

## ANNUAL REPORT 2008-2009



Working together for a healthier world®

Gender Equality

Poverty Eradication

Child Health

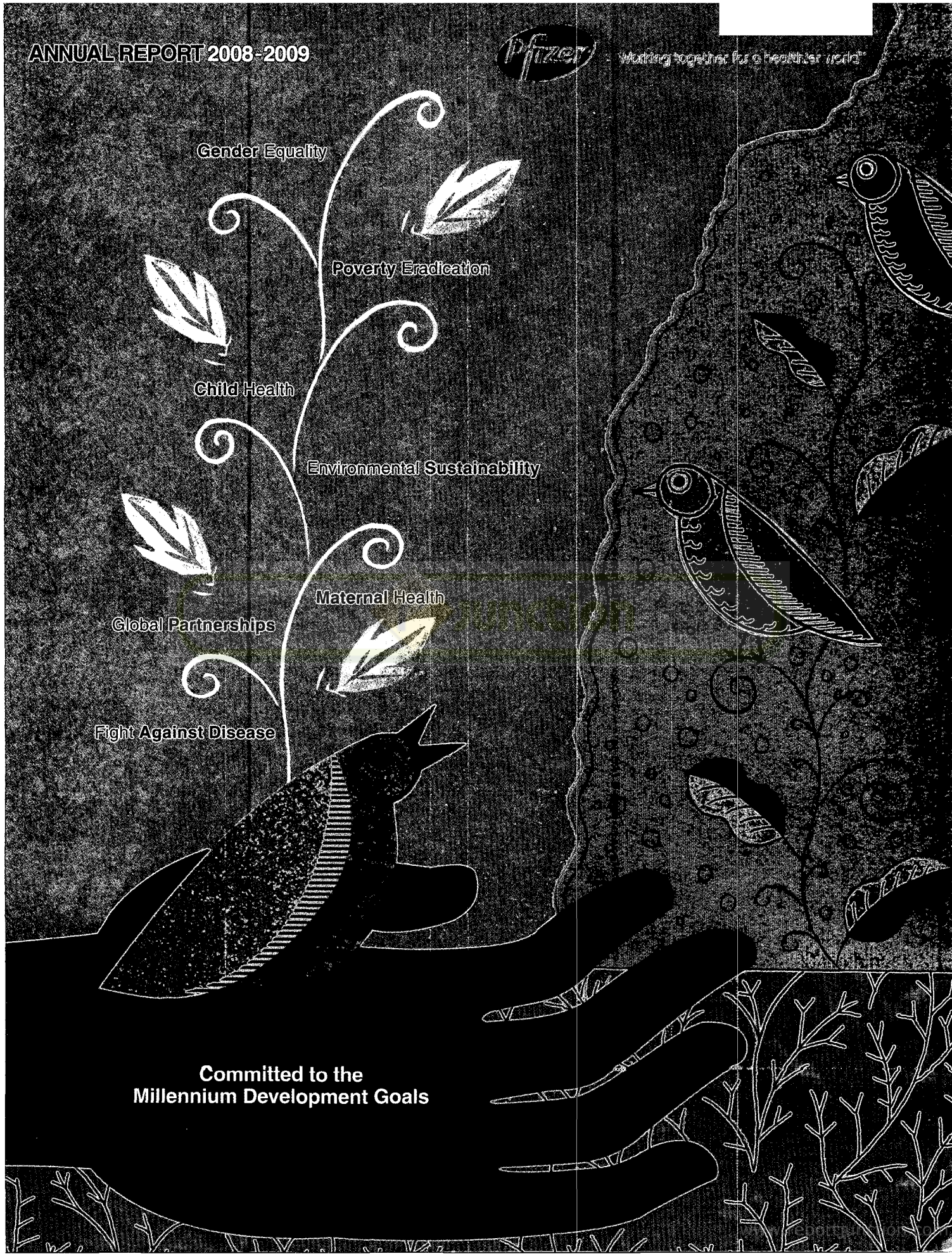
Environmental Sustainability

Maternal Health

Global Partnerships

Fight Against Disease

**Committed to the  
Millennium Development Goals**





*Pfizer has been supporting the rural poor through healthcare programmes spanning maternal and child health, social empowerment and income-generation initiatives.*





# Millennium Development Goals

At the United Nations Millennium Summit in September 2000, the largest gathering of the world leaders adopted a declaration to commit their nations to a new global partnership to reduce extreme poverty and set out a series of time-bound targets, with a deadline of 2015. These objectives have come to be known as the Millennium Development Goals (MDGs).

