

COVERAGE REPORT

Five majors announce Project ĀSMĀN to reduce maternal and newborn mortality in India

On November 3, 2015

Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist
Financial					
04 Nov 2015	Project ASMAN to curb mother, newborn deaths	Business Standard	Bangalore	8	Bureau
04 Nov 2015	Project ASMAN to curb mother, newborn deaths	Business Standard	Mumbai	8	Bureau
04 Nov 2015	Project ASMAN to curb mother, newborn deaths	Business Standard	New Delhi	8	Bureau
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04 Nov 2015	Reliance Foundation, others to work on reducing neonatal mortality	The Economic Times	Online Web		PTI
04 Nov 2015	Rel Foundation, others to work on reducing neonatal mortality	Business Standard	Online Web		PTI
04 Nov 2015	Project ASMAN launched to reduce infant mortality in India	The Financial Express	Online Web		Bureau
04 Nov 2015	Healthcare initiative Project ASMAN launched	The Financial Express	Online Web		Bureau
04 Nov 2015	Reliance Foundation partners four majors in Project Asman to reduce maternal, newborn mortality	First Post	Online Web		Bureau
04 Nov 2015	Five majors announce Project ASMAN to reduce maternal and newborn mortality in India	Desh Gujarat	Online Web		Bureau
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04 Nov 2015	Five majors announce Project Asman to reduce maternal, newborn mortality in India	Netindian	Online Web		Bureau
04 Nov 2015	Five majors announce Project ASMAN to reduce maternal and newborn mortality in India	India CSR	Online Web		Bureau

Article Date	Programme	Channel	Time	Edition	Journalist
Electronic Coverage					

04 Nov 2015	01 – TATA Trusts - Announced The Formation of The Institution of ASMAN	Zee Business	16:54pm	Business	
04 Nov 2015	04 – TATA Trusts - Announced The Formation of The Institution of ASMAN	ETV Rajasthan	06.49am	Regional	
03 Nov 2015	05 – TATA Trusts - Announced The Formation Of The Institution of ASMAN	News 24	23.07pm	National	

Financial

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Project ASMAN to curb mother, newborn deaths

BS REPORTER ■ New Delhi
Aimed at addressing the high incidence of maternal and child mortality, Bill & Melinda Gates Foundation, MSD, Reliance Foundation, Tata Trusts and USAID joined hands to launch Project ASMAN (Alliance for Saving Mother and Newborns). The project will work towards facilitating the availability of quality health care under the five pillars of union government's reproductive, maternal, newborn, child health and adolescent health programme.

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Publication:	The Economic Times	Edition:	Online Web
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Reliance Foundation, others to work on reducing neonatal mortality

<http://economictimes.indiatimes.com/industry/healthcare/biotech/healthcare/reliance-foundation-others-to-work-on-reducing-neonatal-mortality/articleshow/49650265.cms>

Reliance Foundation and four other corporates and development sector organizations today announced an alliance to help reduce maternal and neonatal mortality.

Project ASMAN will be undertaken by Reliance Foundation, the largest CSR initiatives in the country with an annual spend of over Rs 750 crore, along with Bill & Melinda Gates Foundation, pharma major MSD India, Tata Trusts, and USAID.

It will work towards facilitating the availability of quality healthcare under the five pillars of the government's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Programme.

Speaking on the occasion, Nita Ambani, Founder and Chairperson, Reliance Foundation, said, "I believe that every life must be cared for and we should strive for a healthy India, where no mother is lost to child birth and every child can live life to his or her fullest potential."

This is possible through smart, strong and sustainable partnerships, she added.

"I am proud to be part of an alliance with which Reliance Foundation shares such strong synergies - institutions that share the same passion and commitment to tackle massive national challenges on a mission mode," Ambani said.

This partnership goes beyond just funding but leveraging our rich institutional experience, valued expertise and a strong shared commitment to improve mother and child survival in India, she added.

