

US\$ 300 million. In addition, 100 million productive workdays are estimated to be lost due to TB illness in India. However, the Indian Ministry of Health and Family Welfare is committed to TB control and runs the Revised National TB Control Programme (RNTCP) that has been in existence since 1998. The programme is making considerable efforts to involve new partners from all sectors, including business. While dedicated but isolated efforts have been made by some companies, collective action within the extensive private sector (covering large populations including the workforce, their dependants and the community) needs to be scaled up.

The India Business Alliance to Stop TB



The India Business Alliance to Stop TB (IBA) was developed by the Global Health Initiative (GHI) of the World Economic Forum to stimulate and facilitate business sector engagement in TB control in India through advocacy, technical support for developing policies

and programmes and delivering TB preventive and treatment services through partnerships. The IBA was launched on World TB Day, 24 March 2004, to educate, test, treat and support company employees and to raise public awareness of this growing public health threat – a first for India and the world.

The Global Health Initiative Mission

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. The Global Health Initiative (GHI) was launched by Kofi Annan at the World Economic Forum Annual Meeting 2002 in Davos. The Initiative is now the largest public-private sector network in health. Its mission is to engage businesses in public-private partnerships to fight HIV/AIDS, tuberculosis (TB) and malaria.

TB in India

Of the yearly global new TB cases, one-fifth occur in India. Of the 1.8 million new cases annually, 0.8 million are infectious. According to Indian government figures, the direct costs of TB to society are more than US\$ 3 billion while the indirect costs are

Members and Partners as of October 2006

Partners

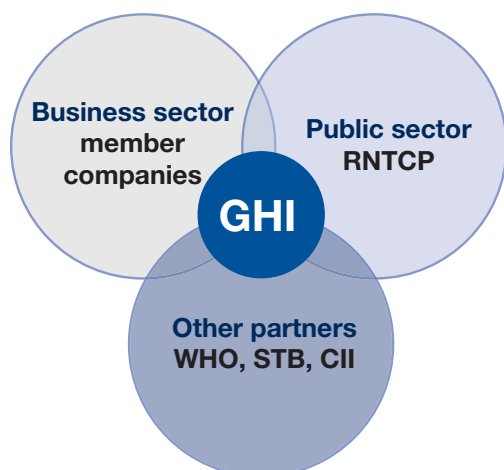
- Revised National TB Control Programme
- Global Stop TB Partnership
- Confederation of Indian Industry
- World Health Organization

Member Companies as of October 2006

- Aditya Birla Group (Birla Novo, Hindalco, Ultratech)
- E2E SerWiz Solutions
- iEnergizer
- Jubilant Organosys
- Lupin
- NELCO
- Rallis
- Siemens
- Tata Chemicals
- Tata Council for Community Initiatives
- Tata International
- Tata Refractories
- Tata Tea
- Tinplate
- Trent
- Videsh Sanchar Nigam Ltd.
- Becton Dickinson India
- Eli Lilly India
- India Hotels
- Larsen and Toubro
- Modicare
- Novartis
- Reliance Industries
- Tata Automation
- Tata Consultancy Services
- Tata Interactive Systems
- Tata Metaliks
- Tata Steel
- Tata Technologies
- TITAN
- Vedanta (Hindustan Zinc, BALCO, MALCO)
- Voltas

Framework and Description

Engagement of different partners in the IBA



Engaged Alliance partners work to fulfil the following roles and responsibilities:

1) Global Health Initiative (GHI) of the World Economic Forum

- Leading identification and on-boarding of public and private sector partners
- Coordinating and facilitating the partnerships and their working processes
- Scaling up and expanding the participation of the business sector, both at national and state levels

2) Revised National TB Control Programme, RNTCP, Indian Ministry of Health

- Providing technical expertise, training, guidelines, materials and consumables for diagnostic services and anti-tuberculosis drugs in patient-wise boxes

3) Member Companies

- Advocating for TB awareness and implementation of TB control programmes
- Adopting standard TB workplace policies with an emphasis on non-discrimination as a minimum entry standard
- Championing broad-based TB education and awareness activities
- Building sustainable workplace programmes to diagnose and treat TB and integrate TB initiatives into their community activities, in partnership with RNTCP with support from GHI
- Implementing TB prevention, diagnosis and testing services for their employees and community, in partnership with RNTCP
- Deploying in-kind, core business competency towards achieving the Alliance's goals

4) Key Partner: Confederation of Indian Industry (CII)

- Conducting joint advocacy and facilitation for businesses, with GHI

5) Technical Partners: Global Stop TB Partnership, World Health Organization (WHO)

- Providing broad technical coordination
- Sharing the model across their networks

Incentives and Benefits

Companies have the incentive to implement TB control activities because it gives them the opportunity to demonstrate their commitment to corporate social responsibility and to maintaining a healthy workforce. The motivation to be part of the Alliance also comes from the benefits that GHI provides including:

- Technical support for development of policy and programmes and accelerating deployment
- Match-making with the public sector, technical partners and sponsoring organizations
- Participation in knowledge-sharing sessions with technical partners and other invitees – an opportunity for networking, knowledge sharing, showcasing and direction setting
- The opportunity to promote their results through GHI communications (e.g. on website, newsletter and press releases)
- Opportunity to have company case studies published on the GHI website and distributed as part of the GHI outreach and advocacy activities
- Written acknowledgement in the resulting communications/publications

Approximately four million people, including the workforce, their dependents and community, are estimated to be covered by the member companies of the India Business Alliance through different interventions towards TB care and control. The India Business Alliance to Stop TB is impacting not only on RNTCP but also on the role of businesses in TB control. It serves as a model for similar initiatives around the world and opportunities for re-application in South East Asia, as is being done in China through the China Health Alliance.

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