The MDGs seek to tackle poverty, hunger, lack of healthcare, basic human rights including gender equality, and achieve the goals in an environmentally sustainable way. They encompass basic human rights – the rights of each person on the planet to health, education, shelter, and security.

In India, Pfizer was awarded the best MNC in 2009 by Frost & Sullivan, which substantiates

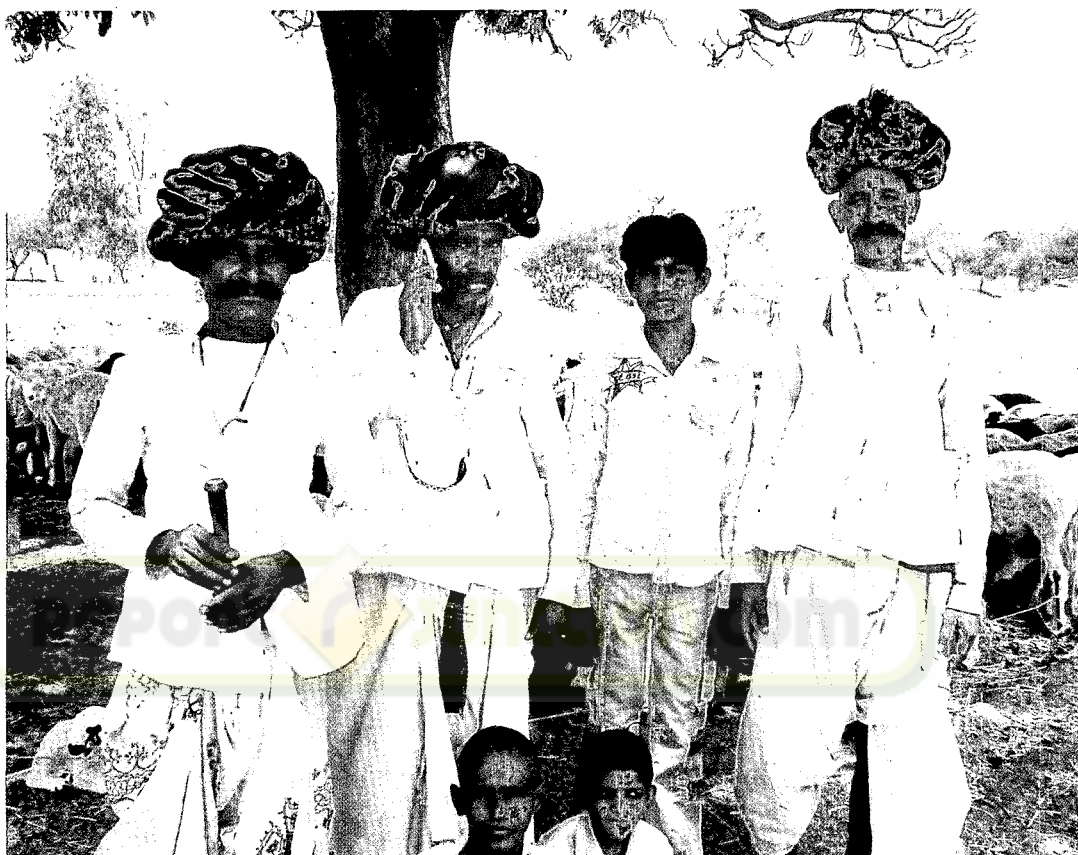
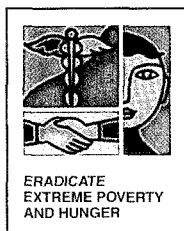
the commitment of the company towards all its stakeholders in the country. Pfizer is helping to transform the healthcare system, by redefining healthcare, access to medicines, and partnering to build infrastructure and manpower for healthcare.