India is the world's second most populated country and observes over 30 million pregnancies every year. Of this, 27 million women reach the stage of delivery and over 56,000 mothers die during or within 48 hours of delivery.

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Rel Foundation, others to work on reducing neonatal mortality

http://www.business-standard.com/article/pti-stories/rel-foundation-others-to-work-on-reducing-neonatal-mortality-115110301616_1.html

Reliance Foundation and four other corporates and development sector organizations today announced an alliance to help reduce maternal and neonatal mortality.

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Project ASMAN launched to reduce infant mortality in India

<http://www.financialexpress.com/article/healthcare/happening-now/project-asman-launched-to-reduce-infant-mortality-in-india/161001/>

The Bill & Melinda Gates Foundation, MSD in India, Reliance Foundation, Tata Trusts and USAID join hands to form first-of-its-kind Continuum of Care Health Alliance

Project ASMAN, a major healthcare initiative aimed at reducing infant, neonatal and maternal mortality in India, was recently launched by a consortium of leading private and development sector partners. The initiative is an alliance between the Bill & Melinda Gates Foundation, MSD India (through its MSD for Mothers programme), Reliance Foundation, Tata Trusts and the United States Agency for International Development (USAID).

Project ASMAN will work towards facilitating the availability of quality healthcare under the five pillars of the Government of India's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Program (RMNCH+A).

The initiative was jointly unveiled by Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, Kenneth C Frazier, Chairman and Chief Executive Officer, MSD, Nita Ambani, Founder and Chairperson, Reliance Foundation, RK Krishna Kumar, Trustee - Tata Trusts, and Ambassador Jonathan Addleton, Mission Director, USAID/India, at a special event in the presence of Maneka Sanjay Gandhi, Minister for Women & Child Development, Government of India and Dr Jagdish Prasad, Director General Health Services, Ministry of Health & Family Welfare, Government of India. Senior government officials, medical professionals and representatives from the development sector also attended the event.

In line with the government's agenda of reducing mortality rates, this first-of-a-kind alliance will support the introduction and implementation of high impact interventions at the health facility level.

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Healthcare initiative Project ASMAN launched

<http://www.financialexpress.com/article/pharma/latest-updates/healthcare-initiative-project-asman-launched/160931/>

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Reliance Foundation partners four majors in Project Asman to reduce maternal, newborn mortality

<http://www.firstpost.com/living/reliance-foundation-partners-four-majors-in-project-asman-to-reduce-maternal-newborn-mortality-2493920.html>

A healthcare initiative Project Asman aimed at reducing infant, neonatal and maternal mortality in India, was launched today by a consortium of leading private and development sector partners.

The project is an alliance between the Bill & Melinda Gates Foundation, MSD India (through its MSD for Mothers programme), Reliance Foundation, Tata Trusts and the United States Agency for International Development (USAID).

"Project Asman will work towards facilitating the availability of quality healthcare under the five pillars of the Government of India's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Program (RMNCH+A)," a release from Asman said.

The initiative was jointly unveiled by Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, Kenneth C Frazier, Chairman & CEO, MSD, Nita Ambani, Founder and Chairperson, Reliance Foundation, RK Krishna Kumar, Trustee - Tata Trusts, and Ambassador Jonathan Addleton, Mission Director, USAID/India, in the presence Union Minister for Women & Child Development, Maneka Gandhi and other senior officials.

Asman seeks to create a model for bringing private players together to make significant progress in attaining the goals of providing healthcare for all and to steer the nation towards making a mark in the Sustainable Development Goals.

Commenting on the launch of Project Asman, Nita Ambani, Founder and Chairperson, Reliance Foundation said, "I believe that every life must be cared for and we should strive for a healthy India, where no mother is lost to child birth and every child can live life to his or her fullest potential. This is possible through smart, strong and sustainable partnerships. I am proud to be part of an alliance with which Reliance Foundation shares such strong synergies - institutions that share the same passion and commitment to tackle massive national challenges on a mission mode. For me, this partnership goes beyond just funding but leveraging our rich institutional experience, valued expertise and a strong shared commitment to improving mother and child survival in India. ASMAN gives me hope that change is possible."

Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, said, "The foundation is deeply committed to improving maternal and child health in India."

Kenneth Frazier, MSD said, "We must never lose focus on the health of mothers and children, even one preventable death is unacceptable."

RK Krishna Kumar, Trustee, Tata Trusts said, "Tata Trusts for the last hundred years, have been waging a battle against maternal, neonatal and child mortality. With this alliance, we offer our support through resources and infrastructure; safeguarding and promoting the health and wellbeing of every mother and child."

On the occasion, Ambassador Jonathan Addleton, USAID Mission Director to India, said: "USAID, on behalf of the United States, is fully committed to partnering with the Government of India, private sector and civil society to identify and replicate high-impact solutions to ensure that no woman or child in the country dies due to preventable causes."

India is the world's second most populated country and observes over 30 million pregnancies every year. Of this, 27 million women reach the stage of delivery and over 56,000 mothers die during or within 48 hours of delivery, the release said.

"The first 48 hours are equally critical for the child, as 50% of neonatal deaths happen in the first 48 hours. Presently, the states most acutely affected by concerns of Maternal Mortality Rate (MMR), Neonatal Mortality Rate (NMR) and Infant Mortality Rate (IMR) are Bihar, Uttar Pradesh, Rajasthan and Madhya Pradesh," the release said.

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Five majors announce Project ASMAN to reduce maternal and newborn mortality in India

<http://deshgujarat.com/2015/11/04/five-majors-announce-project-asman-to-reduce-maternal-and-newborn-mortality-in-india/>

Project ASMAN, a major healthcare initiative aimed at reducing infant, neonatal and maternal mortality in India, was launched on November 3, 2015 by a consortium of leading private and development sector partners. The initiative is an alliance between the Bill & Melinda Gates Foundation, MSD India (through its MSD for Mothers programme), Reliance Foundation, Tata Trusts and the United States Agency for International Development (USAID).

Project ASMAN will work towards facilitating the availability of quality healthcare under the five pillars of the Government of India's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Program (RMNCH+A).

The initiative was jointly unveiled by Mr. Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, Mr. Kenneth C Frazier, Chairman & CEO, MSD, Smt. Nita Ambani, Founder and Chairperson, Reliance Foundation, Mr. R. K. Krishna Kumar, Trustee - Tata Trusts, and Ambassador Jonathan Addleton, Mission Director, USAID/India, at a special event in the presence of Smt. Maneka Sanjay Gandhi, Hon'ble Minister for Women & Child Development, Government of India, and Dr. Jagdish Prasad, Director General Health Services, Ministry of Health & Family Welfare, Government of India. Senior government officials, medical professionals and representatives from the development sector also attended the event.

Aimed at reducing infant, neonatal and maternal mortality rates in India, the ASMAN programme brings together the knowledge and expertise of each partner to create customised solutions for addressing state-specific requirements. In line with the government's agenda of reducing mortality rates, this first-of-a-kind alliance will support the introduction and implementation of high impact interventions at the health facility level.

India is the world's second most populated country and observes over 30 million pregnancies every year. Of this, 27 million women reach the stage of delivery and over 56,000 mothers die during or within 48 hours of delivery. The first 48 hours are equally critical for the child, as 50% of neonatal deaths happen in the first 48 hours. Presently, the states most acutely affected by concerns of Maternal Mortality Rate (MMR), Neonatal Mortality Rate (NMR) and Infant Mortality Rate (IMR) are Bihar, Uttar Pradesh, Rajasthan and Madhya Pradesh.

