Diabetes on 13th November in conjunction with the world diabetes day. Corporates like Apollo hospitals, Apollo Munich, OneTouch, Abbott, SANOFI and several others have come forward to support this unique Public Private Partnership Model in initiating the drive against Diabetes. Such an initiative promises both scale and sustainability in the efforts to combat this silent disease.

Speaking on the occasion, Mr. Sunil Prabhu, Mayor of Mumbai, expressed concern on the steady rise of the incidence of the diabetes, "Today diabetes is one of the major conditions affecting people's health and lifestyle, it is estimated that by 2030 the diabetic population will be around 10 crores. Out of which 6.2% are expected to be suffering from diabetes and 15% from blood pressure. Within India, Mumbai is leading this race to the top - the city experiences a hectic work culture, high levels of stress and fewer sleeping hours. During tomorrow's drive we expect that even if 10000-12000 people are tested positive for diabetes, we will incorporate that in the MCGM's database and an SMS alert will be sent to them after three months suggesting next level of detailed diagnostics. the testing of 200000 people in a single drive is a record in itself but I will be happy if 500000people are tested in the next drive and fewer are diagnosed positive for diabetes."

Ms Manisha Patankar - Mhaiskar, IAS Additional Municipal Commissioner (Western Suburbs) MCGM said, "MCGN started its drive against diabetes in 2011, under which 21700 people were diagnosed with diabetes at the dispensary level. Around 25645 and 34782 were diagnosed positive at MCGM run hospitals and major public hospitals in Mumbai. Currently there are more than 86000 patients on the MCGM diabetes database, out of these 15% who are at the initial stage are being suggested lifestyle modifications and 61% and 22% detected with controlled and uncontrolled diabetes respectively under the MCGM medical care program. But the ambition is to create awareness of diabetes and not to focus on numbers."
Ms Shobana Kamineni, Chairperson CII National Committee on Public Health and executive, Apollo Hospitals Enterprise Limited in her address mentioned; "Diabetes is a silent killer as there are no symptoms, hence it becomes important for each one of us to get checked. We will ensure that Mumbaikars are made aware of healthy dietary habits and easy to adopt lifestyle changes."

The nature of this unique PPP involves the partners setting up over 500 screening centers on 13th November across MCGM across its ward offices, over 40 member companies of CII (Reliance, Larsen and Turbo, ICICI, Star Indian. Mahindra, Bajaj, Blue dart and many more), chemists, pharmacists and public places in Mumbai that will target to screen over 200,000 individuals reaching out to the workforce as well as the larger community.