Pfizer continues its unwavering commitment to create a more equitable and sustainable future. By boosting the healthcare system, researching innovative technology and training healthcare professionals, Pfizer expects to take millions of Indians one step closer to realizing the MDGs.

The following pages identify the areas where Pfizer is contributing to the country's progress towards meeting the Millennium Development Goals.



# Poverty Eradication



Over 50% of India's population survives on agriculture. Animal Husbandry is practiced on a large scale by millions of farmers, producing milk, eggs and meat to supplement their income. Pfizer Animal Health division supports the potential of this segment, helping the farmers to increase the productivity of their animals and maximize their earnings. It has a wide range of products which are broadly categorized into dairy and poultry divisions.

The dairy team has a set of nutritional feed supplements and a portfolio of medicines. The nutritional feed supplements help in keeping the animal in healthy condition and in meeting the

shortage of vitamins and minerals in the diet. As a result the cattle provide a high and consistent milk yield. Pfizer's range of medicines not only help in prolonging the life of the cattle but it also reduces the time taken by ailing animals to get back to the original milk yield level. As a result animals stay healthy and stress free to produce the target milk yield without many fluctuations.

The poultry team has products focused at four need types for the poultry farmer, namely: medicated feed supplements, anti-infectives, disinfectants and nutritionals. Over the last decade, Pfizer products have been helping farmers to realize their full potential.



# Gender Equality

Pfizer's deep-rooted belief in women's empowerment is seen in its successful partnership with the NGO Arpana as well as in its internal personnel policies.

The Pfizer-Arpana project is a partnership geared towards improving mother-child healthcare in the rural villages of Haryana. The project has expanded its scope to engage in many activities to uplift the surrounding communities. It has started working for the empowerment of women in Karnal district of Haryana. One of the initiatives of this partnership is to form Self Help Groups (SHGs). With the encouragement of the partnership more than 250 self-help groups have been established supported by over 600 women entrepreneurs. The SHGs have led some 3100 rural women to

save Rs. 3 Crores in local banks.

Pfizer offers equal opportunities to its women colleagues. Through the DIWA (Diversity through Women Allies) initiative, Pfizer is progressing towards increasing the number of women colleagues and providing them with the best opportunities to develop their talent. DIWA provides an important platform for engaging female colleagues, promoting diverse thinking, raising awareness of female colleague needs and building a diverse talent pipeline. Its main purpose is to create a work environment that attracts and harnesses the potential of women talent and makes Pfizer an Employer of Choice for both men and women.



Report  junction.com



## Global Goals

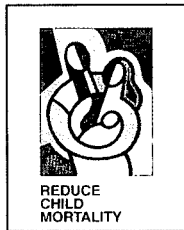
The global goal is to eliminate gender disparity at all levels of education by 2015. The key objectives are:

- Increasing the ratios of girls to boys in primary, secondary and tertiary education.
- Increasing the share of women in wage employment in the non-agricultural sector.
- Increasing the proportion of seats held by women in national parliament.





# Child Health



Pfizer has always been at the forefront when it comes to improving the lives of patients. Along with medicines and through awareness and counseling Pfizer is constantly in search of new ways to help people lead better lives. One such approach is its partnership with Arpana Trust, in North India. At Karnal in Haryana, Pfizer is working with Arpana Trust since 2002 to spread awareness about mother and child healthcare. The efforts of Pfizer and Arpana have positively affected the people of more than 65 nearby villages and are reflected in the results.

- There has been more than 20% reduction in low weight birth of babies;
- There has been improvement in the access to healthcare and better awareness about health needs of pregnant women & children less than five years;
- There has been a significant control over preventable diseases (e.g. diarrhea, malaria), especially in women and & children.