ASMAN aims to create a model for bringing private players together to make significant progress in attaining the goals of providing healthcare for all, and to help India contribute to the Sustainable Development Goals. All partners of the ASMAN initiative are bound by a common commitment and have been working for various causes in this space in their individual capacity.

Commenting on the partnership of the Bill & Melinda Gates Foundation with ASMAN, Mr. Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, said, "The foundation is deeply committed to improving maternal and child health in India. We believe that the health of mothers and children merits particular attention, given India's share of the overall burden of maternal and child mortality, and we have made it the focus of our work in India. We decided to partner with ASMAN because we strongly believe the combined efforts of our alliance will help significantly advance our collective commitment of expanding access to maternal and child health in India and help ensure that women and children not only survive but thrive. Through this alliance, our foundation will continue its commitment of partnering the government in achieving its ambitious goals to improve women and child health and prioritise equitable growth."

Mr. Kenneth Frazier, MSD said, "We must never lose focus on the health of mothers and children, even one preventable death is unacceptable. Through our MSD for Mothers initiative we are working every day to help create a world where no woman dies giving

life. And, by sharing MSD's scientific and business expertise in this partnership, it is my hope that the combined strengths and contributions of all involved will help create a sustainable model for high impact solutions in India."

Smt. Nita Ambani, Founder and Chairperson, Reliance Foundation added, "I believe that every life must be cared for and we should strive for a healthy India, where no mother is lost to child birth and every child can live life to his or her fullest potential. This is possible through smart, strong and sustainable partnerships. I am proud to be part of an alliance with which Reliance Foundation shares such strong synergies - institutions that share the same passion and commitment to tackle massive national challenges on a mission mode. For me, this partnership goes beyond just funding but leveraging our rich institutional experience, valued expertise and a strong shared commitment to improving mother and child survival in India. ASMAN gives me hope that change is possible."

Mr. R K Krishna Kumar, Trustee, Tata Trusts said, "Tata Trusts for the last hundred years, have been waging a battle against Maternal, Neonatal and Child mortality. With this alliance, we offer our support through resources and infrastructure; safeguarding and promoting the health and wellbeing of every mother and child."

Reaffirming USAID's commitment to ending preventable child and maternal deaths, Ambassador Jonathan Addleton, USAID Mission Director to India, said: "USAID, on behalf of the United States, is fully committed to partnering with the Government of India, private sector and civil society to identify and replicate high-impact solutions to ensure that no woman or child in the country dies due to preventable causes. USAID decided to partner with ASMAN because it brings together the right partners from across sectors whose core competencies and technical expertise can build synergies with existing programs to achieve the goal of zero mother and child deaths by 2035. Through ASMAN, USAID will continue to foster the power of science, technology, innovation, and partnerships to create solutions to reduce child and maternal deaths more quickly and cost effectively."

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Reliance Foundation, others to work on reducing neonatal mortality

<http://health.economictimes.indiatimes.com/news/industry/reliance-foundation-others-to-work-on-reducing-neonatal-mortality/49653272>

Reliance Foundation and four other corporates and development sector organizations today announced an alliance to help reduce maternal and neonatal mortality. Project ASMAN will be undertaken by Reliance Foundation, the largest CSR initiatives in the country with an annual spend of over Rs 750 crore, along with Bill & Melinda Gates Foundation, pharma major MSD India, Tata Trusts, and USAID. It will work towards facilitating the availability of quality healthcare under the five pillars of the government's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Programme. Speaking on the occasion, Nita Ambani, Founder and Chairperson, Reliance Foundation, said, "I believe that every life must be cared for and we should strive for a healthy India, where no mother is lost to child birth and every child can live life to his or her fullest potential." This is possible through smart, strong and sustainable partnerships, she added. "I am proud to be part of an alliance with which Reliance Foundation shares such strong synergies - institutions that share the same passion and commitment to tackle massive national challenges on a mission mode," Ambani said. This partnership goes beyond just funding but leveraging our rich institutional experience, valued expertise and a strong shared commitment to improve mother and child survival in India, she added. India is the world's second most populated country and observes over 30 million pregnancies every year. Of this, 27 million women reach the stage of delivery and over 56,000 mothers die during or within 48 hours of delivery.