# Maternal Health

Reducing the maternal mortality rate and increasing the proportion of childbirths attended by skilled personnel is a key MDG. In India, Pfizer has involved itself in improving the healthcare infrastructure in the country, at the grassroots level. The initiative is a project in partnership with Pfizer External Medical Affairs and Arpana Trust, under which we work in the local villages in north India to better understand the developmental needs of the communities.

The partnership began in 2002 to spread awareness about healthcare, improve maternal

and child care health infrastructure and sanitation in rural villages. Over time the partnership has evolved to address primary, secondary and tertiary healthcare needs and help reduce maternal mortality through encouraging the practice of institutional deliveries and taking folic acid supplements during pregnancy. The partnership has already impacted 65 villages in improving maternal and reproductive health. Pfizer is now scaling up the project to cover 100 villages in Haryana.



## Real Progress

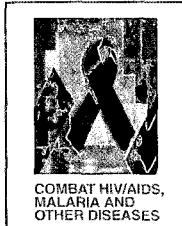
Pfizer's project in partnership with Arpana Trust has positively impacted maternal health in 65 villages of Haryana.

- More than 94% coverage has been achieved for neo-natal check-ups.
- A 20% jump in institutional deliveries.
- A 55% decrease of anemia in pregnant women.
- A 36.5% decrease of anemia in adolescent girls.
- Prevention of STDs and reduction in maternal mortality.





# Fight Against Disease



Pfizer is in a position to contribute significantly towards combating the most common and deadliest diseases which lead to major loss of human lives on the planet. HIV/AIDS, TB and smoking are the specific areas where Pfizer is contributing.

As far as TB goes, Pfizer has taken preventive and curative approaches. Pfizer has partnered with the Clinton Foundation to sell its tuberculosis drug at \$1 per dose, a 60 percent price decrease, or \$90 for a full, six-month treatment. The lower price will be available in several countries including India.

Further, Pfizer has launched a drug which helps smokers quit the habit which can help to reduce the number of TB cases caused by smoking. This prescription medication is used to treat smoking addiction and is clinically proven to be the most effective drug to help reduce the urge to smoke. Pfizer has launched over 200 smoking cessation clinics across the country to provide a holistic approach towards tobacco control to help reduce the high incidence of chronic diseases in the country.



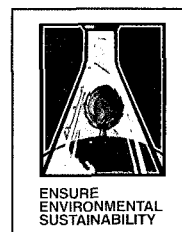


# Environmental Sustainability

Pfizer has contributed towards environmental sustainability. We use the latest technology in water recycling and disposal and it also purifies water for use in the plant rather than depleting scarce clean water resources.

Further, with the aim of reducing Green House Gas (GHG) emissions and saving fossil fuel, the in-operation boiler at our plant was refitted to run on Bagasse Briquettes. This is a renewable fuel derived from agro products. The project has been registered with UNFCCC (United Nations Framework Convention on Climate Change) under CDM (Clean Development Mechanism) for claiming carbon credits.