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Five majors announce Project Asman to reduce maternal, newborn mortality in India

<http://netindian.in/news/2015/11/03/00035527/five-majors-announce-project-?sm?n-reduce-maternal-newborn-mortality-india>

Project Asman, a major healthcare initiative aimed at reducing infant, neonatal and maternal mortality in India, was launched today by a consortium of leading private and development sector partners.

The initiative is an alliance between the Bill & Melinda Gates Foundation, MSD India (through its MSD for Mothers programme), Reliance Foundation, Tata Trusts and the United States Agency for International Development (USAID).

A press release from the organisations said Project Asman would work towards facilitating the availability of quality healthcare under the five pillars of the Government of India's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Program (RMNCH+A).

The initiative was jointly unveiled by Mr. Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, Mr. Kenneth C Frazier, Chairman & CEO, MSD, Ms. Nita Ambani, Founder and Chairperson, Reliance Foundation, Mr. R. K. Krishna Kumar, Trustee - Tata Trusts, and Mr. Jonathan Addleton, Mission Director, USAID India here today.

Union Minister for Women & Child Development Maneka Gandhi and Dr. Jagdish Prasad, Director General Health Services, Ministry of Health & Family Welfare, senior government officials, medical professionals and representatives of the development sector were present at the event.

Committed to reducing infant, neonatal and maternal mortality rates in India, the Asman programme brings together the knowledge and expertise of each partner to create customised solutions for addressing state-specific requirements. In line with the government's agenda of reducing mortality rates, this first-of-a-kind alliance will support the introduction and implementation of high impact interventions at the health facility level, it said.

According to the release, India is the world's second most populated country and observes over 30 million pregnancies every year. Of this, 27 million women reach the stage of delivery and over 56,000 mothers die during or within 48 hours of delivery. The first 48 hours are equally critical for the child, as 50% of neonatal deaths happen in the first 48 hours. Presently, the states most acutely affected by concerns of Maternal Mortality Rate (MMR), Neonatal Mortality Rate (NMR) and Infant Mortality Rate (IMR) are Bihar, Uttar Pradesh, Rajasthan and Madhya Pradesh.

Asman aims to create a model for bringing private players together to make significant progress in attaining the goals of providing healthcare for all, and to help India contribute to the Sustainable Development Goals. All partners of the Asman initiative are bound by a common commitment and have been working for various causes in this space in their individual capacity, it said.

Mr. Wadhvani said the Bill and Melinda Gates Foundation was deeply committed to improving maternal and child health in India.

"We believe that the health of mothers and children merits particular attention, given India's share of the overall burden of maternal and child mortality, and we have made it the focus of our work in India. We decided to partner with Asman because we strongly believe the combined efforts of our alliance will help significantly advance our collective commitment of expanding access to maternal and child health in India and help ensure that women and children not only survive but thrive. Through this alliance, our foundation will continue its commitment of partnering the government in achieving its ambitious goals to improve women and child health and prioritise equitable growth," he said.

Mr. Kenneth Frazier, MSD said, "We must never lose focus on the health of mothers and children, even one preventable death is unacceptable. Through our MSD for Mothers initiative we are working every day to help create a world where no woman dies giving life. And, by sharing MSD's scientific and business expertise in this partnership, it is my hope that the combined strengths and contributions of all involved will help create a sustainable model for high impact solutions in India."

Ms. Ambani said, "I believe that every life must be cared for and we should strive for a healthy India, where no mother is lost to child birth and every child can live life to his or her fullest potential. This is possible through smart, strong and sustainable partnerships. I am proud to be part of an alliance with which Reliance Foundation shares such strong synergies - institutions that share the same passion and commitment to tackle massive national challenges on a mission mode. For me, this partnership goes beyond just funding but leveraging our rich institutional experience, valued expertise and a strong shared commitment to improving mother and child survival in India. ASMAN gives me hope that change is possible."

Mr. Krishna Kumar said, "Tata Trusts for the last hundred years, have been waging a battle against Maternal, Neonatal and Child mortality. With this alliance, we offer our support through resources and infrastructure; safeguarding and promoting the health and wellbeing of every mother and child."

Reaffirming USAID's commitment to ending preventable child and maternal deaths, Mr. Addleton said: "USAID, on behalf of the United States, is fully committed to partnering with the Government of India, private sector and civil society to identify and replicate high-impact solutions to ensure that no woman or child in the country dies due to preventable causes. USAID decided to partner with Asman because it brings together the right partners from across sectors whose core competencies and technical expertise can build synergies with existing programs to achieve the goal of zero mother and child deaths by 2035. Through Asman, USAID will continue to foster the power of science, technology, innovation, and partnerships to create solutions to reduce child and maternal deaths more quickly and cost effectively."

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<http://www.indiacsr.in/en/five-majors-announce-project-asman-to-reduce-maternal-and-newborn-mortality-in-india/>

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Project ASMAN will work towards facilitating the availability of quality healthcare under the five pillars of the Government of India's Reproductive, Maternal, Newborn, Child Health and Adolescent Health Program (RMNCH+A). The alliance has structured its model in consultation with the National Health Mission (NHM) and will be working in synergy with the Government of India at the centre and state levels.

The initiative was jointly unveiled by Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation; Kenneth C Frazier, Chairman & CEO, MSD; Nita Ambani, Founder and Chairperson Reliance Foundation; R. K. Krishna Kumar, Trustee - Tata Trusts and Ambassador Jonathan Addleton, Mission Director, USAID/India, India at a special event in the presence of Maneka Sanjay Gandhi, Minister for Women & Child Development, Government of India, Dr. Jagdish Prasad, Director General Health Services, Ministry of Health & Family Welfare, Government of India. Senior government officials, medical professionals and representatives from the development sector also attended the event.

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Commenting on the partnership of the Bill & Melinda Gates Foundation with ASMAN, Alkesh Wadhvani, Deputy Director, Integrated Delivery, India, Bill & Melinda Gates Foundation, said, "The foundation is deeply committed to improving maternal and child health in India. We believe that the health of mothers and children merits particular attention, given India's share of the overall burden of maternal and child mortality, and we have made it the focus of our work in India."

"We decided to partner with ASMAN because we strongly believe the combined efforts of our alliance will help significantly advance our collective commitment of expanding access to maternal and child health in India and help ensure that women and children not only survive but thrive. Through this alliance, our foundation will continue its commitment of partnering the government in achieving its ambitious goals to improve women and child health and prioritise equitable growth.", he added.

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Trusts said, "Tata Trusts for the last hundred years, have been waging a battle against Maternal, Neonatal and Child mortality. With this alliance, we offer our support through resources and infrastructure; safeguarding and promoting the health and wellbeing of every mother and child."

Reaffirming USAID's commitment to ending preventable child and maternal deaths, Ambassador Jonathan Addleton, USAID Mission Director to India, said, "USAID, on behalf of the United States, is fully committed to partnering with the Government of India, private sector and civil society to identify and replicate high-impact solutions to ensure that no woman or child in the country dies due to preventable causes."

"USAID decided to partner with ASMAN because it brings together the right partners from across sectors whose core competencies and technical expertise can build synergies with existing programs to achieve the goal of zero mother and child deaths by 2035. Through ASMAN, USAID will continue to foster the power of science, technology, innovation, and partnerships to create solutions to reduce child and maternal deaths more quickly and cost effectively.", he explained.

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