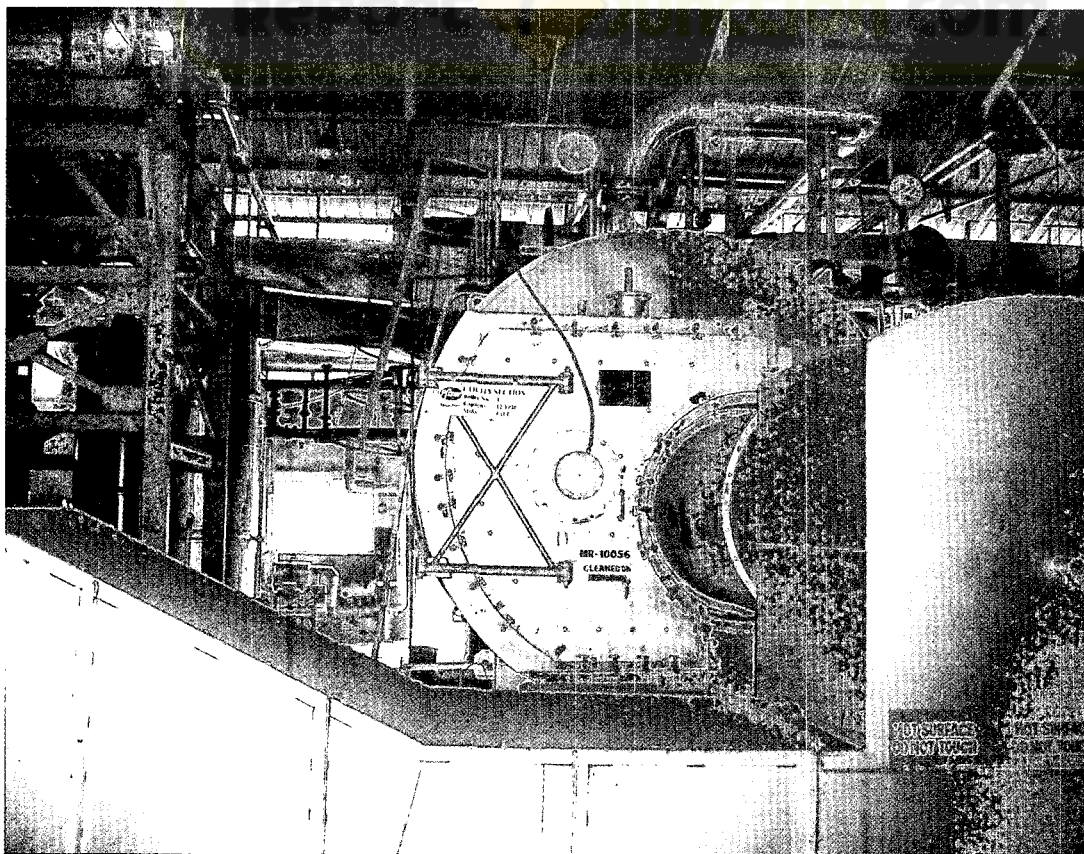
Through Community Outreach programs, a continuous endeavor is made to involve the local community in aspects such as Environment Protection, Pollution Control, Waste Management and Water & Energy conservation. A focus is given to water conservation techniques like rain water harvesting and digging local fresh water pools. Activities such as tree plantation, free health check-ups and supply of free medicines are conducted in association with NGOs. All these measures have begun to promote a sustainable development and environmental conservation in the surrounding community.



## Clean Energy

Bagasse Briquette, a renewable and environment friendly source of energy, is used as a fuel with the aim of reducing Green House Gas (GHG) emissions and saving fossil fuel. Bagasse is derived from agro products. Since it does not contain any sulphur, air pollution is reduced and it is also possible to recover extra heat from the exhaust gases.

The fuel yields 6 to 10% ash as product of combustion, which being non hazardous, can be used for land fill or in low cost constructions. With the use of Bagasse, Pfizer's fuel bill has reduced to almost half at prevailing prices.



# Partnerships for Development



## Pfizer Partnerships

### With Arpana and USAID

Pfizer has partnered with Arpana, USAID and the CAP Foundation to jointly evolve a holistic approach towards building the rural infrastructure. The partnerships focus on strengthening health services, providing jobs skills training, and offering real employment to the entire community.

### Pfizer EMA + PHFI

Pfizer External Medical Affairs (EMA) has partnered with the Public Health Foundation of India (PHFI) to strengthen public health systems through education, training, research, community empowerment and improved access to health services. Pfizer will provide partial support to PHFI for establishing Centers for Strengthening Health Systems in the underdeveloped districts of Adilabad (Andhra Pradesh) and Ganjam (Orissa).



Specific targets of the Millennium Development Goals include cooperation with pharmaceutical companies to provide access to affordable essential drugs in developing countries, and cooperation with the private sector to make available the benefits of new technologies.

Pfizer, in collaboration with various domestic and international players, has formed partnerships to increase the access to its drugs across socio-economic groups in the country,

improve the healthcare infrastructure in the country upwards from the grassroots level and to provide training to build the local capacity of leading healthcare institutions across the country. Further, the company has created a workforce which is well versed with the latest techniques in the field of medical research and innovation to provide high quality healthcare services to the underserved sections of the rural population.

